

**IMPULSE BUYING AND HEDONIC CONSUMPTION BEHAVIOUR ON
THREE INDONESIAN ETHNICITIES**

THESIS

**Presented as Partial Fulfilment of the Requirements for the Degree of
Sarjana Ekonomi (S1) in International Business Management Program**

Faculty of Economics Universitas Atma Jaya Jogjakarta



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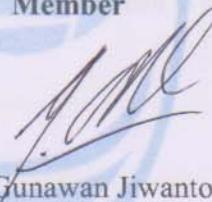
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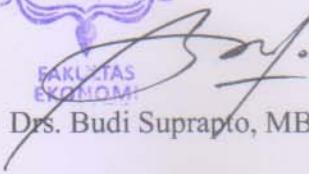


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STATEMENT OF THESIS AUTHENTICITY

I, the author of this research, hereby declare that I compiled this research by myself. I fully consent that the part of my writing does consists others writing that I have cited and mentioned in references. I would like to take full responsibility of losing my degree that has been given by Universitas Atma Jaya Yogyakarta, if I have done plagiarism on this research.

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CONFERENCES PARTICIPATION

Some parts of this thesis have been presented in two international conferences to get some feedbacks in order to improve the analysis and discussions.

The conferences are:

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TABLE OF CONTENTS

TITLE PAGE	i
APPROVAL PAGE	ii
VALIDATION PAGE	iii
STATEMENT OF THESIS AUTHENTICITY	iv
CONFERENCES PARTICIPATION.....	v
ACKNOWLEDGEMENT.....	vi
TABLE OF CONTENTS	viii
LIST OF TABLES	xi
LIST OF APPENDIX	xii
CHAPTER I	1
1.1 Research Background.....	1
1.2 Problem Identification.....	3
1.3 Research Limitations.....	3
1.4 Research Objectives	4
1.5 Research Benefits.....	4
1.6 Writing Structure.....	5
CHAPTER II.....	6
2.1 Impulse Buying	6
2.1.1 The Relationship Between Impulse Buying and Gender.....	9
2.1.2 The Relationship Between Impulse Buying and Age.....	11
2.1.3 The Relationship Between Impulse Buying and Income.....	11
2.2 Hedonic Consumption.....	12
2.2.1 The Relationship Between Hedonic Consumption and Gender	14
2.2.2 The Relationship Between Hedonic Consumption and Age.....	15
2.2.3 The Relationship Between Hedonic Consumption and Income	15
2.3 The Relationship Between Impulse Buying and Hedonic Consumption.....	16
2.4 Ethnicity Role in Impulse Buying and Hedonic Consumption.....	17
2.5 Hypotheses Development.....	18
CHAPTER III	21
3.1 Introduction	21
3.2 Population and Sample Collection Method	21

3.2.1	Population	21
3.2.2	Sample.....	21
3.3	Data Collection Method	22
3.4	Primary Data	22
3.5	Data Measurement Method	23
3.6	Measuring Instruments	24
3.6.1	Validity Test.....	24
3.6.2	Reliability Test.....	24
3.7	Analysis Tool	25
3.7.1	Descriptive	25
3.7.2	ANOVA	25
3.7.3	Simple Regression	26
CHAPTER IV	27
4.1	Measuring Instruments	27
4.2	Descriptive Analysis	32
4.3	Association of Demographic Factors to Impulse Buying and Hedonic Consumption	35
4.3.1	Hypotheses Testing.....	35
4.4	The Relationship Between Impulse Buying and Hedonic Consumption.....	44
4.4.1	Hypothesis Testing.....	44
4.5	Comparison of Impulse Buying and Hedonic Consumption Behaviour on Three Ethnicities.....	45
4.6	Discussion	46
4.6.1	Gender to Impulse Buying and Hedonic Consumption	46
4.6.2	Age to Impulse Buying and Hedonic Consumption	47
4.6.3	Income to Impulse Buying and Hedonic Consumption	48
4.6.4	Impulse Buying to Hedonic Consumption.....	48
CHAPTER V	49
5.1	Discussion	49
5.2	Managerial Implications.....	51
5.3	Limitations	51
5.4	Suggestions for Future Research.....	52
REFERENCES	53
APPENDIX 1	58
Questionnaire		58

Balinese Respondents Data Collection.....	60
Javanese Respondents Data Collection	68
Chinese Respondents Data Collection.....	78
Balinese Respondents Reliability and Validity Test	86
Chinese Respondents Reliability and Validity Test	89
Javanese Respondents Reliability and Validity Test.....	92
Balinese Respondents Anova Test	95
Chinese Respondents Anova Test	98
Javanese Respondents Anova Test.....	101
Impulse Buying to Hedonic Consumption Regression Test.....	104

LIST OF TABLES

Table 4.1 Validity Test on Balinese Respondents	28
Table 4.2 Validity Test on Chinese Respondents	29
Table 4.3 Validity Test on Javanese Respondents.....	30
Table 4.4 Reliability Test on Three Ethnicities	31
Table 4.5 Descriptive Analysis on Balinese Respondents	32
Table 4.6 Descriptive Analysis on Chinese Respondents.....	33
Table 4.7 Descriptive Analysis on Javanese Respondents	34
Table 4.8 ANOVA Result from Gender to Impulse Buying and Hedonic Consumption.....	37
Table 4.9 ANOVA Result from Age to Impulse Buying and Hedonic Consumption	39
Table 4.10 ANOVA Result from Income to Impulse Buying and Hedonic Consumption.....	42
Table 4.11 Simple Regression Result from Impulse Buying to Hedonic Consumption	44
Table 4.12 Mean of Impulse Buying and Hedonic Consumption Behaviour on Each Ethnicity.....	45

LIST OF APPENDIX

Appendix 1 Questionnaire	58
Appendix 2 Balinese Respondents Data Collection	60
Appendix 3 Javanese Respondents Data Collection	68
Appendix 4 Chinese Respondents Data Collection	78
Appendix 5 Balinese Respondents Reliability And Validity Test.....	86
Appendix 6 Chinese Respondents Reliability And Validity Test.....	89
Appendix 7 Javanese Respondents Reliability And Validity Test	92
Appendix 8 Balinese Respondents Anova Test	95
Appendix 9 Chinese Respondents Anova Test.....	98
Appendix 10 Javanese Respondents Anova Test.....	101
Appendix 11 Appendix Impulse Buying To Hedonic Consumption Regression Test	104

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Abstract

Nowadays, the shopping behaviour among consumers recently have had shifted not to only make the right purchase, but it is all about the experience of shopping. Impulse buying and hedonic consumption are two behaviours that strongly related to emotional involvement, creating shopping experience for the consumers. Several previous studies have found the association between demographic factors and impulse buying and hedonic consumption. This research investigates the association between demographic factors such gender, age, and income to impulse buying on three ethnicities that consist of Balinese ($n = 166$), Chinese ($n = 102$), and Javanese ($n = 140$). Data collected from two cities, Denpasar and Yogyakarta. This research found that gender has association to either impulse buying and hedonic consumption on three ethnicities, with additional different impulse buying behaviour pattern in gender among ethnicities. Age has association to impulse buying on Balinese and Javanese, to hedonic consumption on Balinese and Chinese. Income has no association to impulse buying and hedonic consumption on three ethnicities.

Keywords: impulse buying, hedonic consumption, ethnic