

The Effect of Situational Factor on Hedonic Shopping Motivation and Impulsive Buying of College Students in Mall at Manado City

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Abstract: *The purpose of this research is to know and analyze the effect of situational factor on hedonic shopping motivation and impulsive buying of college students in Mall at Manado City. The method used in this research is explanatory survey method; with 205 consumers who shop in Mall at Manado City as a sample with convenience sampling technique; primary data with data collecting technique using questionnaire instrument with Likert scale and Structural Equation Modeling analysis technique with Lisrel 8.80 program. The result of this research shows that situational factor has positive and significant effect on hedonic shopping motivation; situational factor has positive and significant effect on impulsive buying; and hedonic shopping motivation has positive and significant effect on impulsive buying of college students in Mall at Manado City. Impulsive buying with the most dominant indicator is rush buying can be improved if Mall management in Manado City is able to increase hedonic shopping motivation with the most dominant indicator is adventure shopping, where hedonic shopping motivation can be improved if Mall management in Manado City is able to increase situational factor with the most dominant indicator is time availability.*

Keywords: *situational factor, hedonic shopping motivation, impulsive buying, Mall*

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I. INTRODUCTION

Impulsive buying covers 80% of all purchases (Kacen & Lee, 2002), 62% of sales in modern retail and 80% of all sales in certain product categories (Ahmad, 2011). According to Irawan in special edition of Marketing magazine in 2008, states there are 10 Characteristic of Indonesian Consumer, one of it was unplanned or impulsive character. Based on Nielsen (2008) survey, 85% modern retail consumer tend to shop for something unplanned.

Preliminary survey conducted by the author at Mega Mall Manado City in August 2017 with 30 college students as respondents that shopped showed that 18 people (60%) shopped unplanned or impulsive. Preliminary survey is done by asking a question to customer after they shopping, “are there any items you bought that out of your plan before?”.

Several researches about impulsive buying have been done, mostly in developed countries like United States and European countries, as well in some developing countries, including Indonesia. In Indonesia, especially in Manado City, research about impulsive buying and factors that influenced it is still very little.

Regarding with situational factor, Beatty & Ferrel (1998) found that time availability and money affected impulsive buying. Wu & Huan (2010); Foroughi, Buang, & Sadeghi (2012); and Srivastava & Kumar (2013) found that situational factor (time and money availability) significantly affected impulsive buying behavior, but research conducted by Maymand and Ahmadinejad (2011) found that situational factor (time and money availability) not significantly affected impulsive buying.

Research conducted by Foroughi, Buang, Senik, & Sadeghi (2013) showed that situational factor affected impulsive buying through hedonic shopping motivation; Babin & Attaway (2000) suggests that situational factor can generate positive and negative perceptions that will affect hedonic shopping value. Hausman (2000) found that consumer that shop to satisfy their hedonic desire like searching for new experiences, variations and fun have significantly affected impulsive buying. Impulsive buying plays important role in satisfying hedonic desire that associated with hedonic consumption. This role supports conceptual connection between hedonic shopping motivation and impulsive buying (Rock, 1987; Piron, 1991; and Hausman, 2000). Park & Lennon (2006) research showed that hedonic value encourages impulsive buying. Silvera, Lavack & Kropp (2008) states that impulsive buying behavior is often done to satisfy hedonic motives. Harmancioglu, Finney & Joseph (2009) found that consumers emotional value like fun increases tendency of impulsive buying behavior. Consumers who shop for recreation expect higher hedonic values. Consumers desire' to search for hedonic value in shopping can generate impulsive buying (Holbrook & Hirsman, 1982;

Rook, 1987 in Hausman, 2000). However, research conducted by Rohman (2009) found that hedonic shopping did not affect impulsive buying.

According to the background above, then the purposes of this research are want to know and analyze 1) the effect of situational factor on hedonic shopping motivation, 2) the effect of situational factor on impulsive buying, and 3) the effect of hedonic shopping motivation on impulsive buying of college students in Mall at Manado City.

