

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

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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

## **1. INTRODUCTION**

The rapid development from developing country like Indonesia has a direct effect to the grow of middle upper class income. About 5 million new consuming class generated every year in Indonesia (Razdan et al., 2013). New shopping centres are constructed every year and online shopping websites are launched as the response from this consuming class' demand. A lot of hedonic products are available on those shopping centres while marketers are also become more aware with the potential to gain benefit from impulse purchases.

The study of consumer behaviour, especially impulse buying and hedonic consumption in large potential market like Indonesia would be a great contribution for everyone involves in Indonesia's market. Especially this study would discover the ethnicity role in hedonic consumption and impulse buying. Previous studies had discovered the role of ethnicity on impulse buying (Kacen and Lee, 2002) and hedonic consumption (Hirschman, 1982). It was suggested too, ethnicity would affect consumer behaviour attitude, like in how they prefer traditional or ethnic based goods rather than convenience goods (Laroche et al., 1998), and the positive relation between ethnic identity and culture-specific consumption behaviour (Xu et al., 2004).

This research will help marketers to understand how customers are willing to buy hedonic products and also make impulse purchases in the perspective of three different ethnicities, Balinese, Chinese and Javanese as three of them are considered as top 15 largest ethnic groups in Indonesia (Suryadinata et al., 2003). This research would base on respondents' demographic factors, such gender, age and income to explain its relations to impulse buying and hedonic consumption.

## **2. LITERATURE REVIEW**

### **Impulse Buying**

Stern (1962) explained, that a shopper makes a purchase of something without any prior plan to do it, the purchase that has been made is categorised as impulse buying. Before Rook (1987) investigated behavioural aspects from the consumer that may influence impulse buying, prior studies were focused on the product to determine impulse buying behaviour. Rook (1987: 191) explained "Impulse buying occurs when a consumer experiences a sudden, often powerful and persistent urge to buy something immediately.

Dittmar (1995) hypothesised if impulse purchase items were reflection from self idea or preference and could be affected by social categories such gender. McConatha et al. (1994) and Kacen and Lee (2002) argued that older individuals were abler to control their impulse buying tendencies compare to younger individuals as older individuals show better regulation of emotional expression. Mai et al. (2003) expected consumers with high level of income will have higher impulse buying behaviour than those with low level of income. Consumers with high income shall have more flexible shopping list, as they are able to afford to buy something unexpected. Several previous studies had found the association between impulse buying and demographic factors such gender (Arnold and Reynolds ,2003; Lin and Lin, 2005), age (Bellenger et al., 1978, Wood, 1998), and income (Ekeng et al.,2012; Rana and Tirthani, 2012).

### **Hedonic Consumption**

It was Aristippus, a Greek philosopher who taught if the goal of life is to experience the maximum amount of pleasure, and the happiness is the totality of one's hedonic moments. Hirschman and Holbrook (1982, p. 92) explained hedonic consumption as "those facets of consumer behaviour that relate to the multisensory, fantasy and emotive aspects of one's experience with products." Emotional arousal is the another type of response related to hedonic consumption beside multisensory imagery (Hirschman and Holbrook, 1982). The feelings that related to this emotional arouse including joy, jealousy, fear, rage, and rapture (Freud in Hirschman and Holbrook, 1982). This emotional desires may often affect consumers' motives on the choice of products (Maslow 1968). A good example explained by Pandey and Srivastava (2013). In this condition, an educated person may assume buying a book as hedonic. In contrast, less educate person may not assume similar.

The finding from Kruger and Byker (2009) revealed that women were more enjoying shopping than men, and women could perceive shopping as recreational. Older consumers are more mature than young consumers, they also have better planning in future about life. Older consumers then, suggested were more rational in shopping and more cautious about the shopping decision than younger consumers (Brusdal and Lavik, 2005). Consumption, spending certain amount of money could lead the spender to happiness (Dunn et al., 2011). Several previous studies had found the association between hedonic consumption and demographic factors such gender (Tifferet and Herstein, 2012), age (Brusdal and Lavik, 2005), and income (Hanzae and Rouhani, 2014).

