Online Impulse Buying in the Youth Context: Hedonic Motives, Emotional Responses, and Involvement in Fashion as Antecedents

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ABSTRACT

Objective – The main aim of this study is to examine how hedonic motives, emotional variables, and involvement in fashion can impact impulsive behaviors in the fashion industry within Generation Z.

Methodology – The data was collected from 40 respondents through an online survey, with mostly high school graduates located in Jakarta were tested and finally analyzed.

Findings – The result shows that both hedonic motives and involvement in fashion have significant effects towards impulse buying. However, the research shows that emotional variables did not have a significant impact on impulse buying.

Novelty – The suggested study will contribute to the growing body of online impulse buying knowledge in the context of the youth in a developing country.

Keywords: impulse buying, generation z, hedonic motives, emotional responses, involvement in fashion

I. INTRODUCTION

Compared to the previous generations, the buying behavior of Generation Z is very different; they are more digitally cultured (Priporas et al., 2017), as well as highly impulsive in decision-making (Nguyen & Nguyen, 2022). Yet, they have a higher awareness of achievement (Mo, 2022). In recent years, as the influence of Generation Z is becoming more prevalent, the outbreak of the global pandemic has further strengthened these buying behaviors (Li et al., 2020). Instagram and Facebook are some of the examples of shopping platforms suitable for Generation Z because it is a very vision-based platform that allows you to make quick decisions and impulse purchases just by looking at product pictures. Generation Z also prefers to shop digitally because they have a preconceived notion that shopping online is cheaper than shopping in a physical store (Ayunu, 2019).

Social media platforms nowadays allow users to follow and keep up with their friends, trends, influencers, and even brands. Many people have studied how these platforms can be used for marketing and their impact on shaping consumer behavior, especially among the younger generations. Recent data shows that Instagram alone has a large proportion of posts belonging to the fashion category (Kochhar, 2020). The emergence of fashion bloggers and social influencers as jobs and professions has had a

significant impact on the entire fashion industry, thus with the rise of influencers, more people are starting to use the platform to see what is the current fashion trend that has been going in the media lately (Pangaribuan et al., 2019).

This study aims to see the factors that lead to impulse purchasing in Generation Z in order for new entrants to the fashion industry in Jakarta to understand better what drives these customers to do so, and how to make it more appealing towards Generation Z. Brands may utilize social media to help promote their products in a variety of ways, one of which is through analyzing their customers. It is apparent that social media has a lot of presence in the fashion business, especially when it comes to developing new methods for firms to interact with their customers. The fashion industry has embraced new media and moved away from traditional media in order to create a new form of marketing advertisement. With the discussion above, the research question that is being addressed in this study is as follows:

What are the stimuli affecting the impulsive behavior of Generation Z that can be regulated in order to better decide what and how to post or display on the digital platform?

The stimuli that affect the buying behavior of Generation Z can explain the higher numbers of impulse buy among them compared to other generations. Knowing these stimuli and being able to regulate them give businesses a significant advantage of knowing how to make their target consumer more attracted to their proposition, and subsequently lead to quick impulse purchases, therefore generating higher profit in the social media scheme.

II. LITERATURE REVIEW

Different age groups develop different behavior in buying through social media, despite the similarities of political and social stands that everyone develops early on in their life. Impulse buying made by a specific age group, particularly Generation Z, prioritizes the speed of transaction; they are less loyal customers and are very rapid in the buying of apparel. Studies have shown that factors that affected the speed of their decisions are how well or favorable the product images are, and how it is received among the people that Generation Z looks up to or is close to in their respective communities.

Generation Z can be classified as a "tech-savvy" generation since they have a thorough comprehension of internet technology and actively use it for leisure and socialization; they tend to use the Internet to get any information they require and are frequently online as they are addicted to social media and want to receive everything quickly in a convenient manner (Wang et al., 2015). Berkup (2014) also suggests that they are also strong at multitasking, dislike working in groups, and are technologically proficient.

In a study of Generation-Z, Lewis (2014) forecasts that broad markets will decline, with customers instead seeking exclusivity. This occurs because the internet and mobile communications enable market and business access exclusivity and fragmentation. Furthermore, developments in technology in the sectors of distribution and logistics have improved the supply chain model, allowing it to serve many markets and buyer segments, as well as those who operate in market niches. Another study by Dykstra (2012) found that Generation Z's purchasing and consumption habits will severely alter the supply-demand equilibrium.

Generation Z now has access to new channels, such as online buying and mobile commerce, thanks to retail enterprises. While there are many various shopping outlets, online commerce channels, such as internet shopping, are developing at a quicker rate than traditional sales outlets. The average online clothing buy, for example, is around 22% more than the average purchase in many other sectors (Sullivan and Hyun, 2016). Consumers also prefer to shop online for things that they previously purchased in person (Wang et al., 2015). Age, socioeconomic position, and consumer behavior patterns can all influence whether or not someone will shop online (Bigne et al., 2005).

