

# The Influence Of Online Shopping Motivation And Product Browsing Toward Impulsive Buying Of Fashion Products On A Social Commerce

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**Abstract-** *The purpose of this study is to analyze the direct and indirect influence of online shopping motivation (i.e hedonic and utilitarian motivation), and product browsing on impulsive buying, where product browsing as a mediation variable between online shopping motivation and impulsive buying. This study is quantitative in nature. Questionnaires were distributed to women who have purchased fashion product in social commerce i.e instagram as the target respondents. The type of research used for this study is causal research. Using a convenience sampling technique with non-probability sampling design, a total sample of 300 respondents were obtained. Hypotheses were tested using Structural Equation Model (SEM). The model development of this research applies second-order confirmatory factor (SOCF) technique which is two-level measurement model and estimation method used is Maximum Likelihood Estimation (MLE). The results showed that online shopping motivation on hedonic motivation variable has significantly direct effect on product browsing and impulsive buying, while utilitarian motivation variable has significantly direct effect only on product browsing. Other than that the product browsing variable has significantly direct effect on impulsive buying. In addition, online shopping motivation has indirect influence through product browsing on impulse buying meaning that the variable of product browsing is the variable that mediates between online shopping motivation and impulsive buying.*

**Index Terms-** *Online shopping motivation, hedonic and utilitarian motivation, product browsing, impulsive buying*

## I. INTRODUCTION

Generally, online shopping motivation can be categorized as hedonic and utilitarian motivations (Hoolbrook and Hirschman, 1982). Shopping motivation is an important aspect to understand consumer behavior which plays a role in making purchasing decisions. One form of consumer behavior is an unplanned purchase called impulsive buying (Schifman and Kanuk, 2012).

Rook and Fisher (1995) define impulsive buying as consumer's tendency to buy spontaneously, without a second thought, which is driven by the emotional and psychological aspects of a product and is tempted by the persuasion of marketers. During online shopping, consumers are more spontaneous than offline shoppers (Park et al., 2012). Furthermore, several studies have found that many online consumers make impulsive buying (Floh and Madlberger, 2013; Jeffrey and Hodge, 2007; Parboteeah et al., 2011).

Impulsive buying often occurs because of the hedonic motivation (Park et al., 2012), in which consumers tend to behave impulsively when they have hedonic motivation such as trying to meet self-satisfaction, pleasure, fantasy, social and emotional satisfaction. Shopping pattern of hedonic motivation usually occurs in the social commerce environment, due to the simplicity and convenience of exploring, searching, and paying (Hansen and Olsen, 2006). In addition to hedonic motivation, impulsive buying can also occur because of the encouragement of one's utilitarian motivation in shopping (Lee, Namho, 2017). This utilitarian motivation relates to functional value such as cost saving, convenience and practicality (Mikalef et al., 2012; Babin et al., 1994). The more consumers consider the functional value in online shopping sites, the greater the desire to make impulsive buying in the online shopping environment (Ha and Jang, 2010).

In addition to hedonic and utilitarian motivations, product browsing is also one factor that can lead to impulsive buying. According to Bloch et al. (1989); Park and Lenon (2006), during product browsing, consumers can make impulsive buying. Product browsing also relates closely to one's hedonic and utilitarian motivations in shopping. Consumers conducting shopping with hedonic motivation will have longer product browsing and they enjoy the process as a pleasure in fulfilling their passions which can further enhance impulsive buying (Erkip, 2005). Besides, consumers who have high impulsivity rates can consider utilitarian value in conducting product browsing so they are willing to buy the product (Lee, Namho, 2017).

Currently, the phenomenon of impulsive buying does not only occur in one country but in some countries. Harris' interactive survey findings showed that more than 60% of American consumers make purchases impulsively (Lim, Se Hun et al., 2017). Another survey

conducted by ING to 12,403 people in 13 European countries, found that 42% had made impulsive buying. In Indonesia, there is also the same phenomenon in which individuals make impulsive buying. Handi Irawan stated that Indonesian consumers mostly have the characters of doing without planning and during shopping they often become impulsive buyers (Ida and Dewi, 2016). Based on the data from Indonesian Research Company, The Nielsen Company in 2011, which had been conducting research on people in five big cities in Indonesia, as much as 21% of shoppers never plan what they want to buy. The findings of this research indicated that the trend of impulsive shoppers in Indonesia is increasing every year (bisnis.tempo.co). Some types of consumption of products derived from impulsive buying, the most common is on the purchase of fashion products such as clothing, accessories and jewelry (Park and Kim, 2006). It is supported by research conducted by Dittmar et al. (1995) which states that impulsive buying are often made on fashion products such as clothing, accessories and jewelry.

This research was conducted based on the phenomenon of impulse buying that has been described above as well as the differences in the research findings conducted by previous researchers. The research aims to analyze: (1) direct influence of online shopping motivation and product browsing to impulsive buying of fashion products on social commerce, (2) direct influence of online shopping motivation toward product browsing of fashion products on social commerce (3) indirect influence of online shopping motivation through product browsing to impulsive buying of fashion products on social commerce.

## II. IDENTIFY, RESEARCH AND COLLECT IDEA

There are several researches that have been conducted by academics in studying the relationship between online shopping motivation and product browsing of impulsive buying behavior. For example, researches conducted by Martje, (2016); Febe et al., (2016); Maha and Samreen (2015); Lia and Citra (2015); Kosyu et al., (2014) their researched found that hedonic motivation has a significant direct influence on impulsive buying behavior. Furthermore, researches by Lim, Se Hun et al. (2017) and Rezaei et al. (2016) showed that hedonic and utilitarian motivations in online shopping has a direct influence on impulsive buying. However, there are differences in the findings of research conducted by Cahyono et al. (2016) which stated that hedonic and utilitarian values have no direct influence on impulsive buying in shopping. The findings of this research were also supported by Lizamary and Edwin (2014) and Fatchur (2009) which found that there was no significant influence between hedonic motivation on impulsive buying behavior. In addition, research conducted by Lee, Namho (2017) showed the findings that the motivation of one's utilitarian value in shopping through social commerce sites has no significant influence in encouraging impulsive buying.

