


THE INFLUENCE OF HEDONIC SHOPPING MOTIVATION ON IMPULSE BUYING AMONG LAZADA CONSUMERS (A CASE STUDY ON STUDENTS OF THE MANAGEMENT DEPARTMENT, FACULTY OF ECONOMICS AND BUSINESS, HALU OLEO UNIVERSITY, KENDARI)

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<p>Info Article Received : 08 Januari 2025 Revised : 05 Februari 2025 Accepted : 10 Maret 2025 Publication : 30 Maret 2025</p>	<p>Abstract: <i>This study aims to examine and analyze The Influence of Hedonic Shopping Motivation on Impulse Buying Among Lazada Consumers (A Case Study of Students in the Management Department, Faculty of Economics and Business, Halu Oleo University, Kendari). The sample was selected using purposive sampling, with a total of 85 respondents. This research employed simple linear regression analysis. The results revealed that hedonic shopping motivation has a positive and significant effect on impulse buying behavior among consumers using the Lazada platform. An increase in hedonic shopping motivation is clearly linked to a corresponding rise in impulse buying behavior. These findings suggest that strong hedonic shopping motivation plays a critical role in driving impulsive purchasing tendencies among Lazada users.</i></p>
<p>Keywords: Hedonic Shopping Motivation, Impulse Buying Kata Kunci: Motivasi Belanja Hedonis, Pembelian Impulsif</p>	<p>Abstrak: Penelitian ini bertujuan untuk menguji dan menganalisis Pengaruh Motivasi Belanja Hedonis terhadap Pembelian Impulsif pada Konsumen Lazada (Studi Kasus pada Mahasiswa Jurusan Manajemen, Fakultas Ekonomi dan Bisnis, Universitas Halu Oleo Kendari). Pemilihan sampel dalam penelitian ini menggunakan purposive sampling dengan total 85 responden. Penelitian ini menggunakan analisis regresi linear sederhana. Hasil penelitian menunjukkan bahwa motivasi belanja hedonis memiliki pengaruh positif dan signifikan terhadap perilaku pembelian impulsif pada konsumen pengguna platform Lazada. Peningkatan motivasi belanja hedonis secara jelas berhubungan dengan kenaikan perilaku pembelian impulsif yang sesuai. Temuan ini menunjukkan bahwa motivasi belanja hedonis yang kuat memainkan peran penting dalam mendorong perilaku pembelian impulsif pada pengguna Lazada.</p>
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INTRODUCTION

The rapid advancement of internet technology has significantly transformed the retail landscape, especially with the rise of e-commerce. As defined by Kompasiana (2017), e-commerce refers to the use of the internet to facilitate the buying, selling, and marketing of goods and services electronically. With automated management systems, transactions through e-commerce have become more practical, efficient, and cost-effective than traditional commerce. In an era where society demands speed and convenience, e-commerce offers a flexible and time-saving shopping solution that aligns with modern lifestyles.

Rahma and Septrizola (2019) emphasize that shopping has become an inseparable part of daily life, serving both functional and emotional purposes. For some, shopping is also a form of emotional relief—a way to alleviate stress and boost mood. As globalization and economic growth continue, shopping centers have flourished, yet the retail sector, particularly e-commerce platforms, faces increasingly fierce competition (Leopoldus Sena et al., 2019). According to Goodstats (2023), Shopee and Tokopedia dominate Indonesia's e-commerce market, followed closely by Lazada, which maintains its reputation as a trustworthy online shopping platform. This competitive environment is driven by various factors including marketing strategies, user experience, product variety, and innovation in services.

Digital transformation has not only changed transactional patterns but also reshaped consumer behavior, giving rise to phenomena such as impulse buying—spontaneous, unplanned purchasing behavior triggered by emotional urges. Rook and Fisher (1995) describe impulse buying as a sudden, compelling urge to buy that is difficult to resist. Likewise, Kollat and Willett (1967), as cited in Sudarsono (2017), highlight that external stimuli encountered during shopping often provoke such impulsive actions.

