

# THE INFLUENCE OF HEDONIC PLEASURE, AVAILABILITY OF TIME, AND AVAILABILITY OF MONEY ON IMPULSE BUYING (STUDIES ON THE MARKETPLACE SHOPEE)

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**Abstract:** *The purpose of this study was to determine the effect of hedonic pleasure, time availability and availability of money on unplanned purchases at Shopee's online shopping places. The method used in this research is a questionnaire. The sample of this study amounted to 100 respondents. Statistical tests were performed using PLS-based Structural Equation Modeling. The validity test uses the loading factor value, while the reliability test uses Cronbach's alpha value, composite reliability and Average Variance Extracted (AVE). After all the results of the indicator items used in this study were valid and reliable, then the hypothesis was tested. Of the three hypotheses proposed, the first hypothesis is rejected, but the second and third hypotheses are accepted. The conclusion of this study is that hedonic pleasure has no significant effect on impulse buying, while the availability of time and availability of money have a significant effect on impulse buying in the Shopee marketplace case study.*

**Keywords:** *Hedonic Pleasure, Time, Money, Impulse Buying*

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## Introduction

Advances in technology cause business models to change. Revolution 4.0 regarding the digitalization revolution changes the distance between producers and consumers who were previously far to be close. Conventional business turns into a variety of new businesses. Today's market is so close to consumers. This can be a factor in the consumer's consumptive behavior. Today, the relationship between producers and consumers is more often done using internet media. Many internet-based companies such as e-commerce or so-called market places are growing rapidly in Indonesia. The definition of E-Commerce (Electronic Commerce) according to (Jony, 2010) is the purchase, sale and marketing of goods and services through an electronic system starting from Lazada, Tokopedia, Shoope, Bukalapak and others. But when

according to data from (Iprice Insight) Shoope won first place in the download on the app store and on the play store. This indicates that many people choose shoope in shopping. Shoope itself is a marketplace that provides a variety of products such as fashion, electronics, F&B, hobbies and even pulses and soon. From the 2020 quarterly data report (iprice insight), the results of monthly Web visitors to Shopee were 96,532,300, Tokopedia 84,997,100, Bukalapak as many as 31,409,200 then Lazada with 22,674,700 and the fifth place was occupied by BliBli.com as many as 18,695,000 and Other orders are adjusted by other marketplaces. The more features the marketplace offers, the more users will open the application, which can trigger accidental or unplanned purchases for other reasons. This is commonly known as impulse

buying, for example the Flash Sale feature on Shopee which holds massive discounts.

Flash Sale is an additional service at Shopee, where Buyers who are registered at Shopee can enjoy the rights and privileges as described in these Flash Sale Terms of Service, when purchasing the desired Flash Sale item on Shopee from one of the participating Sellers. The seller is known as the Flash Sale Seller. (Shopee.co.id, 2020). The Flash Sale service is a massive discount service using limited time and quota for the goods, so there are limits and time conditions that have been set by Shopee, whoever registers the service the fastest to get a discount will get the goods, for example, such as the Shopee Event 12.12 Flash Sale which is usually held at 12 o'clock on the 12th of the month 12th, this Flash Sale service is in great demand by Shopee consumers because the goods get a discount that is far below the original price, such as the Iphone 12 for Rp. 16,499,000 and at the Flash sale 12.12 Event only Rp. 12,000 only, so it's no wonder there are many enthusiasts from this 12.12 Flash Sale Event (Shopee.co.id, 2020). Unconsciously this Flash Sale service will trigger unplanned purchases due to sufficient costs and time pressure.

