



Hedonic Shopping Motives of Shopee Generation Z Consumers towards Impulse Purchases of Skincare Products

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Abstract. Currently, generation Z has a great interest in the world of beauty. The rise of skincare trends accompanied by a growing marketplace has influenced consumer behavior. This research examines the relationship between hedonic shopping motives and impulsive buying among Generation Z Shopee consumers when buying skincare products. This quantitative research generated data collection methods through questionnaires. The sampling technique used in this research was accidental sampling. The subjects of this research were Shopee consumers, male or female, born 1997-2003, and had purchased skincare at least twice a month at Shopee, a number. 295 respondents. The measuring instruments used in this research are the Buying Impulsiveness Scale and the Hedonic Shopping Motivation Scale. The research results show that hedonic shopping has a significant positive relationship with impulsive buying, which means that the higher the hedonic shopping motives, the higher a person's tendency to impulsive buying motives. Adventure shopping, gratification shopping, role shopping, value shopping, social shopping, and idea shopping have a significant positive relationship with impulsive buying. This research recommends that Generation Z Shopee consumers be more careful about hedonic shopping motives, which can increase the tendency to impulsive buying.

Keywords: hedonic shopping motives, impulsive buying, shopee

Abstrak. Saat ini generasi Z memiliki ketertarikan yang besar terhadap dunia kecantikan. Maraknya tren *skincare* disertai dengan *marketplace* yang berkembang ternyata mempengaruhi perilaku konsumen. Penelitian ini memiliki tujuan untuk menguji hubungan antara *hedonic shopping motives* dengan *impulsive buying* pada konsumen *Shopee* generasi Z saat membeli produk *skincare*. Penelitian ini merupakan penelitian kuantitatif yang menggunakan metode pengambilan data melalui kuesioner. Teknik pengambilan sampel yang digunakan pada penelitian ini adalah *accidental sampling*. Subjek penelitian ini adalah konsumen *Shopee*, berjenis kelamin laki-laki atau perempuan, memiliki tahun kelahiran 1997-2003, dan pernah membeli *skincare* minimal 2 kali dalam sebulan di *Shopee*, sejumlah 295 responden. Alat ukur yang digunakan pada penelitian ini adalah *Buying Impulsiveness Scale* dan *Hedonic Shopping Motivation Scale*. Hasil penelitian menunjukkan *hedonic shopping* berhubungan positif signifikan dengan *impulsive buying*. Artinya semakin tinggi *hedonic shopping motives* maka semakin tinggi kecenderungan seseorang untuk *impulsive buying motives*. *Adventure shopping*, *gratification shopping*, *role shopping*, *value shopping*, *social shopping*, dan *idea shopping* berhubungan positif signifikan dengan *impulsive buying*. Hasil penelitian ini disarankan untuk konsumen *Shopee* generasi Z agar lebih berhati-hati terhadap motif-motif *hedonic shopping* yang bisa meningkatkan kecenderungan untuk *impulsive buying*.

Kata kunci: hedonic shopping motives, impulsive buying, shopee

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Introduction

In this era of digitalization, people's activities are increasingly made easier by technology, including shopping activities, often referred to as marketplaces. However, because of its convenience, marketplaces often encourage consumers to shop impulsively (Syashtra & Wangdra, 2018; Wells, Parboteeah, & Valacich, 2011;

Kristanto, Suharto, & Aly, 2020). The results of a Central Statistics Agency survey show that 31% of consumers are currently experiencing an increase in online shopping to meet their needs. However, online shopping often encourages consumers to shop impulsively, buying products they want even though they are not currently needed (Aida, 2020). The results of research conducted by McKinsey & Company in 2020 show that 24% of Generation Z consumers in Indonesia like to spend time shopping online, so that generation Z is increasingly encouraged to shop impulsively or make unplanned purchases (Venia, Marzuki, & Yuliniar, 2021). According to Widyananda (2020), Generation Z are individuals born in 1995-2010 (Widyananda, 2020). Generation Z is a young generation who is comfortable using technology because they were born in the era of digitalization (Lanier, 2017). So, social media and smartphones have become the most important factors in the digital generation. In addition, because Generation Z lives in an era of fast-paced and instant digitalization, Generation Z lives full of impatience (Van den Bergh & Behrer, 2016). Another characteristic is that Generation Z tends to look for the quickest way to buy products, which is influenced by cognitive and affective responses (Zhang, 2017; Coley & Burgess, 2003).

