



EFFECT OF DISCOUNT AND HEDONIC SHOPPING MOTIVES AGAINST BUYING IMPULSE

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Abstract

Modern retail consumers tend to make unplanned purchases. One of the modern retailers in Medan City is Parkson. Some of the problems in Parkson are poor product arrangement, and consumers get less hedonic shopping motives. This study aims to determine the effect of discounts and hedonic shopping motives on impulse buying in Parkson consumers. Data collection techniques used were purposive sampling with a sample of 100 consumers. Data analysis was carried out quantitatively using the SPSS version 22 program. The analytical method used was multiple linear regression. The results showed a positive and significant influence between discounts and hedonic shopping motives on impulse buying in Parkson consumers both partially and simultaneously. The hedonic shopping motives variable has the most influence on the impulse buying of Parkson consumers compared to discount. Discount can be increased by checking products, improving product quality. In addition, hedonic shopping motives can be improved by calculating the distance between the display racks and several additional facilities.

Keywords: Discount, Hedonic Shopping Motives, Impulse Buying.

I. Introduction

Consumptive life patterns cause priority changes in community recreation. If previously the family would choose a tourist attraction for recreation while on vacation, but now they would prefer to go to the mall (Hetharie, 2011). Various things become reasons, including easy access, complete facilities in the mall, convenience in shopping, and others (Alagoz and Ekici, 2011). Not to mention people's lifestyles have also changed (Levy and Weitz, 2012: 177). Now not a few who make shopping as a hobby or a way for them to find a new mood (Mick and DeMoss, 1990). Of course they tend to go to the mall with the various conveniences and conveniences that will be obtained (Herawati et al., 2013).



Impulse buying itself is a phenomenon that occurs for several years back and immediately becomes something worthy of discussion. Many consumers do impulse buying and not a few are affected by the atmosphere of the shop itself. This will certainly be a big advantage for marketers, because almost half of the shop visitors according to Maymand and Ahmadinejad (2011) are consumers with impulse buying behavior. This is because impulse buying is a phenomenon and tendency of shopping behavior that occurs in the market and is an important point underlying the marketing activities (Margana and Setiawan, 2014).

Today's business department development is getting tougher, it is not enough for a company to attract buyers just by relying on a variety of product choices, but other aspects besides products, such as interior and exterior design, room arrangement, facilities, or music called store atmosphere, also become very important factors for consumers in making purchases. One of the supporting aspects above is hedonic shopping motives. Hedonic shopping motives are psychological needs such as satisfaction, prestige, emotions, and other subjective feelings. These needs often appear to meet demands and aesthetics and are also called emotional motives (Setiadi, 2003: 96).

According to Utami (2010), hedonic motivation is the motivation of consumers to shop because shopping is a pleasure in itself so they do not pay attention to the benefits of the products purchased. The hedonic motives variable can be measured by the following indicators: shopping is a special experience, shopping is one alternative to deal with stress, consumers prefer to shop for others than for themselves, consumers prefer to find shopping places that offer discounts and prices cheap, shopping in shopping will be created when they spend time together with family or friends, consumers shop to follow the trends of new models. Most consumers who have emotional passion often experience a hedonic shopping experience. Hedonic shopping value is subjective and personal value. Hedonic values are believed to have the potential to provide entertainment in shopping.

The existence of department store developments can lead to competition between stores and other stores. The most important strategy that must be done by marketers, especially in the department store, is to have knowledge about consumer shopping behavior that is the target market. Seeing this condition, sales promotion is one of the elements of the marketing mix that becomes very important. The form of sales promotion to increase sales in the department store is most often the price discount. Most Indonesian consumers like promotional activities that provide direct benefits, AC Nielsen (2007). According to a survey conducted by Lis Hendriani (2007) in three cities, 76% of buyers liked price discounts.

Parkson is an Asia-based department store operator with an extensive network of 131 stores in 2017, which covers around 2,1 million m² of retail space in all cities in Malaysia, China, Vietnam, Indonesia and Myanmar. Parkson Department Store in Indonesia currently has three stores with the first stores opened in November 2013 at The Center Point Mall Medan, a second store in June 2014 at Lippo Mall Puri, St. Moritz and the third stores in December 2015 at Hartono Mall Yogyakarta.

Today, shopping for consumers is a recreational activity that brings pleasure, excitement and entertaining activities. In an effort to maintain and improve customer satisfaction by getting a good perception of consumers, Parkson guarantees to consumers that the product has very good quality so that consumers do not need to hesitate to buy it. In addition, what makes customers comfortable is the provision of facilities such as customer



service rooms that are very comfortable by providing a variety of drinks for consumers who are waiting for the queue. In addition, Parkson also provides spacious and comfortable dressing rooms with sofa chairs, large glass, tables and clothes hangers, which further increases the hedonic shopping motivation for its customers. Parkson also often makes discounts on certain brands of products both generally accepted discounts, discounts for members, and discounts on certain debit card holders or credit cards. Based on the background description of the problem, it can be raised as a discussion in this study with the title “ Effect Of Discount And Hedonic Shopping Motives Against Buying Impulse “.

