

## Predicting Impulsive Buying Influenced by Hedonic Motivation and Socialization Motivation

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**Abstrak** - The purpose of this study is to determine how socialization and hedonic motivation affect impulsive purchasing. The sampling method is called purposeful sampling. One hundred respondents, ages twelve to fourteen, participated in the survey. Partial Least Squares is one of the data analysis techniques used in this study's quantitative approach. As a data analysis tool, SmartPLS version 4 is used to process data. Primary data from Google Forms used to distribute questionnaires is used in the data source. The study's findings suggest that impulsive purchasing is influenced by hedonic motivation. The second hypothesis, however, demonstrates that impulsive purchasing is unaffected by socialization motivation. According to the management implications of this study, businesses who provide goods and services to teenagers should think about the advantages, quality, and selling price. Teenagers are a tech-savvy generation, thus all decisions are based on user feedback and considerations. If the selling price is too expensive for the teenagers, they will abandon their plan to purchase.

Kata Kunci: Hedonic Motivation, Impulsive Buying, Socialization Motivation, Teenager

### INTRODUCTION

Generation Z is one of the largest generations in Indonesia. Harmadi, (2022) stated that Indonesia is currently dominated by generation z and millennials. The proportion of the population of Indonesia based on generation is presented in Figure 1 below.

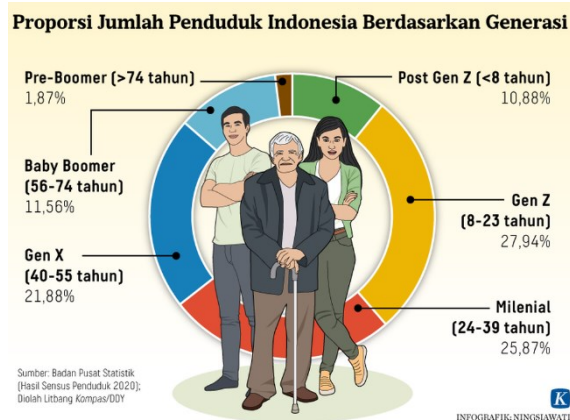


Figure 1. Proportion of the Number of Indonesian Populations Based on Generation  
 Source: Harmadi (2022)

Because of this, practically every generation in the modern age is concerned about Generation Z. Since teens make up the majority of generation Z, the country's future generation, they play a crucial part in advancing Indonesia (Hinduan et al., 2020).

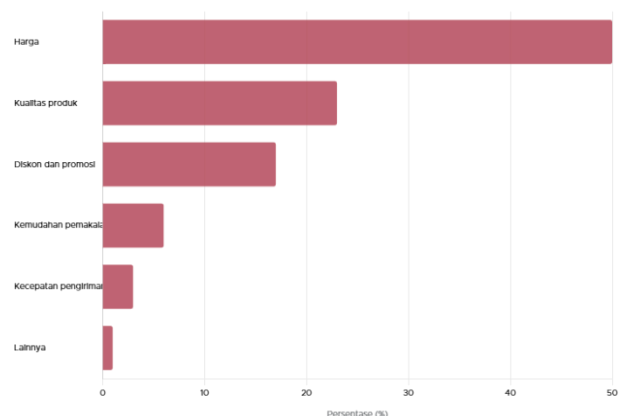


Figure 2. Characteristics of Generation Z when shopping  
 Source: Yonatan (2024)

One way to think of social motivation or social shopping is as going shopping with family or friends (Coelho et al., 2023). Friends are one of the things

that offer knowledge and considerations while making a buying decision, claims Ashraf et al., (2023). Some people will consult friends or relatives for information and recommendations before making a purchase (Macheka et al., 2023). Giving friends or other close friends advice and information can lead to impulsive purchases because of the social setting (Li et al., 2022).

Online shopping has grown to be a necessity and even a way of life (Yoo et al., 2023). Promotions frequently offered by e-wallets have the potential to encourage impulsive purchasing in society by keeping individuals motivated to make simple online purchases using their cellphones (Siyal). According to Morgan et al., (2021), teenagers are typically affected by marketing, emulate their friends' lifestyles, have excessive expectations, and spend their money. This behavior, often known as impulsive buying, leads someone to buy something they had no intention of getting at first (Sarwar et al., 2023). The data in Figure 2 shows that there is motivation for teenagers to make purchases, starting from price, product quality, discounts, ease of use and speed of delivery. With the ease of access obtained by the community, this is not a difficulty for generation z in making purchases. This is also supported by the presence of e-wallets that make it easier for people to spend their money because they do not see the physical money used so that they do not feel like they have spent money.