The availability of money (Availability Of Money) makes a consumer shop online during Flash Sale without prior planning because he is interested in the promo (Devica 2020). And the availability of time (Availability Of Time) makes a person have to quickly choose actions to buy goods in Shopee's Flash Sale without having to plan in advance. Time availability is a situational factor that has an influence on various types of purchasing decisions when consumers shop (Ardiyanto, 2017). Then the hedonic pleasure factor when shopping makes someone's impulse to shop without having to plan in advance what to spend so that it triggers Impulse Buying behavior. Self-concept can provide an overview of

individual differences that can influence purchasing decisions. And hedonic buying behavior is closely related to fulfillment of desires (Ramadhan and Simanjuntak 2018). The hedonic benefits include emotional responses, sensory pleasures, dreams, and aesthetic imbalances, which often make consumers feel attracted to a product offered (Mulyana & NI, 2020).

## **Literature Study and Hypothesis Development**

### **Effect of Hedonic Pleasure on Impulse Buying in the Shopee Marketplace**

Hedonic Motives will create excitement by shopping, can choose items according to our wishes. When shopping, someone will have positive emotions wanting to buy the product without prior planning (Impulse Buying) and also make a person's lifestyle meet their needs (Andryansyah & Arifin, 2018). With this, the researcher argues that Hedonic Motives or Hedonic Pleasure will be created with a positive emotional state (happy feeling) when shopping, which will lead to impulse buying when we see the goods we like. In accordance with several other studies, including (Purchasing et al., 2018) which states in the results of their research that hedonic consumption is represented (represented) through the need to fulfill curiosity about the product being sold and a feeling like exploring a recently visited place such as an atmosphere. or shop atmosphere so that it can motivate and increase customer passion to make impulse buying more (Impulse Buying). (Han & Goleman, Daniel; Boyatzis, Richard; Mckee, 2019) Said in the results of his research that respondents in their study had a life pattern whose activities were only for pleasure such as buying things spontaneously without any

prior planning which means this for them is a matter of reasonableness so that a hedonic lifestyle can significantly influence impulse buying. This is increasingly convincing that Hedonic Pleasure has a positive influence on impulse buying.

Then by research (Andryansyah & Arifin, 2018) which states that, Based on the theory used regarding hedonic shopping motives from Arnold and Reynolds (2003: 80-81), namely adventure shopping, social shopping, gratification shopping, idea shopping, role shopping, and value shopping. According to the results of his research, consumers make more impulsive purchases because the motive is role shopping or shopping as a means of pampering themselves and pleasing themselves.

Then this is further emphasized by research (Poluan et al., 2019) which says if a consumer does not feel the motivation to shop hedonic or shopping that is not based on need when shopping, it will reduce their intention to make impulsive purchases (Impulse buying), then make a decision. unplanned purchases (Impulse buying) can be slow or even non-existent. Likewise, if consumers feel the motivation to shop hedonistically when they shop, when the opportunity arises, they will immediately make impulsive purchases (Impulse buying). On the other hand, the results of research (Pratama & Salim, 2017) actually say that hedonic motivation does not have a significant effect on Impulse Buying. This is because, based on the results of the respondents' profiles in their research, most of them are women aged 15-25 years students / students who visit (Starbucks Coffee) only 1-2 times / month also with financial limits on the students themselves so that there is no influence of hedonic

motivation on impulsive purchases. So that students, if they want to buy a product or service, need a plan in advance. Based on the above, the writer makes a hypothesis:

H1 : Hedonic pleasure has a significant positive effect on Impulse Buying in the Shopee marketplace.

### **Effect of Availability of Time on Impulse Buying in the shopee Marketplace.**

When shopping, consumer internal factors have a significant influence. One of them is time availability. (Haryanto et al., 2019) When consumers have loose time when shopping, consumers shop more relaxed. This implies that consumers have time to look at products sold at retail. Different things happen when consumers have limited time to shop. Consumers who have relatively a lot of time when shopping, their shopping behavior is different from consumers who have limited time when shopping. In research from (Maheni Ika Sari, SE.MM, nd2020) that the role of time pressure affects impulsive buying. If the time pressure increases, the impulsive buying variable will also increase and vice versa. In line with research from (Prasetya & Rahardjo, 2016) that the influence of the availability of money and time has a positive effect on impulse buying for Lotte Mart customers in Jakarta.