Based on the results of research conducted by Watsons Group in 2019, 86% of health and beauty product buyers came from Generation Z, with more than 70% of Generation Z spending on cosmetic products (Copp, 2019). Another survey in 2019, the Zap Beauty Index, showed that 45.4% of Indonesian women had used skincare before the age of 19 (Pradita, 2020). Generation Z's interest in skincare is believed to have great potential for the growth of Indonesia's digital economy (Sayekti, 2021). Based on research results from the Katadata Insight Center (KIC), around 85% of transactions carried out through the marketplace come from Generation Z (Safitri, 2020). Shopee, as one of the marketplaces in Indonesia, has experienced an increase in visitors from 55.9 million in 2019 to 96.5 million in 2020 (Jayani, 2020). Based on data from the Indonesian Digital Marketing Association, one of the products included in the ten best-selling product categories on Shopee is beauty products. Beauty products have sold 247.1 million out of 2.3 million products displayed on Shopee in one year (Indonesian Digital Marketing Association, 2020). Meanwhile, several beauty product categories include makeup, skincare, hair treatment, bath and body. Meanwhile, skincare products include facial wash, toner, moisturizer, sunscreen, serum, essence, eye cream, face mask, facial oil, and so on.

The existence of various types of skincare products being sold to treat all kinds of skin problems means that people are now increasingly selective in choosing skincare products, especially Generation Z (Kumampung, 2020). According to Widyananda (2020), Generation Z individuals were born in 1995-2010. Generation Z is a young generation who is comfortable using technology because they were born in the era of digitalization (Lanier, 2017). So, social media and smartphones have become the most important factors in the digital generation. Apart from that, because Generation Z lives in an era of fast-paced and instant digitalization, Generation Z lives full of impatience (Van den Bergh & Behrer, 2016). Another characteristic is that Generation Z tends to look for the quickest way to buy products, which is influenced by cognitive and affective responses (Zhang, 2017; Coley & Burgess, 2003). Generation Z will look for the fastest way to buy products, which is influenced by cognitive and affective responses (Zhang, 2017; Coley & Burgess, 2003). Cognitive and affective responses are influenced by various external factors (Khajemahmodabadi, Dadras & Djoury, 2017; Muruganatham & Bhakat, 2013; Ahmad & Pamar, 2013), internal factors (Khajemahmodabadi, Dadras & Dojury (2017; Muruganatham & Bhakat, 2013), and situational factors (Muruganatham & Bhakat, 2013). External factors can be explained by store environment, product characteristics, and promotional activities; internal factors are described by consumer personality, motivation, and culture time (Khajemahmodabadi, Dadras & Djoury, 2017).

The access provided by the marketplace (Shopee) offers convenience, which often triggers impulsive buying behavior based on various criteria such as brand, product, store, price, etc. (Berman, Evans, & Chatterjee, 2018). Consumers who are filled with joy about the quality of a product will tend to buy the same product without thinking twice in the future. Likewise, if consumers do not have a good experience with the quality of a particular product, consumers tend to reduce their desire to buy that product (Gültekin & Özer, 2012). According to Abbas and Bashir (2015), impulsive buying is a person's tendency to make sudden purchases accompanied by the desire to buy goods continuously, and customers will feel happy or regretful

about the impact of spontaneous product purchases in the future. Kurnia (2019) states that the characteristics of individuals who impulsively buy are that advertisements or promotions quickly attract them, tend to buy goods or services based on brands, buy goods because of discounts or promotions, and buy goods not because of need but because of prestige or prestige. Impulsive buying is often triggered by positive emotions, consumer motivation, shopping lifestyle, and browsing effects (Ling & Yazdanifard, 2015). Meanwhile, hedonic shopping is a type of consumer motivation that can increase a person's tendency to buy a product impulsively (Scarpi, 2020).