II. LITERATURE REVIEW

Situational Factor

Mowen & Minor in Sumarwan (2011: 326) suggests that consumer situation is temporary environmental factor that causes a situation where consumers behavior appears at specific time and place. Consumer situation consists of three factors: (1) place and time where the behavior occurs; (2) explanation of why the behavior occurs; (3) the effect on consumer behavior. Consumer situation occurs shortly, while other factors, such as personality and culture usually last a long time.

Hawkins & Mothersbaugh (2009:470) suggests that all those factors particular to a time and place that do not follow from a knowledge of the stable attributes of the consumer and the stimulus and that have an effect on current behavior.

Mihic & Kursan (2010) states that situational factors are the external factors coming from the shopping environment when buyer comes into contact with particular visual stimuli (product or promotion) that create the unplanned purchase. At that instant the shopper may feel a sudden need to purchase a particular product that has attracted his/her attention.

Beatty & Ferrel in Foroughi, Buang & Sadeghi (2012); Srivastava & Kumar (2013); Muruganantham & Ravi Shankar (2013) suggests two situational factors that important for impulsive buying behavior, which is:

1. Time available (time availability)

"Time available is the amount of time the shopper feels she/he has available that day".

The more time consumers have, the longer consumers will spend time to exploring or browsing in shopping environment that will finally affected their impulsive buying behavior.

2. Money available (money availability)

"Money available is the amount of budget or extra money the individual perceives she or he has to spend on that day".

The availability of money is the facilitator in impulsive buying process because it will increase consumer buying power. If consumer does not have enough money, consumer will avoid shopping environment by itself.

Based on the explanation about situational factor above, in this research, situational factor defined as temporary environmental factor that form context in a consumer activity that occurs at a certain place and time, including indicators of time and money availability.

Hedonic Shopping Motivation

According to Arnold & Reynold in Utami (2010:47), consumer motivation to shop can be divided into two:

1) Utilitarian Shopping Motivation

Someone will shop if the person feels the benefit of a product they want. This motivation is based on truly rational and objective thought. This *utilitarian* aspect can be seen when consumers shop only to obtain the benefit of product so that consumers do not perfectly feels shopping experience. Therefore, the hedonic aspect plays an important role in the procurement of shopping experience. Thus, the utilitarian shopping motivation is consumer motivation to shop because they really need or obtain benefit of a product that they bought.

2) Hedonic shopping motivation

Someone will shop because the person feels pleasure and feel that shopping is something interesting. Thus, this motivation is based on subjective or emotional thinking as it covers emotional responses, sensory pleasure, dreams, and aesthetic considerations. Example: a woman who bought clothes because there is a warehouse wash from *factory outlet*. Thus, hedonic motivation is consumer motivation to shop because shopping is a pleasure so they ignore the benefit of product they bought. Babin in Utami (2010), says that hedonic aspects are related with consumer emotional so they shop, consumers really feel something like: *adventure, gratification, role, value, social, and social shopping idea* to measure someone motivation to go shopping.

According to Arnold & Reynold in Utami (2010: 49-50) says there are six hedonic shopping motivation factors, which is:

1) *Adventure shopping*

Most consumers shop because of something that can arouse their shopping passion, feel that shopping is an experience and with shopping consumers feel like having their own world.

2) *Social shopping*

Most consumers assume that the pleasure of shopping will be created when consumers spending their time with family or friends. There some consumers feel that shopping is good socialization activities whether it between consumers with one another, or with employees who work in outlets. Consumers also assume that by shopping together with family or friends, consumers will get a lot of information about the product to be purchased.

3) *Gratification shopping*

Shopping is one alternative to reducing stress, overcoming bad moods, and shopping is a means to forget the problems.

4) *Idea shopping*

Consumers shop to keep up with new fashion trends and to see new product or things. Usually consumers shop for seeing something new from advertisements offered through the mass media.

5) *Role shopping*

Many consumers prefer to shop for others rather than for themselves so consumers feel that shopping for others is a fun thing to do.

6) *Value shopping*

Consumers assume that shopping is a game especially at bargaining price, or when consumers look for shopping spots that offer discounts, closeouts, or places to shop for a cheap price.