Several psychological factors influence impulse buying tendencies, including emotions, self-control, gender, and hedonic shopping motivation (Verplanken & Sato, 2011). Among these, Hedonic Shopping Motivation stands out as a key driver, defined as the desire to shop not merely for necessity but for emotional satisfaction and pleasurable experiences. Samuri et al. (2018) argue that this motivation prompts individuals to seek enjoyable shopping encounters, regardless of their initial purchasing intent. Poluan et al. (2019) further explain that hedonic motivation stems from emotional needs such as personal gratification, social status, and self-expression. Consumers with

strong hedonic tendencies are more susceptible to impulsive purchases, as supported by findings from Park and Lennon (2006), Aprilia et al. (2022), and Abrianto (2017), all of which confirm a positive and significant relationship between hedonic shopping motivation and impulse buying.

E-commerce platforms like Lazada enhance impulse buying by offering attractive features such as a broad product selection, competitive prices, tempting discounts, seamless transaction processes, and responsive customer service. These elements contribute to a pleasant shopping experience that triggers consumer positive emotions such as happiness, joy, and satisfaction, ultimately increasing the likelihood of unplanned purchases.

Based on this context, the present study aims to examine the influence of Hedonic Shopping Motivation on impulse buying among Lazada consumers, specifically targeting students from the Management Department, Faculty of Economics and Business, Halu Oleo University in Kendari. It is expected that this research will enrich the existing literature on consumer behavior in the digital era and offer practical insights for e-commerce managers in crafting more effective marketing strategies.

METHOD

Research design refers to a structured work plan that systematically outlines the relationships between research variables, aiming to produce results that effectively address the formulated research questions (Abdullah, 2015). This study adopts a quantitative approach using an explanatory research design. The goal of this design is to generate findings that are empirically testable and applicable to a broader context. According to Sugiyono (2019), explanatory research seeks to explain cause-and-effect relationships between variables based on the proposed hypotheses. Through this approach, the study aims to provide a comprehensive understanding of how variables are interconnected and influence each other.

The population targeted in this study consists of all Lazada marketplace users, with a specific focus on students from the Management Department, Faculty of Economics and Business, Halu Oleo University Kendari. Since the exact number is unknown, the population is categorized as infinite. To determine the sample size, the researcher refers to Hair et al. (2014), who suggest that in quantitative studies, the sample size should be calculated by multiplying the number of indicators by a factor of 5 to 10. With nine indicators, the minimum required sample size is 45 respondents ($9 \times 5 = 45$).

The sampling technique applied is purposive sampling, which involves selecting participants based on specific criteria relevant to the research objectives (Sugiyono, 2013). The criteria for respondents in this study are: (1) aged 17 years and above, (2) have made a purchase on the Lazada marketplace, and (3) are active students in the Management Department, Faculty of Economics and Business, Halu Oleo University Kendari.

For data analysis, the study employs two types of statistical methods: descriptive statistics and inferential statistics. Descriptive analysis is used to illustrate the characteristics of each variable, while inferential analysis tests the relationships and effects among the studied variables. A simple linear regression technique is utilized to examine the influence of the independent variable on the dependent variable. Data processing is conducted using Microsoft Excel and SPSS software to ensure the accuracy and scientific reliability of the analysis results.

RESULTS AND DISCUSSION

Results

Simple Linear Regression Equation

The results of the simple linear regression analysis in this study are presented in Table 1 below:

Table 1. Results of Simple Linear Regression Analysis

Independent Variable (X)	Regression Coefficient	Significance	Description
Hedonic Shopping Motivation	0,792	0,000	Significant
$\beta_0 = 0,895$ R Square = 0,908 R = 0,953 Standard error = 1,278			N = 45 $\alpha = 0,05$

Source: Processed Primary Data, 2025

Based on the analysis results shown in Table 1, the regression model that explains the influence of hedonic shopping motivation on impulse buying among Lazada consumers is as follows:

$$Y = 0,895 + 0,792 X_1$$

Where: Y = Impulse Buying $\beta_0 = 0,895$
 X = Hedonic Shopping Motivation $\beta_1 = 0,792$

The regression equation can be interpreted as follows:

1. The constant (β_0) of 0.895 indicates that if hedonic shopping motivation remains unchanged, the level of impulse buying will still be at 0.895, based on the Likert scale measurement.