Hedonic shopping motives are defined by Arnold and Reynolds (2012) as a person's drive to fulfill desires, gain pleasure and satisfaction, and feel pleasure. Hedonic shopping motives consist of 6 aspects, namely adventure shopping (shopping to find information or looking for new sensations), social shopping (shopping to spend time with friends, friends, family, and relatives), gratification shopping (shopping to relieve stress or change mood), idea shopping (shopping to find out developments in trends), role shopping (shopping for other people's needs), and value shopping (shopping for hunting for discounts, bargains and other promotions). When consumers have hedonic shopping motives, they tend to have a strong desire and find it difficult to control themselves to immediately buy products for pleasure (Arnold & Reynolds, 2012). Gültekin and Özer (2012) argue that consumers carry out shopping activities not only to get products but also to fulfill hedonic shopping motives (such as shopping to spend time with friends, shopping to follow trends, shopping to hunt for discounts, or shopping to arouse passion). When consumers experience problems controlling their motivation to buy goods because they are not based on urgent needs, they tend to buy goods impulsively (Kurnia, 2019). This attitude causes the higher the level of hedonic shopping motives that consumers have, the higher the consumer's tendency to impulsive buying. Vice versa, the lower the hedonic shopping motives, the lower the consumer's tendency to impulse buy (Scarpi, 2020).

Previous research shows different results regarding hedonic shopping motives and impulsive buying. Previous research results prove that hedonic shopping motives have a significant positive relationship with impulsive buying (Samo et al., 2019; Gültekin & Özer, 2012). However, the relationship analysis between each aspect shows that only adventure, gratification, and shopping ideas have a significant positive relationship with impulsive buying. Meanwhile, role, value, and social shopping are unrelated to impulsive buying (Gültekin & Özer, 2012; Samo et al., 2019). In contrast to the two previous studies, research by Choirul and Artanti (2019) shows that hedonic shopping motives are unrelated to impulsive buying. Also, the number of studies discussing online impulsive buying is very limited, especially on skincare products among Generation Z Shopee consumers. Previous research mostly examined impulsive buying of skin care products in offline stores (Gültekin & Özer, 2012; Wu & Lee, 2015; Yang, Huang & Feng, 2011). Wahyuni and Rachmawati (2018) explained that many consumers who previously shopped offline have now switched to shopping online. Apart from that, this excessive shopping behavior can hurt the future and economic conditions of Generation Z. Therefore, the research hypothesis proposed by this study is that there is a relationship between hedonic shopping motives and impulsive buying among Generation Z Shopee consumers in purchasing skincare products.

Methods

This research is quantitative research that uses a simple linear regression analysis method. This research has two variables: hedonic shopping motives (independent variable) and impulsive buying (dependent variable). This research uses an accidental sampling technique, namely a sampling method based on whomever the researcher finds and meets the research criteria (Sugiyono, 2006). This research has several participant criteria, namely male or female, aged 18-24 years or whose birth years are 1997 to 2003, Shopee users, and have purchased skincare products on Shopee at least twice a month. This research collects data by distributing questionnaires online via Google Forms. This data was collected from September 28, 2021, to October 16, 2021.

Two measuring instruments are used in this research, namely the Buying Impulsiveness Scale to measure impulsive purchases and the Hedonic Shopping Motivation Scale to measure hedonic shopping motives. The Buying Impulsiveness Scale was developed by Rook and Fisher (1995). This measuring tool is used because

it can measure a person's impulsive purchases, especially in their late teens or early adulthood. This measuring instrument is unidimensional, consisting of 9 items (1 unfavorable item and eight favorable items) with a 5 Likert scale (1 = strongly disagree to 5 = strongly agree), and has a coefficient value of $\alpha = 0.91$. An example of an item is " Saya membeli sesuatu berdasarkan bagaimana perasaan saya saat ini." The Hedonic Shopping Motivation Scale was developed by Arnold and Reynolds (2003). This measuring instrument is used because it can measure a person's hedonic shopping motives. This measuring tool consists of 6 aspects: adventure shopping, gratification shopping, role shopping, value shopping, social shopping, and idea shopping. This measuring instrument consists of 18 favorable items on a Likert scale (1 = strongly disagree to 7 = strongly agree) with a coefficient value of $\alpha = 0.863$. An example of an item in this measuring tool is, " Bagi saya, berbelanja adalah sebuah cara untuk menghilangkan stress."