Likewise with the results of research from (Haryanto et al., 2019) that the effect of time availability has a positive effect on impulse buying for one of the international retail networks operating in Surakarta. Likewise in research (Rivanto & Haryanto, 2016), (Dananjaya & Suparna, 2016), and (Ardiyanto, 2017) Namely in their research results stated that the availability of time variable has a significant effect on impulse buying. While the research from

(Khairuzzaman, 2016) is that there is no significant effect of time perspective on impulsive buying at Binjai Supermall. So from the results of this previous study the writer took the hypothesis that the effect of availability of time has a positive effect on impulse buying. So the authors make a hypothesis:

H2 : Availability of time has a significant positive effect on Impulse Buying in the Shopee marketplace.

### **Effect Of Availability Of Money in Impulse Buying in the Shopee Marketplace**

Money availability is the ability of buyers financially to a product at a certain price to make purchases (Ardiyanto, 2017). With this, the researcher assumes that the Availability of Time (availability of money) encourages individuals to be able to fulfill their desires both material and emotionally strongly and quickly. The more money the greater the desire to buy.

In accordance with several previous studies including (Indah et al., 2019) which said that female students with an allowance above Rp. 2,000,000 more often make purchases outside the plan (impulse buying). (Gomies et al., 2018), that the availability of money which is represented by the ability to buy a preferred product can increase impulse purchases of a product. This indicates that the Availability of Money has a positive effect on impulse buying. Then emphasized (Ibrahim, 2017) Availability of money has a significant effect on impulse buying behavior.

On the other hand, research (Adiputra, 2015) states that the amount of available consumer funds has no effect on fashion-oriented unplanned buying behavior. In fact, research (Sinaga, 2019) which sees the

phenomenon of live shopping carried out by women who are members of the buying and selling group through the Facebook social media states that the availability of funds has a significant effect on unplanned purchases. The same thing was stated by (Prasetya & Rahardjo, 2016) with the variable availability of money having a positive effect on unplanned purchases. So the authors make a hypothesis:

H3 : Availability Of Money has a significant positive effect on impulse buying in the Shopee marketplace.

### **Method**

This method is a survey research with the help of a questionnaire instrument which is carried out cross-sectional or at a certain time. This research level is an individual with the characteristics of various levels of generations ranging from adolescence, adulthood to old age. Respondents are people who have done online shopping on the Shopee application. Test the validity of the research instrument using convergent validity by looking at the value of each factor loading indicator on the questionnaire items. Convergent validity will be measured by looking at the minimum factor loading value of each indicator item > 0.6. (Hair et al., 2010). Reliability testing by looking at internal consistency by looking at the minimum Cronbach's alpha value of 0.6. The number of samples tested in this study amounted to 100 respondents. Hypothesis testing is done with the help of the SmartPLS 3 statistical tool.

### **Results and Discussion**

Based on the results of the tests carried out, it has several results, among others.



**Table 2.** Reliability Test

	Cronbach's Alpha	rho_A	Reliabilitas Komposit	Rata-rata Varians Diekstrak (AVE)
AOM	0.820	0.822	0.918	0.848
AOT	0.719	0.734	0.825	0.543
IB	0.745	0.746	0.839	0.566
KH	0.702	0.718	0.834	0.626

Source : SmartPLS Version 3 processed result (2020)

### Hypothesis Testing

Hypothesis 1: Hedonic pleasure has a positive effect on impulse buying in the Shopee marketplace case study. Based on the test results the effect of hedonic pleasure on impulse buying has a P-Value ( $0.892 > 0.05$ ) with a t-count value of 0.144 smaller than the t-table value of 1.96. So it can be concluded that hypothesis 1 is **rejected** because even though the result is positive, the effect is not significant. This is in line with research (Poluan et al., 2019) which states that hedonic pleasure has a positive influence on impulse buying.