Based on some descriptions of hedonic shopping motivation above, then at this research, hedonic shopping motivation is defined as emotional feeling that consumers feel from their shopping experience towards a more subjective and personal outlet, can be fun, joy and enjoyment, which includes indicators of adventure shopping; gratification shopping; and social shopping.

Impulsive Buying

Rook in Utami (2010: 67) defines impulsive buying as a sudden and powerful desire to buy something quickly. Impulsive to buy is hedonically complex and will stimulate emotional conflict. Impulsive buying also tends to be done by ignoring the consequences consideration.

Rock & Gardner (1993) defines impulsive buying as an unplanned behavior that involve quick decision making and tendency to buy a product quickly. Beatty & Ferrel (1998) illustrates that impulsive buying refers to immediately buying without purpose before buying, either to buy specific product categories or to fulfill specific needs. Jones et al. in Dhaundiyal & Coughlan (2009) identifies three impulsive buying characteristics that distinguish them from the other buying behaviors: unintentional, unreflective, and immediate. Unintentional refers to a situation where the consumer is non actively looking for the product but buys it in the course of shopping. The second trait, unreflective, implies the consumer's lack of evaluation regarding the product and unwillingness to think about the long term consequences with only short term indulgence in mind. The third trait relates to immediacy of purchase i.e. the time period between the stimulus i.e. seeing the product and consequently buying the product is very little. Impulse purchase is a fast activity i.e. consumer tends to buy it almost immediately after seeing it without applying much thought.

Based on the notion of impulsive buying above, in this research, impulsive buying is defined as a sudden or strong desire to buy something quickly, stimulate emotional conflict and tend to done with ignoring the consequences consideration, with indicators of spontaneous buying, rush buying, buying without think the consequences, and buying that affected by emotional state.

Theoretical Model

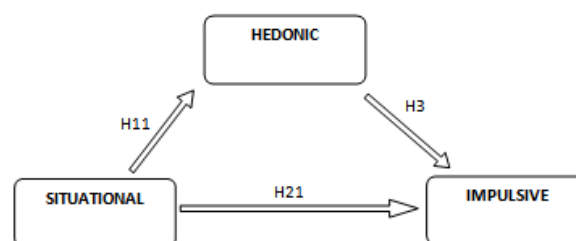


Figure 1. Theoretical Model

Hypothesis

1. There is influence of situational factor on hedonic shopping motivation of college students in Mall at Manado City.
2. There is influence of situational factor on impulsive buying of college students in Mall at Manado City.
3. There is influence of hedonic shopping motivation on impulsive buying of college students in Mall at Manado City.

III. RESEARCH METHOD

The method used in this research is survey method with casual approach, explanatory survey method. **Situational factor** is a temporary environmental factor that form context in consumer activity, occurring at a certain place and time. To measure situational variables, assessment indicators include: *time* (fs1) and *money* (fs2). **Hedonic shopping motivation** is the emotional feeling that consumers feel from their shopping experience toward an outlet that more subjective and personal, can be fun, joy, and pleasure. To measure hedonic shopping motivation variables, assessment indicators include: adventure shopping (mbh1), gratification shopping (mbh2), and social shopping (mbh3). **Impulsive buying** defined as a sudden and powerful desire or impulse to buy something quickly, stimulate emotional conflict and tend to ignoring the consequences consideration. To measure impulsive buying variables, assessment indicators include: spontaneous buying (pi1), rush buying (pi2), buying without thinking its consequences (pi3), and buying that affected by emotional state (pi4).

Scores of situational factor, hedonic shopping motivation and impulsive buying variables are scores obtained through question points developed from the assessment of each variables indicators components as described above. From the questionnaire, it provided 5 choices of answers: strongly disagree (score = 1), disagree (score = 2), simply agree (score = 3), agree (score = 4), and strongly agree (score = 5).