Results

The participants involved in this research were 295 respondents (female = 241; male = 54). Participants' demographic data will be shown in Table 1, which consists of year of birth, income status, amount of pocket money or income, types of skincare products frequently purchased, price range for skincare products, intensity of purchasing skincare, reasons for purchasing skincare, reasons for purchasing skincare without a plan, reasons using Shopee, as well as shopping notes. The majority of participants in this study were born in 2000 (26.4%) with income status not yet earned (81.4%) and pocket money of \leq Rp. 1,000,000 (57.3%).

The majority of types of skincare products that participants often purchase are facial wash and facial mask (24.1%) with a product price range of \leq Rp. 100,000 (42%). On average, participants buy skincare 2-3 times a month (95.9%) due to dealing with skin problems and taking care of themselves (29.8%). The majority of participants bought skincare without a plan because of promotions or discounts and flash sales (24.4%), and the majority of participants used Shopee because there were lots of promotions, product prices were lower, the Shopee application was easy to use, and Shopee's features were attractive (15.9%). In addition, the majority of participants did not have shopping records before shopping (66.4%).

Table 1.
Demographic data (N=295)

Demographic	Group	Frequency	Percentage (%)
Gender	Female	241	81.7
	Man	54	18.3
	Total	295	100
Year of birth	1997	4	1.4
	1998	9	3.1
	1999	16	5.4
	2000	78	26.4
	2001	72	24.4
	2002	71	24.1
	2003	45	15.2
	Total	295	100
Income status	No income yet	240	81.4
	Already earning	55	18.6
	Total	295	100
Allowance / income (in 1 month)	\leq Rp 1.000.000	169	57.3
	Rp 1.000.001 – Rp 2.000.000	81	27.5
	Rp 2.000.001 – Rp 3.000.000	15	5.1
	Rp 3.000.001 - Rp 4.000.000	14	4.7
	Rp 4.000.001 – Rp 5.000.000	6	2
	\geq Rp 5.000.001	10	3.4
	Total	295	100

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Types of skincare products most frequently purchased	Facial wash, facial mask	71	24.1
	Facial wash, toner, moisturizer	9	3
	Facial wash, serum, face mask	12	4.1
	Toner, serum, face mask	17	5.8
	Serum, moisturizer, face mask	21	7.1
	Facial wash, toner, moisturizer, sunscreen	26	8.8
	Facial cleanser, facial wash, toner, serum, moisturizer	36	12.2
	Facial wash, toner, essence, serum, face mask, sunscreen	28	9.5
	Facial cleanser, facial wash, toner, serum, moisturizer, face mask, sunscreen	31	10.5
	Facial cleanser, facial wash, toner, essence, serum, moisturizer, face mask, sunscreen	22	7.4
Facial cleanser, facial wash, toner, serum, essence, moisturizer, face oil, face mask, sunscreen	10	3.4	
Other	12	4.1	
Total	295	100	
Product price range	≤ Rp 100.000	124	42
	Rp 100.001 – Rp 200.000	112	38
	Rp 200.001 – Rp 300.000	42	14.2
	Rp 300.001 – Rp 400.000	10	3.4
	≥ Rp 400.001	7	2.4
Total	295	100	
Intensity of skincare purchases	2-3 times	283	95.9
	4-5 times	9	3.1
	>6 times	3	1
Total	295	100	
Reasons to buy skincare	Doing self-care	56	19
	Overcoming skin problems	29	9.8
	Beautify myself	3	1
	No special reason	7	2.4
	Solve skin problems and beautify myself	2	0.7
	Overcoming skin problems, beautifying myself and doing self-care	78	26.4
	Beautify myself and do self-care	15	5.1
	Overcoming skin problems and doing self-care	88	29.8
Other	17	5.8	
Total	295	100	
Reasons for buying skincare without a plan	Seeing skincare advertisements	37	12.5
	Promotions/discounts	68	23
	Flash sales	9	3.1
	Attractive marketplace layout	3	1
	Promos/discounts and flash sales	72	24.4
	Promos/discounts and viewing skincare advertisements	25	8.5
	Promotions/discounts and attractive marketplace layout	7	2.4
	Promos/discounts, flash sales, and viewing skincare advertisements	22	7.4
	Promos/discounts, seeing skincare advertisements, attractive marketplace layouts	4	1.4