Since customer love for a product is one of the elements driving impulsive buying, Wang et al., (2022) claim that hedonic shopping motivation has a significant impact on impulsive buying. Customers experience hedonic motivation when they think that utilizing or buying a product will boost their self-confidence and bring them emotional fulfillment. Teenagers may experience hedonic drive as a result of believing that utilizing particular products will boost their social value and self-esteem (Jalees et al., 2024).

Purchasing decisions involve a series of choices formed by consumers before making a purchase (Alfian et al., 2024; (Singer & Özşahin, 2024). Once they find a means of satisfying their desires and needs, purchasing behavior is carried out (Zaman & Kusi-Sarpong, 2023). Based on the opinion of Alnoor et al., (2024), impulsive purchases are characterized by the absence of planning and not considering the impacts that can occur when determining choices in purchasing. This happens quickly and spontaneously. Assessments may have a subjective tendency to immediately have a product even though they are not pressed by need (Ohfuji et al., 2004). Those who make impulsive purchases tend not to think about the benefits of the product (Xin et al., 2024). Sellers can provide various stimuli that have the potential to trigger impulsive behavior from consumers (Sun et al., 2023).

Impulse buying is a purchasing activity carried out by individuals without having a prior planning process (Nyrhinen et al., 2024). Around 40% of spending occurs spontaneously by consumers in online purchases and without prior planning (Baek & Park, 2024). So, if impulsive buying is done continuously, it can cause financial problems such as being trapped in a lot of debt outside the community, which can be a serious problem caused by the phenomenon of impulsive buying (Jones & Arnould, 2024; Khoi & Le, 2024).

Hedonic shopping motivation is a motivation that someone has in shopping with the aim of getting pleasure alone and has the perception that shopping is something that can be interesting based on the person's emotional thoughts (Hussain et al., 2024). Hedonic motivation is defined as a form of motivation in shopping that consumers have only for the pleasure they have without considering the benefits of the product purchased (Aruldoss et al., 2024). Someone who has a hedonic nature has many needs that cannot be met before, then after the needs are met, new needs arise and sometimes higher than before (Huang et al., 2024).

Hedonic motivation can also arise because of excessive desire for the latest goods or products where they have to buy them in order to have their own satisfaction (Polisetty et al., 2024). When someone shops hedonistically, consumers will not consider the benefits of the product (Baghirov & Zhang, 2024). But will refer to a consumption pattern that reflects a person's choice of how to spend time and money and will form a shopping lifestyle (Richter et al., 2024). So the possibility of impulsive purchases will also be higher.

Socialization motivation is the enjoyment of shopping, socializing and forming bonds with friends, family or other people (Haktanir & Gullu, 2023). Shopping groups that have high involvement in lifestyle are teenagers and young people (Jameel et al., 2024). Teenagers are generally easily influenced by advertisements, follow their circle of friends, are unrealistic and tend to be wasteful in shopping (Mathur, 2024). According to Rosillo-Díaz et al., (2024) friends can be a factor in conveying information and helping to provide a review when making a decision to purchase an item.

The nature of shopping and consumption of a person in a group can be influenced by the information obtained and the information can be accepted by members of the group (Sharma et al., 2024). Socialization motivation is not just shopping with friends but according to Bakhshi et al., (2024), shopping for someone or role shopping can influence someone to do Socialization motivation. Role shopping reflects the pleasure obtained by consumers when shopping for someone in the form of a gift, the influence is on the feelings, mood and joy of the person who gives and receives the gift (Cachero-Martínez et al., 2023).

Formulation of Hypothesis

Albaiyah's research (2022), (Fernandy, 2024) and Naibaho et al., (2024) show that there is an influence between hedonic motivation and impulsive buying. Hedonic motivation is based on a buying motivation from within the customer because the customer likes it, driven by the desire to achieve a form of pleasure, freedom, fantasy, and escape from problems. If someone has a high hedonic motivation so that they are motivated to always want to fulfill pleasure, then they will often make impulsive buying/unplanned purchasing decisions while in the shopping center. The higher the hedonic shopping motivation, the higher the impulsive buying decision.

H1: Hedonic motivation has an effect on impulsive buying.

Watang & Miswanto (2022) and Kanthawongs & Jabutay (2024) research states that there is an influence between social motivation and impulsive buying. Purchasing decisions can be influenced by several environmental factors such as opinions or suggestions from family, friends and relatives (Permana & Parasari, 2019). Social motivation aims to observe what other people buy and wear, shopping is used as a medium for socializing, building bonds with people who have similarities in shopping (Hasibuan et al., 2019).

H2: Socialization Motivation has an effect on impulsive buying.