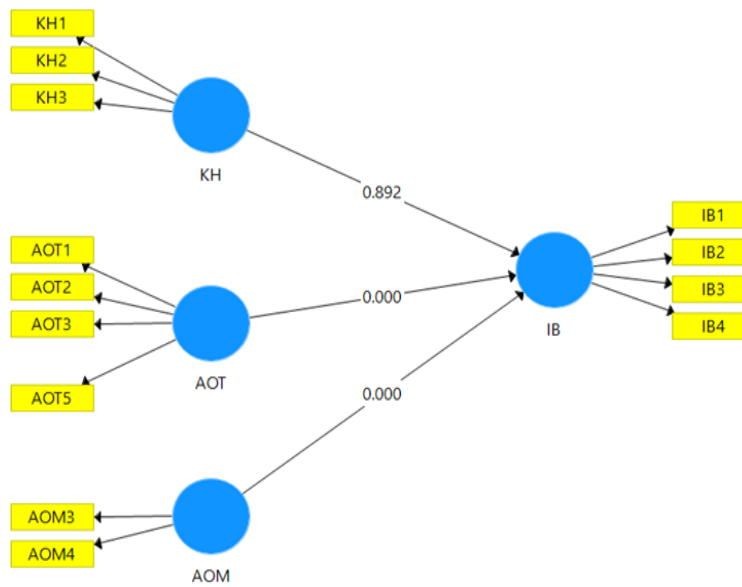
Hypothesis 2: Availability of time has a significant positive effect on impulse buying in the Shopee marketplace case study. Based on the results of the tests that have been carried out, the results show that Availability of time has a positive and significant effect on impulse buying with a P-Value ( $0,000 < 0.05$ ) and has a

t-count value of 4.255 which is greater than the t-table value of 1.96. Thus, hypothesis 2 is **accepted**. This is in line with research (Haryanto et al., 2019) argues that availability of time has a significant positive effect on impulse buying and is supported by research (Devica, 2020) which states that sometimes consumers shop online during flash sales without planning, first because he was interested in the promo

Hypothesis 3: Availability of money has a positive and significant effect on impulse buying in the Shopee marketplace case study. Based on the test results the effect of availability of money on impulse buying has a P-Value ( $0,000 < 0.05$ ) with a tcount of 5.448 above a ttable of 1.96. Based on the test results, hypothesis 3 is **accepted**. This is in line with (Sinaga, 2019) which states that the availability of funds has a positive and significant effect on unplanned purchases.

Hypothesis		t-statistic	p-value	The result
Hedonic Pleasure → Impulse Buying	H1	0.144	0.892	<b>Rejected</b>
Availibility Of Time → Impulse Buying	H2	4.255	0.000	<b>Accepted</b>
Availibility Of Money → Impulse Buying	H3	5.448	0.000	<b>Accepted</b>

**Figure 2.** The Result Hypothesis Testing



Source : SmartPLS Version 3 processed result (2020)

## Conclusion

Based on the test results that have been done above, it can be concluded that hedonic pleasure has a positive but insignificant effect with a coefficient of 14.4% on impulse buying (unplanned purchases) in the Shopee marketplace case study. While the availability of time has a positive and significant effect with a coefficient value of 42.5% on impulse buying (unplanned purchases), as well as the availability of money (availability of funds) which has a positive and significant effect of 54.4%. on impulse buying in the Shopee marketplace case study.

So it can be concluded also that someone's hedonic pleasure has little potential to make unplanned purchases on the Shopee marketplace. However, with the increasing availability of time, someone has the potential to make unplanned purchases on the Shopee marketplace, as well as the availability of money which is directly proportional to someone's potential to make unplanned purchases on the Shopee marketplace.

Based on the studies in this study, there are several suggestions for future research,

including further research to include a moderating variable to see whether it will strengthen or weaken the effect of *availability of time* or *availability of money* on impulse buying in the case study *marketplace* Shopee. For further research, it can increase the number of research respondents.

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