### **The Relationship Between Impulse Buying and Hedonic Consumption**

According to Muruganantham & Bhakat (2013), hedonism is one from four internal stimuli aspect that could trigger impulse buying. In the definition about impulse buying from Rook (1987: 191), he stated "The impulse to buy is hedonically complex and may stimulate emotional conflict." The definition of hedonic consumption according to Hirschman and Holbrook (1982: 92) is "those facets of consumer behaviour that relate to the multisensory, fantasy and emotive aspects of one's experience with products." The similar emotional arousal that come from these behaviour suggests that impulse buying is related to hedonic consumption (Rook and Hoch, 1985).

### **Ethnicity Role in Impulse Buying and Hedonic Consumption**

Ethnic identity, according to Parker (1964: 325) is “refers to the evaluation of one’s membership identification with his own and other ethnic groups”. It was suggested that ethnicity is related to consumer behaviour attitude, like in how they prefer traditional or ethnic based goods than convenience goods (Laroche et al., 1998), and the positive relation between ethnic identity and culture-specific consumption behaviour (Xu et al., 2004).

Kacen and Lee (2002) discovered that there is a difference of impulse buying behaviour between two different cultural groups, Caucasian and Asian. The findings also proofed that a person who has more trait impulsiveness buying has made more unplanned purchases in the previous month.

Hirschman (1982) investigated the hedonic consumption pattern among consumers in different religion and nationality based ethnic groups. Data were collected from college students that are residing in New York City. The result is various on every religious and nationality groups toward hedonic consumption variables, which include projective behaviour, imagery, favourite physical activities, enthusiasm, and motives.

### **HYPOTHESES DEVELOPMENT**

H1: Gender of consumers has an association with impulse buying behaviour on Balinese consumers.

H2: Gender of consumers has an association with impulse buying behaviour on Chinese consumers.

H3: Gender of consumers has an association with impulse buying behaviour on Javanese consumers.

H4: Gender of consumers has an association with hedonic consumption behaviour on Balinese consumers.

H5: Gender of consumers has an association with hedonic consumption behaviour on Chinese consumers.

H6: Gender of consumers has an association with hedonic consumption behaviour on Javanese consumers.

H7: Age of consumers has an association with impulse buying behaviour on Balinese consumers.

H8: Age of consumers has an association with impulse buying behaviour on Chinese consumers.

H9: Age of consumers has an association with impulse buying behaviour on Javanese consumers.

H10: Age of consumers has an association with hedonic consumption behaviour on Balinese consumers.

H11: Age of consumers has an association with hedonic consumption behaviour on Chinese consumers.

H12: Age of consumers has an association with hedonic consumption behaviour on Javanese consumers.

H13: Income of consumers has an association with impulse buying behaviour on Balinese consumers.

H14: Income of consumers has an association with impulse buying behaviour on Chinese consumers.

H15: Income of consumers has an association with impulse buying behaviour on Javanese consumers.

H16: Income of consumers has an association with hedonic consumption behaviour on Balinese consumers.

H17: Income of consumers has an association with hedonic consumption behaviour on Chinese consumers.

H18: Income of consumers has an association with hedonic consumption behaviour on Javanese consumers.

H19: There is different pattern of impulse buying behaviour from different ethnicities base on demographic factors.

H20: There is different pattern of hedonic consumption behaviour from different ethnicities base on demographic factors.

H21: Impulse buying has a positive relationship with hedonic consumption.

### **3. RESEARCH METHODOLOGY**

#### **Data Collection**

This research applied purposive sampling, which a respondent shall be at least 16 years old, and come from one from three ethnicities (Balinese, Chinese, Javanese). This research's questionnaires are based from Lin and Lin (2005) and Hausman (2000) question items model which consist of 16 items in total. The author gave four options to be selected by the respondents in the ethnicity section, which consist of Balinese, Chinese, Javanese, and others. The author wanted to avoid to ask the respondent's ethnicity directly as it may have considered as inappropriate. Instead, author gave the "others" option that will let the respondents write down their own ethnicity.

#### **Measuring Instruments**

Field (2009:11) described both validity and reliability as "one way to try to ensure that measurement error is kept to a minimum is to determine properties of the measure that give us confidence that it is doing its job properly. The first property is validity, which is whether an instrument actually measures what it sets out to measure. The second is reliability, which is whether an instrument can be interpreted consistently across different situations." This research utilises SPSS as the software to measure both validity and reliability.