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According to Djafarova and Bowes (2020), 67% of Generation Z are highly active on Instagram posting pictures or videos that influence other Generation Z in their buying behavior; Generation Z are more receptive toward their own community's recommendation, thus the rapid usage of Instagram in showing product images from users led to the rise of impulse buying. According to Handayani et al. (2018), promotional advertisements showing product images and the ability of the company to tag product images and direct them to followers or target consumers resulted in an increase in impulse buying as well, showing how significant the favorability and layout of product images can be.

Hypothesis Development

This study is based on the above-mentioned issue of impulsive behaviors, as well as discrepancies in prior researchers' research findings. The study will look at: the direct impact of stimulus affecting buying behaviors on fashion products in social media through its hedonic motives, consumer emotions, and degree of involvement in fashion. This research aims to look into the many aspects of an impulse purchase on Instagram. The major component of impulsive conduct has been the focus of the content analysis and substantial literature review. Based on the reviewed studies, a research framework has been constructed, which will be evaluated in the empirical testing that follows. The research model shown in Figure 1 was created to look at people's impulse buying habits. It also depicts the correlations between factors in the context of online purchases. There is room for a structural model study of online impulse buying behavior in this causal link.

Hedonic Motives on Online Impulse Buying

Ramadhan and Simanjuntak (2018) suggest hedonic consumption in Generation Z as part of consumer behavior that is heavily related to the sensory, self-satisfaction, and emotional aspects of a shopper's experience, hence, if it gets triggered, it will eventually lead to impulse decisions. Hausman (2000) suggests that consumers feel better and even rewarded after making an impulsive buy. This feeling is further proven as impulsive shopping has always been associated to eradicating unpleasant emotions, thus the main reason why consumers tend to engage with it (Verplanken et al., 2005). Various studies have found a link between impulse purchase and emotional characteristics such as the feeling of enthusiasm and pleasure (Baumgartner, 2002). Based on the discussion, the author proposes the following hypothesis:

    H1: Hedonic motives have a direct impact on impulsive behaviors.

Emotional Variable on Online Impulse Buying

The temptation to make a payment with an impulsive mindset and making the purchasing decision are the response variables when it comes to the context of impulse buying (Dameyasani & Abraham, 2013). When examining impulse purchases, this presents a hurdle because impulsive inclinations do not guarantee an actual purchase (Badgaiyan and Verma, 2014). As a result, the behavioral reaction in this study will include purchases that are both actual and impulsive. It is worth noting that in the context of impulse buying, it also differs in across different scenarios for the same customer due to varying factors (Stern, 1962).

    According to Beatty and Ferrell (1998), positive emotions present in an individual has a significant impact on the effect of emotional elements in impulsive buying decisions. It is further proven that with the presence of positive emotions promotes higher level of impulsiveness when making a purchase as there is no feeling of self-constraint, anxiety or agony, compared to those who are experiencing a series of negative emotions (Rook & Gardner, 1993). Based on the discussion, the author proposes the following hypothesis:

    H2: Emotional responses have a direct impact on impulsive behaviors.

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Involvement in Fashion on Online Impulse Buying

The varying degree of an individual's involvement in fashion has significant influence on impulse buying, with the existence of self-preference caused by past experience. O'Cass et al. (2013) suggests that fashion involvement in particular is linked with the characteristic and especially the level of knowledge in fashion of an individual, which produces buying confidence when making a purchasing decision. With the existence of buying confidence due to product and industry mastery, creates a metric on how it would affect the impulsiveness in purchasing a product as it is interrelated with the reliance on self-knowledge. Based on the discussion, the author proposes the following hypothesis:

H3: Involvement in fashion has a direct impact on impulsive behaviors.

III. METHODOLOGY

Constructs in the model were measured using a multi-item measurement scale. All measures used a five-point Likert-type format with "strongly disagree" and "strongly agree" as anchors. The scales used to measure the latent constructs were adapted from previous studies in order to ensure their content validity. A four-item scale from Sumarmi and Prasyanti's (2021) research was adopted to measure impulse buying. Three items from Barbopoulos and Johansson (2017) were used capturing the hedonic motives. Involvement in fashion was examined using four items drawn from Sumarmi and Prasyanti's (2021) study. Emotional responses were measured using four items adapted from Destari et al. (2020).