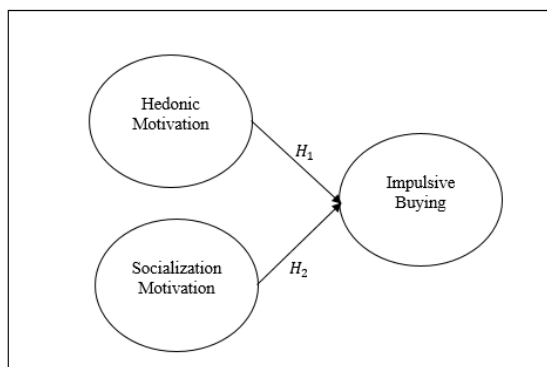


Figure 3. Research Hypothesis

RESEARCH METHOD

The research process proposed by Bali & Yuliana, (2024); Nazara & Yuliana (2024); Rosinta & Yuliana, (2024) begins with the collection of research data, which is then supplemented through the use of supporting references and interviews with respondents. Purposive sampling, a sampling technique in which the approach is based on existing population characteristics, is the sampling strategy used in this study (Yuliana et al., 2022; Firdaus & Yuliana, 2024; Ambiyah et al., 2024). This technique

is used to select individuals or groups who have special knowledge, experience, or characteristics that can provide in-depth and meaningful information about the topic being studied (Rafdi et al., 2024; Tarisca & Yuliana, 2024; Oktafianto et al., 2024). The research method used in this study is quantitative. The respondents in this study numbered 100 people. Using primary data as a data source derived from distributing questionnaires in the form of a google form. Partial Least Square is the data analysis technique in this study and is processed using SmartPLS version 4 as a data analysis tool.

Table 1. Research Construct

Variable	Indicator	Reference
Impulse Buying	IB1 = I made a purchase of an item that I had not previously planned.	Watang & Miswanto (2022)
	IB2 = I have a personal desire to buy something that I like.	
	IB3 = I feel happy after making a purchase of an item.	
	IB4 = I tend to buy something when visiting a place of entertainment.	
	IB5 = When I see an interesting item, I tend to want to buy it.	
Hedonic Motivation	HM1 = Choosing and buying various kinds of products, makes me have a lot of information about the product.	Watang & Miswanto (2022)
	HM2 = I feel excited when shopping	
	HM3 = Shopping makes me feel happy	
	HM4 = Shopping makes me in my own world	
	HM5 = I make purchases of items so that they look more attractive.	
Socialization Motivation	SM1 = I shop with friends to increase intimacy	Watang & Miswanto (2022)
	SM2 = Shopping can build closer bonds with friends or family	
	SM3 = Shopping is a good opportunity to be with friends or family	
	SM4 = I buy gifts for friends or family	
	SM5 = I shop with friends to increase intimacy	

RESULTS AND DISCUSSION

Respondent Demographics

Total of 100 respondents aged 12-24 years in the Maros area, South Sulawesi were involved in this study where there was a respondent profile based on gender, there were 36 male respondents and 64 female respondents. Based on job demographics, there were 75 respondents who were students, 7 respondents who were self-employed, 2 respondents who were private employees, 7 respondents who were unemployed and 9 others. It can be concluded that the majority of respondents were students.

Validity Test Results

Convergent validity testing is needed to observe measures that have a positive relationship

from the same construct using alternative steps (Simbolon et al., 2024; Slamet & Yuliana, 2024). The Average Variance Extracted (AVE) and outer loading values are used as requirements in fulfilling the value (Justiana & Yuliana, 2024; Astri et al., 2024). The following will present the results of data processing for the validity test:

**Table 2. Validity Test**

Variable	Indicator	Loading Factor
Impulsive Buying	IB4	0.932
	IB5	0.890
Hedonic Motivation	HM2	0.901
	HM3	0.889
	HM4	0.780
	HM5	0.739
Socialization Motivation	SM1	0.909
	SM2	0.873
	SM3	0.913

**Source: Processed Data (2024)**

The highest value on the outer loading of an element means that the related indicators have similarities (Ningsih et al., 2023; Ramadhani & Yuliana, 2023). Yuliana et al., (2023) stated that a substantial part of each indicator variant can be explained by a latent variable with a minimum of 5% according to the established policy, where the reference value of outer loading is 0.5 or greater, with an optimal value of 0.7 or greater (Khoiroh et al., 2023; Marianti et al., 2023; Sherlyta et al., 2024). Several indicators that have a value <0.7 are excluded from the validity test, including IB1, IB2, IB3, HM1, and SM4. Based on the AVE value obtained, the highest value is in the impulsive Buying variable with a value of 0.830, and the lowest value is in the hedonic motivation variable with a value of 0.689.