In addition, some researchers have previously conducted research on the influence of product browsing on impulsive buying behavior. For example, a study conducted by Gultekin and Ozer (2012) found that product browsing had a significant influence on impulse buying and product browsing was a mediating variable between hedonic motivation and impulse buying. The findings of this research were supported by Floh and Madlberger (2013) which stated that product browsing activity may have a direct influence on impulsive buying. Other research findings showed the relationship between hedonic and utilitarian motivations toward product browsing. For example, research conducted by Gunesh and Jugurnauth (2014) obtained the findings that hedonic motivation had a direct influence on product browsing. Meanwhile, research conducted by Mikalef et al., (2013) obtained the findings that hedonic and utilitarian motivations had a significant impact in affecting product browsing. However, different research findings were found by Lumintang (2012) in which there was no significant influence between product browsing and impulse buying and hedonic motivation through product browsing toward impulsive buying. Furthermore, a research conducted by Gunesh and Jugurnauth (2014) found the findings that not all dimensions in utilitarian motivation have a significant influence on product browsing.

## III. WRITE DOWN YOUR STUDIES AND FINDINGS

### Research Design

The type of this research is quantitative research using the design of causality research which aims to know the influence of online shopping motivation and product browsing on impulsive buying of fashion products on social commerce i.e Instagram. There are four variables in this research namely hedonic motivation (X1) and utilitarian motivation (X2) as independent variables or exogenous variables; product exploration (Y1) as an intervening variable or a mediating variable; and impulsive buying (Y2) as a dependent variable or endogenous variable. The hedonic motivation variable is measured by using five dimensions: trend discovery (TD), socializing (SO), adventure (AD), gratification shopping (GS) and value shopping (VS). Meanwhile, the utilitarian motivation is measured by using four dimensions: convenience (CV), cost saving (CS), information availability (IA) and product selection (PS). There are as many as 33 indicators used in this research. This research uses primary data through questionnaires distribution and the use of likert scale from 1 to 5 (1 = strongly disagree to 5 = strongly agree).

The analysis technique used in this research consists of descriptive analysis by looking at the frequency table of respondent characteristics and quantitative analysis by using Structural Equation Model (SEM) analysis method. The model development of this research applies second-order confirmatory factor (SOFC) technique which is two-level measurement model and estimation method used is Maximum Likelihood Estimation (MLE).

### Population and Sample Research

The population of this research is all female consumers who have made the purchase of fashion products online on social commerce i.e Instagram. Research sampling is carried out using non-probability sampling technique namely purposive sampling in which the selection sample is based on certain criteria, namely: female consumers who have made the purchases of fashion products (such as clothing, shoes and bags) on Instagram without pre-planning; they have purchased fashion products for at least the last three months; and they aged between 18-35 years. The number of samples used in this research is as many as 300 respondents.

### Results Findings

The findings of this research indicated that the online shopping motivation on the variable of hedonic motivation has significant direct influence on product browsing and impulsive buying, whereas the variable of utilitarian motivation only has a direct influence on product browsing. The variable of product browsing has a direct influence on impulse buying. In addition, online shopping motivation has indirect influence through product browsing on impulse buying meaning that the variable of product browsing is the variable that mediates between online shopping motivation and impulsive buying.

## IV. GET PEER REVIEWED

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## V. IMPROVEMENT AS PER REVIEWER COMMENTS

Based on the findings of this research, there are several suggestions that can be given such as: (1) For online retailers, it is advisable to pay more attention to the most dominant factors of online shopping motivation and product browsing that can affect the occurrence of impulsive buying. It is the basis for consideration for online retailers in devising effective marketing strategies to increase product sales volume. These marketing strategies include promotional programs, competitive pricing, fast response in serving online consumers, providing complete information on the fashion products offered in Instagram, offering fashion products that always follow the trend, and creating a good communication relationship with the consumers. (2) By the increasing interest of the community in online shopping and to improve the micro, small and medium enterprise (MSME) industry, the government should actively socialize the methods of selling and marketing of online products to MSMEs in order to increase its competence in the current globalization era. (3) Further research should be conducted to other types of online media instead of Instagram with different types of products such as online food products that currently become one type of product that is in great demand by online consumers in addition to fashion products. (4) For the future researchers, it is advisable to discuss other factors that may affect consumer's impulsive buying behavior during shopping, such as situational and cultural factors. (5) Further research is expected to be not limited to female consumers but also to male consumers considering that currently many male consumers have made a purchase of fashion products on the social commerce website of Instagram.

## VI. CONCLUSION

This research aims to analyze the direct and indirect influence of online shopping motivation and product browsing on impulsive buying; in which the variable of product browsing is the mediating variable between online shopping motivation and impulse buying. The findings of this research indicated that the online shopping motivation on the variable of hedonic motivation has significant direct influence on product browsing and impulsive buying, whereas the variable of utilitarian motivation only has a direct influence on product browsing. The variable of product browsing has a direct influence on impulse buying. In addition, online shopping motivation has indirect influence through product browsing on impulse buying meaning that the variable of product browsing is the variable that mediates between online shopping motivation and impulsive buying.

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The preferred spelling of the word "acknowledgment" in American English is without an "e" after the "g." Use the singular heading even if you have many acknowledgments.

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