Population of this research are all college students that have made impulsive buying in Mall at Manado City. In general, structural equation modeling (SEM) requires a larger sample size that other multivariate approaches. SEM is unreliable if using small samples (Hair et al., 2006). Kline (2005) in Hendryadi & Suryani (2014) categorizes sample sizes less than 100 (small), 100-200 (medium), and larger than 200 (large). Based on Hair et al., (2006) and Kline (2005) guidelines above, then the sample of this research as many as 205 people are eligible. The sampling technique used *convenience sampling* which is sampling where the selection of sample elements are based on researcher's convenience or pleasure because the data is obtained quickly, the way is asking people that out from Mall after shopping impulsively (Supranto & Nandan, 2013).

Data in this research is primary data. To obtain primary data, author use data collection technique that is done by spreading questionnaire which refers to Likert model scale with summed rating method (*method of summated rating*). The questionnaire contains 9 questions consists of 2 questions about situational factor, 3 questions about hedonic shopping motivation, and 4 questions about impulsive buying.

A complete structural equation modeling model consists of *Measurement Model* and *Structural Model*. According to Supranto & Nandan (2013), there are seven steps needed to perform SEM analysis with Lisrel: 1) formulate model, 2) creating a line chart, 3) formulate measurement and structural equations, 4) choosing Data Input and Model Estimation, 5) model identification, 6) model conformity test, and 7) model interpretation and modification.

Hypothesis 1

Ho : Situational factor did not affect hedonic shopping motivation.

Ha : Situational factor affect hedonic shopping motivation.

Hypothesis 2

Ho :Situational factor did not affect impulsive buying.

Ha :Situational factor affect impulsive buying.

Hypothesis 3

Ho :Hedonic shopping motivation did not affect impulsive buying.

Ha :Hedonic shopping motivation affect impulsive buying.

Testing criteria:

If $t_{hitung} \geq 1,96$ with significant value (α) = 0,05, then Ho is rejected and Ha is accepted (Hair et. al, 2006).

IV. RESEARCH RESULT

Hybrid model (basic model or full model) using Lisrel 8.80 program obtained two models, *standardized model* and *t-values model*, as shown in Figure 2 and 3 below.