#### **Analysis Tool**

This research utilises descriptive analysis, ANOVA test, and simple regression test. The part of descriptive analysis is the percentage and mean analyses. The percentage analysis will give the respondents' profile statistic that covers the demographic factors like gender, age, and income.

The author utilises ANOVA to find (1) if there are any difference between impulse buying and demographic factors. (2) if there are any difference between hedonic consumption and demographic factors. The descriptive output that provided by ANOVA in SPSS would be useful to compare the result between demographic factors.

"Regression analysis is a way of predicting an outcome variable from one predictor variable (simple regression)" (Field, 2009: 198). The result provided either from simple regression, the coefficients from regression result will reveal the relationship between impulse buying and hedonic consumption.

### **4. DATA ANALYSIS**

#### **Measuring Instruments**

Data gathered from two cities, Denpasar and Yogyakarta with 408 respondents had been collected in this research.

After validity and reliability test, all question items on Balinese, Chinese, and Javanese respondents, both impulse buying and hedonic consumption variables are valid and reliable. As all the Corrected Total-Item Correlation values on each questionnaire item are higher than

given r-table value (Widiyanto, 2012), and the all the Cronbach's alpha value on each variable on three ethnicities are above 0.7 (George and Mallery in Gliem and Gliem, 2003).

### ANOVA Test

ANOVA test conducted to find the association of demographic factors to impulse buying and hedonic consumption on three Indonesian ethnicities which are Balinese, Chinese, and Javanese.

The results are:

H1: As  $p < 0.05$ ,  $H_a$  is accepted. While female (2.897) is more impulsive buying than male (2.674). H2: As  $p < 0.10$ ,  $H_a$  is accepted. While female (2.928) is more impulsive buying than male (2.660). H3: As  $p < 0.10$ ,  $H_a$  is accepted. While male (2.811) is more impulsive buying than female (2.638). H4: As  $p < 0.05$ ,  $H_a$  is accepted. While female (3.157) is more hedonic consumption than male (2.804). H5: As  $p < 0.05$ ,  $H_a$  is accepted. While female (3.062) is more hedonic consumption than male (2.721). H6: As  $p < 0.01$ ,  $H_a$  is accepted. While female (3.093) is more hedonic consumption than male (2.615).

**Table I. ANOVA Test Result (Gender)**

| Ethnic   |    |        | N   | Mean  | F      | Sig.     |
|----------|----|--------|-----|-------|--------|----------|
| Balinese | IB | Female | 95  | 2.897 | 5.524  | 0.020**  |
|          |    | Male   | 71  | 2.674 |        |          |
|          |    | Total  | 166 | 2.801 |        |          |
|          | HC | Female | 95  | 3.157 | 9.556  | 0.002**  |
|          |    | Male   | 71  | 2.801 |        |          |
|          |    | Total  | 166 | 3.006 |        |          |
| Chinese  | IB | Female | 64  | 2.928 | 3.450  | 0.066*   |
|          |    | Male   | 38  | 2.660 |        |          |
|          |    | Total  | 102 | 2.828 |        |          |
|          | HC | Female | 64  | 3.062 | 5.061  | 0.027**  |
|          |    | Male   | 38  | 2.721 |        |          |
|          |    | Total  | 102 | 2.935 |        |          |
| Javanese | IB | Female | 78  | 2.638 | 2.859  | 0.093*   |
|          |    | Male   | 62  | 2.811 |        |          |
|          |    | Total  | 140 | 2.715 |        |          |
|          | HC | Female | 78  | 3.093 | 13.506 | 0.000*** |
|          |    | Male   | 62  | 2.615 |        |          |
|          |    | Total  | 140 | 2.881 |        |          |

Source: Data Analysis, 2016 \* $p < 0.10$ . \*\* $p < 0.05$ . \*\*\* $p < 0.001$

IB stands for Impulse Buying. HC stands for Hedonic Consumption.