2. The regression coefficient of 0.792 signifies a positive influence, meaning that for every one-unit increase in hedonic shopping motivation, impulse buying increases by 0.792 units, assuming other variables remain constant (*ceteris paribus*).
3. The correlation coefficient (R) of 0.953 reflects a very strong relationship between hedonic shopping motivation and impulse buying. This suggests that higher hedonic shopping motivation leads to a greater tendency for consumers to engage in impulsive buying on Lazada.
4. The coefficient of determination (R^2) of 0.908 indicates that 90.8% of the variation in impulse buying behavior can be explained by hedonic shopping motivation, while the remaining 9.2% is attributed to other factors not included in this study.

Hypothesis Testing

The hypothesis proposed in this study states that hedonic shopping motivation has a positive and significant effect on impulse buying among Lazada consumers. To test this hypothesis, a regression analysis was conducted, yielding a significance value of 0.000, which is considerably lower than the significance level of $\alpha = 0.05$. Therefore, it can be concluded that hedonic shopping motivation indeed exerts a positive and significant influence on impulse buying behavior among Lazada consumers. Based on these findings, the proposed hypothesis is accepted as it has been empirically validated.

Discussion

The research findings reveal that hedonic shopping motivation exerts a positive and significant influence on impulse buying behavior. In other words, the stronger an individual's emotional or sensory drive to shop for pleasure, the greater their tendency to make spontaneous purchases without rational consideration or prior planning. This result is consistent with the study by Arnold and Reynolds (2003), who defined hedonic shopping motivation as the pursuit of pleasure, fantasy, and emotional experiences during shopping activities, rather than simply fulfilling functional needs.

The hedonic value in shopping plays a crucial role in influencing impulse buying behavior. Consumers shop not only to meet practical needs but also to satisfy emotional desires and seek momentary pleasure. This aligns with the findings of Rook and Fisher (1995), who stated that impulse buying is often driven by strong emotional needs and occurs spontaneously.

Hedonic shopping motivation refers to an internal drive that compels individuals to shop in search of emotional, psychological, and sensory satisfaction (Arnold &

Reynolds, 2003). Meanwhile, impulse buying is defined as a sudden, unplanned purchasing decision typically triggered by emotional factors or environmental stimuli (Beatty & Ferrell, 1998).

Moreover, the influence of hedonic shopping motivation on impulse buying varies across different age groups. Among individuals aged 17–22, there is a higher vulnerability to hedonic drives, as shopping is often associated with self-expression, seeking enjoyable experiences, and fulfilling social needs. This finding is supported by Park and Kim (2008), who observed that younger consumers are more likely to engage in impulse buying due to emotional influences and the desire to enhance their social image.

Conversely, in the 23–28 age group, while hedonic motivation remains influential, shopping behavior tends to become more rational and planned. Individuals in this age range start prioritizing product quality and long-term value, though they can still be tempted into impulse purchases when encountering attractive promotions or emotional situations. This observation is consistent with the study by Verplanken and Herabadi (2001), which indicated that impulsivity decreases with age, although emotional conditions and external stimuli can still trigger impulsive behavior.

Furthermore, shopping often serves as an emotional escape from daily stress or fatigue. Even casual online window shopping can evoke feelings of happiness. This view is reinforced by Hursepuny, CV, and Oktafani (2018), who emphasized that shopping activities, both online and offline, function as a source of entertainment and emotional relaxation, thereby encouraging impulse buying behavior.

In conclusion, the findings of this study support previous theories asserting that hedonic motivation is a major determinant of impulse buying behavior, and that demographic factors such as age can moderate the strength of this influence.

CONCLUSION

Based on the results of data analysis and discussion, it can be concluded that hedonic shopping motivation has a positive and significant effect on impulse buying behavior among consumers using the Lazada platform. An increase in hedonic shopping motivation is clearly associated with a corresponding rise in impulse buying behavior. These findings indicate that strong hedonic shopping motivation plays a crucial role in encouraging impulsive purchasing behavior among Lazada users.

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