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	Promos/discounts, flash sales, viewing skincare advertisements, attractive marketplace layouts	10	3.4
	Other	38	12.9
	Total	295	100
Reasons to use Shopee	Lots of promos	33	11.2
	Product prices are cheaper	11	3.7
	The Shopee application is easy to use	38	12.9
	Lots of promotions and the Shopee application is easy to use	42	14.2
	Lots of promotions and cheaper prices	29	9.8
	Product prices are cheaper and the Shopee application is easy to use	12	4.1
	The Shopee application is easy to use and the Shopee features are interesting	4	1.3
	Lots of promos, the Shopee application is easy to use, the Shopee features are interesting	7	2.4
	Lots of promos, product prices are cheaper, the Shopee application is easy to use	35	11.9
	Lots of promotions, cheaper product prices, the Shopee application is easy to use, interesting Shopee features	47	15.9
	Free shipping	2	0.7
	Other	35	11.9
		Total	295
Shopping notes	Yes	99	33.6
	No	196	66.4
	Total	295	100

The results of the analysis between hedonic shopping motives and impulsive buying variables are shown in Table 2.

Table 2.
Results of Hedonic Shopping Motives and Impulsive Buying Analysis

Variable	Impulsive Buying		
	B	β	R ²
Hedonic shopping motives	0.199	0.447	0.200
Adventure shopping	0.689	0.375	0.141
Gratification shopping	0.700	0.433	0.188
Role shopping	0.477	0.232	0.054
Value shopping	0.235	0.097	0.009
Social shopping	0.361	0.208	0.043
Idea shopping	0.765	0.445	0.198

**p<0.05

Simple linear regression analysis tested the relationship between hedonic shopping motives and impulsive buying. The regression analysis results between the impulsive buying variables and hedonic shopping motives showed an R² value of 0.200. This value means that hedonic shopping motives have an influence of 20% on impulsive buying, while 80% of the level of impulsive buying is influenced by other variables that were not studied. So, it can be concluded that hedonic shopping motives have a significant positive relationship with Shopee Generation Z consumers' impulsive buying of skincare products.

Discussion

Hedonic shopping motives are a person's drive to fulfill certain desires or satisfaction for themselves (Arnold & Reynolds, 2012). Impulsive buying is the consumer's tendency to make purchases spontaneously, without consideration, and without hesitation in purchasing a product (Rook, 1987). Impulsive buying can occur because of consumers' cognitive and affective responses to consumers' basic motives to get satisfaction from purchasing beauty products (Zhang, 2017; Coley & Burgess, 2003; Ling & Yazdanifard, 2015). Gültekin & Özer (2012) explained that consumers buy beauty products impulsively not only because they need the product in an emergency but because they have an urge to seek a sensation of happiness after getting the product to the results of an open questionnaire which shows that 29.6% of Shopee generation Z consumers buy skincare products for the reason of solving skin problems and beautifying themselves.

Some various motives or drives can trigger consumers to purchase certain products impulsively (Arnold & Reynolds, 2012). The analysis results between the adventure shopping aspect and impulsive buying show an R^2 value of 0.141, which means that the adventure shopping aspect influences 14.1% of impulsive buying. Adventure shopping is a consumer motive to seek new sensations or adventure by shopping (Arnold & Reynolds, 2012). Participants in this research came from Generation Z, individuals whose birth years were 1997 – 2003. One of the characteristics of Generation Z is that they have a high curiosity. High curiosity can trigger Generation Z consumers to try buying skincare products to feel the sensation of using skincare, which was previously not based on the urgency of purchasing the skincare product (Putri, Amirudin & Purnomo, 2019).