H7: As  $p < 0.05$ ,  $H_a$  is accepted. While older consumers will encounter less impulse buying than younger consumers. H8: As  $p = 0.271$ ,  $H_0$  is accepted. This hypothesis is not supported in this research. H9: As  $p < 0.10$ ,  $H_a$  is accepted. While older consumers will encounter lesser impulse buying than younger consumers. H10: As  $p < 0.05$ ,  $H_a$  is accepted. While younger consumers will encounter higher hedonic consumption than older consumers. H11: As  $p < 0.10$ ,  $H_a$  is accepted. While younger consumers will encounter higher hedonic consumption than older consumers. H12: As  $p = 0.496$ ,  $H_0$  is accepted. This hypothesis is not supported in this research.

**Table II. ANOVA Test Result (Age)**

| <b>Ethnic</b> |    |       | <b>N</b> | <b>Mean</b> | <b>F</b> | <b>Sig.</b> |
|---------------|----|-------|----------|-------------|----------|-------------|
| Balinese      | IB | <20   | 21       | 2.989       | 3.098    | 0.048**     |
|               |    | 20-30 | 112      | 2.828       |          |             |
|               |    | >30   | 33       | 2.592       |          |             |
|               |    | Total | 166      | 2.801       |          |             |
|               | HC | <20   | 21       | 3.462       | 6.339    | 0.002**     |
|               |    | 20-30 | 112      | 2.998       |          |             |
|               |    | >30   | 33       | 2.744       |          |             |
|               |    | Total | 166      | 3.006       |          |             |
| Chinese       | IB | <20   | 26       | 3.032       | 1.322    | 0.271       |
|               |    | 20-30 | 44       | 3.055       |          |             |
|               |    | >30   | 32       | 2.691       |          |             |
|               |    | Total | 102      | 2.828       |          |             |
|               | HC | <20   | 26       | 3.032       | 2.512    | 0.086*      |
|               |    | 20-30 | 44       | 3.055       |          |             |
|               |    | >30   | 32       | 2.691       |          |             |
|               |    | Total | 102      | 2.935       |          |             |
| Javanese      | IB | <20   | 38       | 2.818       | 2.512    | 0.085*      |
|               |    | 20-30 | 68       | 2.754       |          |             |
|               |    | >30   | 34       | 2.519       |          |             |
|               |    | Total | 140      | 2.715       |          |             |
|               | HC | <20   | 38       | 2.884       | 0.705    | 0.496       |
|               |    | 20-30 | 68       | 2.947       |          |             |
|               |    | >30   | 34       | 2.747       |          |             |
|               |    | Total | 140      | 2.881       |          |             |

Source: Data Analysis, 2016 \* $p < 0.10$ . \*\* $p < 0.05$ . \*\*\* $p < 0.001$

IB stands for Impulse Buying. HC stands for Hedonic Consumption

Due to no significant result of ANOVA test from income factors, H0 is accepted for H13, H14, H15, H16, H17, and H18. Those hypotheses are not supported on this research.

H19: It is interesting how Javanese's male (2.811) has higher impulse buying behaviour than the female (2.638). The result contrast with the finding from Balinese and Chinese where female has higher impulse buying than male. This result indicates that there is different pattern of impulse buying behaviour. Ha is accepted for H19.

H20: The hedonic consumption result is consistent between male and female. ANOVA result shows that in three ethnicities, female has higher hedonic consumption than male. There is association between age and hedonic consumption on Balinese and Chinese samples, and on those ethnicities, older samples are less hedonic than younger. Because there is no different hedonic consumption behaviour pattern among ethnicities, H0 is accepted for H20. This hypothesis is not supported.

H21: All the standardized coefficients result shows significant positive relationship between impulse buying and hedonic consumption on three ethnicities. This finding supports Rook and Hoch (1985). Ha is accepted.