II. Theoretical review

Diskon

According to Kotler and Keller (2009: 93) the discount is the official price given by the company to consumers who are soft in order to increase sales of a product or service. Belch and Belch (2009) say that promotion of discount offers several benefits including: it can trigger consumers to buy in large quantities, anticipate competitor promotions, and support greater amounts of trade. According to Sutisna (2002: 300) the price discount is a reduction in the price of the product from the normal price in a certain period. The discount dimensions are:

1. The price discount : the size of the discount is given when the product is discounted.
2. Price discount period : the time period given at the time of the discount.
3. Types of products that get a discount : diversity of choices on products discounted.

Hedonic Shopping Motives

Hedonic motivation is the motivation of consumers to shop because shopping is a pleasure so they do not pay attention to the benefits of products purchased, Utami (2010). The hedonic motives variable can be measured as follows: shopping is an interesting experience, shopping is an alternative to overcoming boredom, consumers prefer to shop for others than for themselves, consumers prefer to find shopping places that offer discounts and prices that cheap, trustworthiness in shopping will be created when they spend time together with family or friends, consumers shop to follow the trends of new models. Westbrook and Black (Yau Chui Man, 2011: 22), Shopping Motives can be grouped into 3 categories:

1. Motives for product orientation, visiting the store for purchase needs or the desire to obtain product information.
2. Experience motives, hedonic or recreational oriented, namely a shop or shopping center visited for the pleasure attached to the visit itself.
3. Combination motives from product orientation and experience.

Impulse Buying

Impulse buying is an act of buying that is done without having a previous problem or intention / intention to buy formed before entering the store, Mowen and Minor (2010). Impulse buying is an emotional decision or according to insistence, Schiffman and Kanuk (2007). The same thing also expressed by Shoham and Brencic in Ria Arifianti (2010) said



that impulse buying is related to behavior to buy based on emotions. This emotion is related to solving limited or spontaneous purchasing problems. According to Rook in Cahyorini and Rusfian (2011), impulsive purchases consist of the following characteristics:

1. Spontaneity, impulsive purchases occur unexpectedly and motivate consumers to buy when too, often because of the response to point-of-sale visual stimuli.
2. Power, compulsion, and intensity, the motivation to put aside other things and act as soon as possible.
3. Excitement and simulation, namely the desire to buy suddenly which is often followed by emotions such as exciting, thrilling, or wild.
4. Disregard for consequences, the desire to buy can become irreversible until negative consequences that may occur are ignored.

Loudon and Bitta (1993) mention four types of impulse buying as follows:

1. Pure impulse, a purchase that is opposite to the normal type of purchase.
2. Suggestion impulse, a buyer does not have prior knowledge of a product, sees it for the first time, and feels the need for the product.
3. Impulse reminder, a buyer looks at a product and remembers that the inventory of the product at home has been reduced, or remembers an advertisement or other information about a product and previous purchase decision.
4. Planned impulse, a buyer enters the store with expectations and goals to make purchases based on special prices, coupons and the like.

III. Research Methods

This is quantitative descriptive research. Quantitative research is a research that describes the characteristics of an object or object of research (Arikunto, 2010: 281). The population in this study is not known with certainty, so the researchers used quota sampling. Quota sampling technique is a sampling technique by setting a certain amount as a target that must be met in taking samples from the population (especially those that are not infinite or unclear), then by benchmarking the number of researchers taking samples arbitrarily as long as they fulfill the requirements of the population sample. So the number of samples in this study were 100 people who had shopped at Parkson Medan (Center Point Mall). The primary data obtained from the distribution of a list of statements (questionnaire), 2) Secondary data, namely data obtained from books, journals and other data that supports research. Data collection: 1) questionnaire, and 2) documentation study. The analysis technique used is multiple regression analysis.

Based on the results of statistical analysis with the SPSS 22 program for Windows, the results of validity and reliability tests are obtained as follows:

Table 1: Validity and Reliability Test Results.

No	Corrected Item-Total Correlation	Status Validitas	Cronbach's Alpha	Status Reliabilitas
1	,766	Valid	,910	Reliabel
2	,661	Valid	,915	Reliabel



3	,527	Valid	,921	Reliabel
4	,377	Valid	,924	Reliabel
5	,797	Valid	,910	Reliabel
6	,578	Valid	,918	Reliabel
7	,559	Valid	,918	Reliabel
8	,736	Valid	,911	Reliabel
9	,706	Valid	,913	Reliabel
10	,702	Valid	,913	Reliabel
11	,868	Valid	,907	Reliabel
12	,758	Valid	,911	Reliabel
13	,586	Valid	,917	Reliabel

Based on the results of data processing, all instrument items are declared valid because the item-total correlation value is corrected $> r$ table value (0.361). All instrument items were declared feasible to use, this can be proven from the Cronbach alpha value of all instruments greater than the constant value 0.6.