Based on the regression analysis results between gratification shopping and impulsive buying, the R^2 value is 0.188. Based on these results, it can be concluded that the gratification aspect of shopping has an influence of 18.8% on impulsive buying. Gratification shopping aims to reduce stress by shopping activities (Arnold & Reynolds, 2012). It is known that 81.7% of the participants in this research were female Generation Z Shopee consumers. According to Siswandini (2020), women shop to pamper themselves and improve their bad or improved moods. The analysis results of the role shopping and impulsive buying aspects have an R^2 of 0.054, which means that the role shopping aspect has an influence of 5.4% on impulsive buying. Role shopping is a consumer's motive for carrying out shopping activities for the happiness or interests of other people. Consumers with role-shopping motives will feel satisfied when they see other people happy with the results of consumer shopping activities (Ozen & Engizek, 2014).

Slightly different from other aspects, the analysis results between the value shopping and impulsive buying aspects have an R^2 of 0.009, which means the value shopping aspect has an influence of 0.9% on impulsive buying. Consumers who are filled with value shopping have a motive to seek sensation by hunting for discounts or promos on certain products when shopping (Arnold & Reynolds, 2012). 24.4% of research participants admitted buying skincare products without planning because of promotions/discounts and flash sales. Consumers who are filled with value shopping motives feel pleasure from hunting for discounts and promotions. As a result, consumers tend to compete to buy goods impulsively (Purnomo & Riani, 2018). The results of the analysis between the social shopping and impulsive buying aspects have an R^2 value of 0.043, which means that the social shopping aspect has an influence of 4.3% on impulsive buying. The social shopping motive is the consumer's desire to seek a family sensation. Consumers with social shopping motives use shopping activities to interact with friends, friends, or family (Wahyuni & Rachmawati, 2018). The final result per aspect is the analysis between idea shopping and impulsive buying, with an R^2 of 0.198. These results show that the idea shopping aspect influences 19.8% of impulsive buying. Consumers who are filled with shopping ideas motives follow the times or trends by shopping for certain products. According to Putri, Amirudin, and Purnomo (2019), generation Z is prone to experiencing FOMO (Fear of Missing Out), which describes the fear of missing out. The easier access to the marketplace to buy skincare makes it easier for Generation Z to follow developments in skincare product trends (Fundrika & Varwati, 2021). 15.9% of research participants use Shopee because there are many promotions, product prices are cheaper, the Shopee application is easy to use, and Shopee features are attractive.

Based on demographic data, it is known that 240 participants stated that they still had no income, and 169 participants had pocket money or income of less than or equal to Rp. 1,000,000. Even though consumers have

a limited budget, if they have difficulty controlling their basic motives to obtain pleasure by purchasing, the level of consumer impulsive purchasing tends to increase (Maddux, 2018; Scarpi, 2020). Often, consumers who find it difficult to control hedonic shopping motives will increase their tendency to make impulse purchases (Gültekin & Özer, 2012; Ozen & Engizenk, 2014; Purnomo & Riani, 2018; Samo et al., 2019). However, there are other factors, such as limited economic conditions, that can cause relatively low impulsive buying among consumers who have relatively high hedonic shopping motives, especially motives such as value shopping and social shopping (Kotler, 2009; Husnain et al., 2019; Wahyuni & Rachmawati, 2018).

Conclusion

From the data testing results above, it can be concluded that a significant positive relationship exists between hedonic shopping motives and impulsive buying among Generation Z Shopee consumers when purchasing skincare products. Apart from that, based on the results of analysis tested per aspect of hedonic shopping motives and impulsive buying, it is proven that adventure shopping, gratification shopping, role shopping, value shopping, social shopping, and idea shopping have a significant positive relationship with impulsive buying. This research can provide insight for Generation Z consumers to be more careful about hedonic shopping motives, which can increase the tendency to impulsive buying. The hope is that Generation Z can act wisely and reconsider before buying beauty products directly (without planning). Further research can also add other variables influencing impulsive buying, such as money availability, store atmosphere, sales promotions, price discounts, and other variables.

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