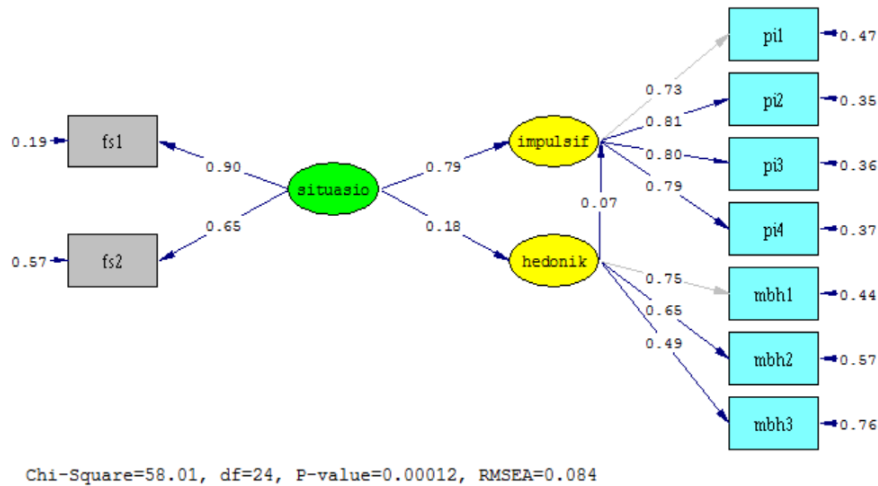


Figure 2. Standardized Model

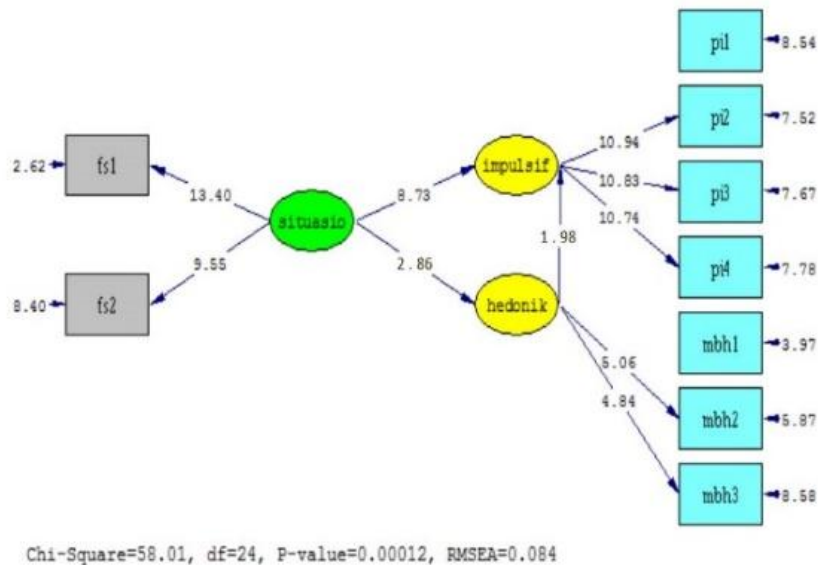


Figure 3. t-value Model

It will be described below the hypothesis testing more detail in each of the previously proposed hypothesis, as follows.

The Effect of Situational Factor on Hedonic Shopping Motivation

The result of analysis in standardized model shows the effect of situational factor on hedonic shopping motivation is 0,18 with the most dominant indicator is time availability (fs1) with 0.90 loading factor. The result of analysis in t-value model shows t value of the effect of situational factor on hedonic shopping motivation is 2,86 > 1,96, so it can be said significant. So, situational factor has a significant effect on hedonic shopping motivation, the higher situational factor the higher hedonic shopping motivation. Thus, **Hypothesis 1 is accepted.**

The Effect of Situational Factor on Impulsive Buying

The result of analysis on standardized model shows the effect of situational factor on impulsive buying is 0,79 with the most dominant indicator is time availability (fs1) with 0,90 *loading factor*.

The result of analysis in *t-value* model shows t value of the effect of situational factor on impulsive buying is 8,73 > 1,96, so it can be said significant. So, situational factor has a significant effect on impulsive buying, the higher situational factor the higher impulsive buying. Thus, **Hypothesis 2 is accepted**.

The Effect of Hedonic Shopping Motivation on Impulsive Buying

The result of analysis in standardized model shows the effect of hedonic shopping motivation on impulsive buying is 0,07 with the most dominant indicator is adventure shopping (mbh1) with 0.75 *loading factor*.

The result of analysis in *t-value* model shows t value of the effect of hedonic shopping motivation on impulsive buying is 1,98 > 1,96, so it can be said significant. So, hedonic shopping motivation have a significant effect on impulsive buying the higher hedonic shopping motivation, the higher impulsive buying. Thus, **Hypothesis 3 is accepted**.

V. CONCLUSION

- 1) Situational factor positive and significantly affected hedonic shopping motivation, means that the increase of situational factor causes the increase of hedonic shopping motivation of college students in Mall at Manado City. The most dominant indicator in establishing situational factor is time availability.
- 2) Situational factor positive and significantly affected impulsive buying, means that the increase of situational factor causes the increase of impulsive buying of college students in Mall at Manado City. The most dominant indicator in establishing situational factor is time availability.
- 3) Hedonic shopping motivation positive and significantly affected impulsive buying, means that the increase of hedonic shopping motivation causes the increase of impulsive buying of college students in Mall at Manado City. The most dominant indicator in establishing hedonic shopping motivation is adventure shopping.

VI. MANAGERIAL IMPLICATION

Impulsive buying with the most dominant indicator is rush buying can be improved if Mall management in Manado City is able to increase hedonic shopping motivation with the most dominant indicator is adventure shopping, where hedonic shopping motivation can be improved if Mall management in Manado City is able to increase situational factor with the most dominant indicator is time availability.

VII. SUGGESTIONS FOR FURTHER RESEARCH

1. Other exogenous variables such as product category, price, sales promotion, store atmosphere, etc can be investigated further as they may have a dominant effect to increase impulsive buying.
2. This research is conducted on college students, if the research is done to all consumers of Mall in Manado City, the results of research can describe more comprehensive behavior of consumer impulsive buying behavior in Mall at Manado City.

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