IV. Research Results and Discussion

Research Results

The value of t table in this study is 1.660 (by looking at table t at the 0.05 significance level).

Table 2: Partial Significance Test (t-Test)

Model	Unstandardized Coefficients		t	Sig
	b	Std. Error		
(Constant)	1,411	,737	1,916	,058
Discount	,197	,086	2,282	,025
Hedonic Motives	,545	,050	10,972	,000

a. Dependent Variable: Impulse Buying

Based on Table 2 can be explained as follows; The value of t count $> t$ table discount (X1) is $2,282 > 1.66$ and the significant value of discount $0.025 < \alpha 0.05$, so the discount variable has a positive and significant effect on parkson consumer impulse buying. The value of t count hedonic motives variable (X2) $> t$ table is $10,972 > 1.66$ and the significant value of the hedonic motives is $0,000 < \alpha 0.05$, so the hedonic motives variable has a positive and significant effect on parkson consumer impulse buying. This is indicated by the respondent's statement to the questions posed related to the impulse buying which was

responded positively by most respondents. Judging from the constant value, it can be shown that if there is no discount and hedonic motives, impulse buying can still occur.

Table 3: Simultaneous Significance Test Results (F-Test)

Model	Sum of Square	df	Mean Square	f	Sig
Regression	325,532	2	162,766	211,474	,000 ^b
Residual	74,658	97	,770		
Total	400,190	99			

a. Dependent Variable: Impulse Buying

b. Predictors: (Constant), Discount, Hedonic Motives

Based on Table 3 it was found that a significant level of 0,000 was smaller than alpha 0.05 (5%). Thus, simultaneously the discount variable and hedonic motives significantly influence parkson consumer impulse buying. This means that there is an effect of discount and hedonic motives on impulse buying at parkson consumers. Therefore there is an influence between variables X1 and X2 with variable Y. In conclusion, the regression model above is correct and feasible

Furthermore, to find out the magnitude of the influence of the independent variables on the dependent variable is to use the test coefficient of determination R in Table 4:

Table 4: Coefficient of Determination (R^2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,902 ^a	,813	,810	,877

a. Predictors: (Constant), Discount, Hedonic Motives

The Adjusted R Square value obtained is 0.810 or 81% indicating the ability of discount variables and hedonic motives in explaining variations or effects that occur on impulse buying for parkson consumers 81%, while the remaining 19% is influenced by other variables outside of this study.

Discussion

In the variable hedonic shopping motives, it can be seen, that seen from the statement 4-9 has an average in the high category. The highest value is found in the 2nd statement with a score of 4.16. This means that the majority of respondents consider shopping at Parkson to make consumers able to pamper themselves and eliminate badmood. Hedonic shopping motives like this include the category of Gratification shopping. Gratification shopping is



where shopping is an alternative to managing stress, overcoming a bad mood, and shopping as something special to try and as a means to forget the problems being faced. Whereas the lowest value is found in the first statement with a score of 3.79, in this first statement it means that not all respondents agreed to the statement which in this statement mentions shopping at Parkson to gain new experiences and friends. Why is that, because when shopping for consumers in Parkson just want to enjoy the atmosphere and feel the pleasure of shopping not to find new experiences or friends. Judging from the results of the t test it is known that hedonic shopping has a positive and significant effect on the impulse buying of Parkson consumers in Medan City. This is in line with the results of Revalia L (2014) research which states that influential hedonic shopping has a positive and significant effect on consumer impulse buying online.

The discount variable can be seen, that seen from statements 1-3 have an average in the high category. The highest value is found in the first statement with a score of 4.36. This means that the majority of respondents consider shopping for products that are not planned in Parkson because the size of the discount is given when the product is discounted. Whereas the lowest value is found in the 3rd statement with a score of 3.49, in this third statement it means that not all respondents agree to the statement which in this statement states that unplanned product shopping in Parkson must look at the diversity of choices on discounted products. Judging from the results of the t test it is known that the discount has a positive and significant effect on the impulse buying of Parkson consumers in Medan City. This is in line with the research results of Sri Isfanti Puji Lestari (2018) which states that the effect of discount has a positive and significant effect on the impulse buying of Carrefour Surakarta consumers.

V. Conclusion

Based on the results of the study concluded that: 1) Discount affect the impulse buying of Parkson consumers with a regression coefficient of 0.197. 2) Hedonic motives more influence the impulse buying of Parkson consumers in Medan City with a regression coefficient of 0.545. Discount can be increased by checking products, improving product quality. In addition, hedonic shopping motives can be improved by calculating the distance between the display racks and several additional facilities.

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