**Reliability and AVE Test Results**

The following presents reliability test data using SmartPLS 4.1.0.0 with the PLS-Algorithm procedure with the results of Cronbach's Alpha and Composite Reliability values:

**Table 3. Reliability Test and AVE**

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Hedonic Motivation	0.849	0.887	0.898	0.689
Impulsive Buying	0.798	0.827	0.907	0.830
Socialization Motivation	0.882	0.904	0.926	0.807

**Source: Processed Data (2024)**

The results of the reliability test on each variable can be seen with a composite reliability value > 0.7, meaning that all the instruments used were declared trustworthy and reliable because the

respondents' answers were considered consistent (Fauzan et al., 2023; Mustikasari et al., 2022; Utoyo et al., 2023).

**Hypothesis Test Results**

Based on the results of the hypothesis testing presented in table 4, it is stated that H1 is rejected, while H2 is supported.

**Table 4. Hypothesis Testing**

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values	Hypothesis Results
Hedonic Motivation -> Impulsive Buying	0.903	0.904	0.027	33.905	0.000	supported
Socialization Motivation -> Impulsive Buying	-0.008	0.007	0.047	0.164	0.870	rejected

**Source: Processed Data (2024)**

The following is a detailed discussion and explanation for each hypothesis based on table 4 above:

Furthermore, it is shown in this study that the hedonic motivation variable has a significant and positive effect on impulsive buying ( $\beta = 0.903$ ;  $p = 0.000$ ). The unidirectional relationship between the two variables is presented in the path coefficient value. In addition, the p value <0.05 means that hedonic motivation has a significant effect on impulsive buying. Based on this explanation, it can be concluded that Hypothesis 1 is supported.

Shown in this study, the socialization motivation variable is not significant and has a negative effect on impulsive buying ( $\beta = -0.008$ ;  $p = 0.870$ ). The non-unidirectional relationship between the two variables is presented in the path coefficient value. In addition, the p value > 0.05 means that socialization motivation does not have a significant effect on impulsive buying. Based on this explanation, it can be concluded that Hypothesis 2 is not supported.

**Discussion**

The first hypothesis shows that Hedonic Motivation influences impulsive buying. This is in line with research by Arbaiah et al., 2022; Fernandy, 2024; Naibaho et al., 2024). When someone buys, sometimes they make unplanned purchases or make sudden purchases. The feeling of pleasure that arises when consumers make a purchase causes them to engage in substantially unnecessary purchasing behavior. Hedonic motivation also influences impulsive buying. This hedonic desire can be an emotional drive that provides a sense of pleasure and happiness when shopping, which will lead to impulsive buying.

A person can make impulsive purchases followed by the presence of emotions of pleasure, joy,

and feelings to make spontaneous and repeated product purchases. A person can become increasingly susceptible to impulsive buying behavior in themselves when they want to find variety in a particular thing. Prolonged impulsive buying can result in waste and financial problems for a person.

The convenience of online shopping can be supported by marketer strategies by including strategies to encourage impulsive purchases. Consumer behavior in shopping has been proven to increase impulse buying, even some online shopping websites only rely on impulse buying to increase their income. Thus, the characteristics of purchasing products via the internet have great potential to encourage consumers to make purchases of products that they do not actually need.

The second hypothesis shows that Socialization Motivation has no effect on impulsive buying. This is in contrast to research conducted by Kanthawongs & Jabutay (2024) and Watang & Miswanto, (2022). Impulsive buying behavior also leads to spontaneous spending without paying attention to the specific goals and benefits of buying a product. Impulsive buying is a buying activity that is irrational, has no prior planning, and is carried out because of emotional factors.

Impulse buying can be influenced by internal factors related to consumer demographics and personality, and external factors including the surrounding environment, product promotion, and product advantages marketed by the seller. Products, purchase situations and conditions, and demographic factors can also be other factors that influence impulsive buying behavior. Teenagers become individuals who can determine decisions in making purchases. Not everything related to the social environment determines purchases made by teenagers. For example, when someone has a budget below the selling price, this is the cause of the purchase being canceled.

## CONCLUSION

Based on the results of the research and discussion above, it can be concluded that Hedonic Motivation has an effect on impulsive buying as the first hypothesis. However, the second hypothesis shows that Socialization Motivation has no effect on impulsive buying. This study provides managerial implications where companies that sell products and services with sales targets are teenagers, need to consider the selling price, quality and benefits. Because teenagers are a generation that is adaptive to technology, all decisions to be taken are based on considerations and reviews from users. Teenagers will cancel their intention to buy if the selling price is considered high from their expectations. This study has limitations because it focuses on the variables of hedonic motivation, Socialization Motivation and impulsive buying. Suggestions for further research can conduct hypothesis testing simultaneously and

add other variables such as risk acceptance and price acceptance.

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