The data of this study are the responses of online survey questionnaires obtained from students, age ranging from 17 or below until 20 and above, who have purchased fashion items from social media markets, using the snowball sampling method. This study is set in the context of Jakarta, and it employs standard sample criteria. As a result, any other researcher who comes across the data in this profile and finds the findings valuable can utilize them. There are some flaws in this research. The sample may not be representative of the general student population at other universities because the respondents are current university students in Jakarta. The respondents' residences are similarly constrained, as they are all concentrated in the area. This study used a framework in a way for describing relevant variables, as well as collection of hypotheses. The conceptual model used in this study is shown in Figure 1.
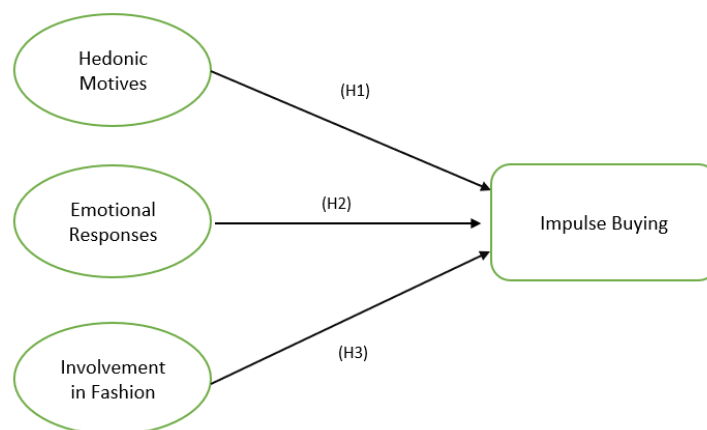

Figure 1. Conceptual Model of the Study

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IV. RESULTS AND DISCUSSION

In testing the validity and reliability of the survey items, a survey is needed to be conducted, and in this case, there are 40 respondents collected in total. All survey items are valid and thus, it is appropriate to be used for further analysis.

Descriptive Statistics

According to the survey collected, most of the respondents were female (85.7%). In the age category, the majority of the respondents are older than 20 years old (31%), followed by 18 years old (28.6%), both 19 and 20 years old (16.7%), and lastly under 17 years old (7.1%). In terms of educational background, 25 of the respondents are high school graduates (59.5%), followed by 8 diploma holders and 8 bachelor's degree holder (19%), and lastly 1 master's degree holder (2.4%). The weekly frequency of online shopping by the respondents are mostly 1-2 times (76.2%), followed by 3-5 times (19%), and lastly 6-10 and >10 times (2.4%).

Table 1. Reliability and Validity Analysis

	Alpha	rho_A	CR	AVE
HEDONIC MOTIVES	0.737	0.811	0.850	0.660
EMOTIONAL RESPONSES	0.824	0.876	0.884	0.661
INVOLVEMENT IN FASHION	0.856	0.866	0.902	0.699
IMPULSE BUYING	0.790	0.797	0.877	0.704

The results of our reliability analyses showed that Cronbach's Alpha and composite reliability (CR) values were above 0.70 for all of the latent constructs, indicating reliable measurement instrument for this study (Table 1). All items' loadings on their measured construct were much higher than the cross-loadings on other constructs, and all of the latent constructs' average variance extracted (AVE) values were above 0.50. Thus, all the construct measurements were considered to have adequate validities.

Table 2. Model Summary

	R-square	Adj. R-square
IMPULSE BUYING	0.764	0.744

Table 2 shows the model summary for the research model. A multiple regression model was calculated to investigate the factors contributing to impulse buying. The adjusted R-squared value was used to avoid biased estimation. In this study, the coefficient of determination (Adjusted $R^2 = 0.744$) showed that 74.4% of the proportion of variance in impulse buying could be explained by independent variables of hedonic motives, emotional responses, and involvement in fashion.

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Table 3. Test of Multicollinearity

	VIF
EMOTIONAL4	1.255
EMOTIONAL5	2.437
EMOTIONAL6	2.050
EMOTIONAL7	2.656
HEDONIC1	2.021
HEDONIC2	2.267
HEDONIC3	1.235
IMPULSE12	1.542
IMPULSE13	1.777
IMPULSE14	1.726
INVOLVEMENT8	2.423
INVOLVEMENT9	2.309
INVOLVEMENT10	2.486
INVOLVEMENT11	1.879

The multi-collinearity results are presented in Table 3. It can be observed that all the VIF values are well below 10, indicating no significant levels of collinearity between any sets of predicting variables (with variance inflation factor [VIF] falling between tolerance range 0.20 and 5.0). Hence, we conclude that the selected variables in this study do not indicate any multicollinearity problem (Hair et al., 2014).