**ANOVA Result from Income to Impulse Buying and Hedonic Consumption Table**

| Ethnic   |    |                                 | N   | Mean  | F     | Sig.  |
|----------|----|---------------------------------|-----|-------|-------|-------|
| Balinese | IB | <Rp. 2.000.000                  | 93  | 2.782 | 0.129 | 0.879 |
|          |    | Rp. 2.000.000-<br>Rp. 5.000.000 | 52  | 2.816 |       |       |
|          |    | >Rp. 5.000.000                  | 21  | 2.851 |       |       |
|          |    | Total                           | 166 | 2.801 |       |       |
|          | HC | <Rp. 2.000.000                  | 93  | 3.052 | 0.497 | 0.609 |
|          |    | Rp. 2.000.000-<br>Rp. 5.000.000 | 52  | 2.923 |       |       |
|          |    | >Rp. 5.000.000                  | 21  | 3.013 |       |       |
|          |    | Total                           | 166 | 3.006 |       |       |
| Chinese  | IB | <Rp. 2.000.000                  | 52  | 2.826 | 0.012 | 0.988 |
|          |    | Rp. 2.000.000-<br>Rp. 5.000.000 | 26  | 2.846 |       |       |
|          |    | >Rp. 5.000.000                  | 24  | 2.814 |       |       |
|          |    | Total                           | 102 | 2.828 |       |       |
|          | HC | <Rp. 2.000.000                  | 52  | 3.000 | 1.608 | 0.205 |
|          |    | Rp. 2.000.000-<br>Rp. 5.000.000 | 26  | 3.027 |       |       |
|          |    | >Rp. 5.000.000                  | 24  | 2.696 |       |       |
|          |    | Total                           | 102 | 2.935 |       |       |
| Javanese | IB | <Rp. 2.000.000                  | 91  | 2.695 | 1.426 | 0.244 |
|          |    | Rp. 2.000.000-<br>Rp. 5.000.000 | 34  | 2.843 |       |       |
|          |    | >Rp. 5.000.000                  | 15  | 2.540 |       |       |
|          |    | Total                           | 140 | 2.715 |       |       |
|          | HC | <Rp. 2.000.000                  | 91  | 2.869 | 0.764 | 0.468 |
|          |    | Rp. 2.000.000-<br>Rp. 5.000.000 | 34  | 2.995 |       |       |
|          |    | >Rp. 5.000.000                  | 15  | 2.695 |       |       |
|          |    | Total                           | 140 | 2.881 |       |       |

Source: Data Analysis, 2016 \* $p < 0.10$ . \*\* $p < 0.05$ . \*\*\* $p < 0.001$   
*IB stands for Impulse Buying. HC stands for Hedonic Consumption*

**Regression Result from Impulse Buying to Hedonic Consumption Table**

| Ethnic   | N   | Coefficients | Sig      |
|----------|-----|--------------|----------|
| Balinese | 166 | .471 (+)     | 0.000*** |
| Chinese  | 102 | .449 (+)     | 0.000*** |
| Javanese | 140 | .417 (+)     | 0.000*** |

## 5. Discussion and Implications

Impulse buying and hedonic consumption are both involve emotional arousal, which considered as major motivation for consumers in buying products. This research investigates the impulse buying and hedonic consumption behaviour on three Indonesian ethnicities, as previous research showed different ethnic may lead to different impulse buying and hedonic consumption behaviour. This research had successfully gathered 408 respondents from three ethnicities. The result from data analysis suggested that there are different patterns of impulse

buying and hedonic consumption behaviour on Balinese, Chinese, and Javanese. After the data analysis, the author can conclude several conclusions.

1. There is significant difference between female and male in both impulse buying behaviour and hedonic consumption on three ethnicities.
2. There is significant difference between older and younger consumers in impulse buying behaviour on Balinese and Javanese ethnicities, and hedonic consumption on Balinese and Chinese ethnicities.
3. There is no significant difference between income class in both impulse buying behaviour and hedonic consumption on three ethnicities.
4. There is different pattern behaviour of impulse buying on gender. While female reported more impulsive than male on Balinese and Chinese, male reported more impulsive on Javanese.
5. There is positive relationship between impulse buying and hedonic consumption.

The result suggests that the marketers should consider ethnicity in formulating their marketing strategy. The marketers should aware that for example, young consumers from Chinese and Javanese are not perceive impulse buying similarly. This could be important as these three ethnicities are considered as major ethnicity in Indonesia, and the population from these ethnicities are spread through all Indonesia.

Future research should analyse more than three ethnicities to capture larger Indonesian market. This would lead to better understanding of consumers' behaviour in Indonesia. It is also suggested for future research to consider more than three classes of income to capture more especially the middle class income consumers. Future research might also add another demographic factor that is not listed in this research like education. Currently, this research considers gender, age, and income as the demographic factors.

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