Table 4. Construct Correlation

	EMOTIONAL	HEDONIC	IMPULSE	INVOLVEMENT
EMOTIONAL	0.813			
HEDONIC	0.548	0.813		
IMPULSE	0.612	0.711	0.839	
INVOLVEMENT	0.664	0.606	0.835	0.836

Discriminant validity is obtained by comparing the square root AVE estimate for each construct with the correlation among constructs. The results in Table 4 show that the squared root AVE is greater than the correlation estimate for each pair of constructs, providing support for discriminant validity (Fornell & Larcker, 1981). Having satisfied the measurement requirements, construct reliability, convergent validity and discriminant validity, we proceed to test the hypotheses using the Structural Equation Model (SEM).

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Table 5. Structural Path Estimates

	Estimate (β)	t	p-value
HEDONIC MOTIVES → IMPULSE BUYING	0.320	3.087	0.002
EMOTIONAL RESPONSES → IMPULSE BUYING	0.020	0.178	0.859
INVOLVEMENT IN FASHION → IMPULSE BUYING	0.628	6.380	0.000

First, we ran a PLS-SEM algorithm to estimate the model's path coefficients. Then we performed a second bootstrapping analysis, specifying 5,000 subsamples and a 95% significance level, to obtain each path coefficient's standard error and p value (Henseler et al., 2009) (Table 5). Hypotheses 1 and 3 posit that the hedonic motives and involvement in fashion positively affect impulse buying. Our results showed that hedonic motives (β=0.320, t=3.087, p<0.05) and fashion involvement (β=0.628, t=6.380, p<0.05) all positively affected intention to buy impulsively. They explain 74.4% of variance in impulse buying (R^2=0.764, adjusted R^2=0.744). Therefore, hypotheses 1 and 3 were supported.

Hypothesis 2 hypothesizes that emotional responses affect impulse buying. Our results demonstrated that emotional responses (β=0.020, t=0.178, p<0.05) did not significantly affect intention to buy impulsively. Hypothesis 2 was not supported. Figure 2 shows the empirical model of the study with all the results.
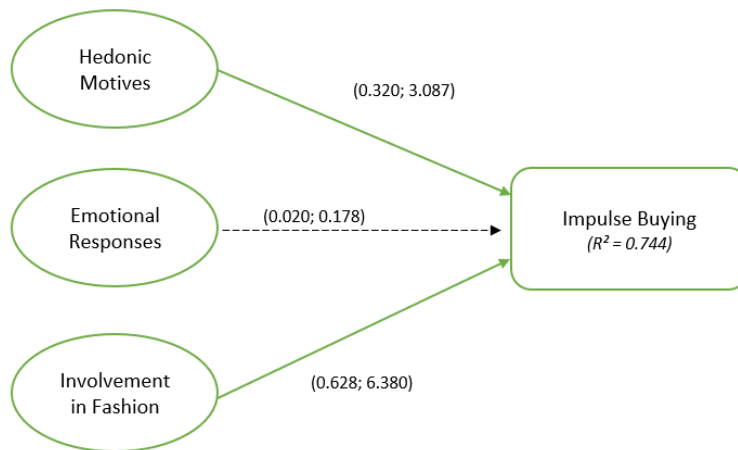

Figure 2. Empirical Model of the Study

V. CONCLUSION

The result of this study shows that both hedonic motives and involvement in fashion affects the impulse behavior in Generation Z buying habit in the context of fashion in digital platform. This aligns with the study that Ramadhan and Simanjuntak (2018) found in hedonic consumption within Generation Z, for being heavily related to the sensory and satisfaction aspects of a shopper's experience, hence if triggered, it will eventually lead to impulse decisions. Moreover, higher involvement in fashion is linked with the level of knowledge in fashion of an individual, which produces buying confidence when making a purchasing

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decision, thus increasing impulsiveness (O'Cass et al., 2013). Surprisingly, emotional variable is found to have no significant impact towards impulsive buying, but rather the opposite as the action of impulse buying triggers negative emotions after the impulsive decisions has been made. This aligns with the study made by Saleh (2012), as he suggests that unplanned or impulsive buying behavior leads to post-purchase regrets, which can cause disappointment in self and unhappiness. Saleh further states that this feeling of regret can be caused by how consumers tend to compare the brands they impulsively bought with other alternatives that is considered to be better, thus consumers can be found in a state of psychological pain after making the unplanned purchase. Therefore, it is important for the marketers to study and understand on how to eliminate the feeling of post-purchase regret sufferings in customers to improve competitive positioning and increase customer loyalty.

This study contributes to the exploration of impulsive behavior of the fashion industry among Generation Z in the context of online platforms. The main limitation of this study is that the area of sampling is only conducted within Jakarta and that the survey was carried online. Future studies utilizing quantitative study with a bigger sample size could be conducted in order to extend the relevance of the findings to a larger population. Future research could also look into the influencing elements and behavioral responses of consumers to certain promotional activities given by influencers on various social media platforms, for example.

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