

# Hedonic Shopping Value and Utilitarian Shopping Value on Impulsive Purchases at Tunjungan Plaza Surabaya

Endang Prihatiningsih, Soffia Pudji Estiasih  
*Universitas WR. Supratman Surabaya, Indonesia*

**Abstract:** Currently, consumers do shopping activities not only to fulfill their daily needs but also to become a lifestyle. First consumers shop for products that are useful to fulfill their desires (utilitarian value). But now consumer shopping activities are influenced by emotions such as pleasure and pleasure (hedonic value) which increase one's prestige or image. Impulsive, which is an unplanned purchase, must be created to provoke emotional or consumer passion in purchasing a certain product or brand when visiting a shopping place such as Tunjungan Plaza. The number of outlets or stores that offer fashion products that are related to hedonic and utilitarian values with impulse buying is common in Tunjungan Plaza. The population in this study were all consumers in Tunjungan Plaza and the number of samples was 70 respondents whose determination was based on the opinion of Hair et al. (2010) with accidental sampling technique. The analysis technique uses multiple linear regression. While the results of the study show the hedonic value (X1) has a significant effect on impulsive purchases (Y) at Tunjungan Plaza Surabaya with a sig. count 0.000 <from 0.05 and utilitarian value (X2) has no significant effect on impulsive purchases at Tunjungan Plaza Surabaya with a sig. count value of 0.063> from 0.05. While simultaneously the hedonic value (X1) and utilitarian value (X2) simultaneously have a significant effect on Impulsive Purchases at Tunjungan Plaza Surabaya with sig. count <from 0.05 (Sig. 0.000 <math>\alpha = 0.05</math>).

**Keywords:** Hedonic Shopping Value, Utilitarian Shopping Value, and Impulsive Purchasing

## I. BACKGROUND

The pattern of behavior of individuals today are often motivated by the desire to achieve a particular goal. Every time a customer buys something unplanned, and decided to switch from one activity to another to make the consumer to be pleased. Event consumers shopping done today is not just to make ends meet but also has become a lifestyle. Where initially do rational consumers, the benefits associated with a given product (utilitarian value) to fulfill his wish. But this time spending activity is also influenced by the emotional values such as enjoyment and pleasure, or known as hedonic value (hedonic value). (Babindkk., dalam Hanzaedan Rezaeyeh, 2013). As a lifestyle or trend, shopping activity is considered to increase the prestige or image of a person as Indonesian consumers, when shopping is more oriented towards recreation (Ma'Ruf, 2006), where consumers are more concerned with hedonic value when shopping is a sense of fun and happy from the experience of shopping with

to purchase products that are not needed. Although it is not uncommon consumers visit shopping places just to buy the product to meet their needs or called by utilitarian motives.

Hedonic shopping value is a reflection of directly presenting the benefits of a shopping experience related to multi-sensory, fantasy and emotional consumption that is controlled by pleasure in using products and aesthetic approaches (Hirschman dan Holbrook dalam Rachmawati, 2009). Meanwhile, according to Hausman (2000) hedonic shopping value plays an important role in impulse buying. Utilitarian shopping value is the primary consideration which is objective and function-oriented attributes or benefits of the product for the consumer at the time of shopping, which includes saving, quality and benefits convenience (Dhar and Wertenbroch, 2000). These benefits can assist consumers in obtaining optimal utility from the product they buy. (Ailawadi *et al.* 2001). The behaviors of consumers who choose products to meet the needs of rationally and efficiently make a purchase, then he oriented utilitarian value. (Holbrook and Hirschman in Anderson *et al.*, 2012).

Utilitarian value itself has two dimensions, namely efficiency and achievement (Kim, 2006). Where Efficiency can be interpreted as the needs of consumers in saving time and resources, while achievement may be defined as the achievement of shopping destinations such as the discovery of products that have been planned in advance. To that consumers do shopping by utilitarian value, they can save, time and funds for the purpose of shopping itself is to buy products that have been planned and beneficial for their needs. Impulse buying or unplanned purchases often occur in shopping centers such as Tunjungan Plaza, so that it is used as an opportunity that can increase company sales, therefore impulse buying must be created. Creating emotional interest can provoke consumer desire to buy a particular product or brand.

Holbrook and Hirschman in Irani (2011) state that fashion, especially clothing, has been classified as a product with the highest hedonic value because it is symbolic, has experience, and is fun. While in Tunjungan Plaza many stores that offer fashion products so that the value of the hedonic and utilitarian values are related to impulse buying is common in Tunjungan Plaza because of the higher level of the economy

as well as lifestyle, the more advanced too impulsive shopping. (Bong: 2011). From this background, the purpose of this study was to examine and analyze both partially and simultaneously influence the hedonic value and utilitarian value against impulsive purchases at Tunjungan Plaza Surabaya.

## II. LITERATURE REVIEW

### *Impulse buying*

According to Mowen and Minor (2002), impulse purchase is an act of buying that was not consciously recognized as a result of a consideration or purchase intention formed before entering a store. Meanwhile, according Lisda (2010) impulsive purchase (impulse buying) is the process of purchasing an item, where the buyer does not have the intention to buy in advance, so we can say without a plan or purchase immediately. From these second opinions, Sutisna (2002) explains that impulsive buying occurs when consumers make sudden purchase decisions.

There are four types of impulsive purchases according to Loudon and Bitta (in Tania Varerina, 2010), 1). Pure impulse is a purchase made without consideration and seems sudden. 2). Suggestion impulse is a purchase made without being planned because the seller is convinced seller 3). Impulse reminder, namely purchases made when consumers see advertisements in shopping areas 4). Planned impulse is a purchase that is planned but after the seventh product is not available, the consumer will buy another product with the same brand or size.

Besides the types of impulsive buying, companies must also know the characteristics of impulsive purchases made by consumers, and according to Rook and Fisher (in Kharis 2011) the characteristics of these impulsive purchases include

1. Spontaneity, unplanned purchases, and motivates consumers to make purchases now.
2. Power, compulsion and intensity, motivation that sets other things aside to take immediate action.
3. Excitement and stimulation, the urge in someone who forces them to make a purchase.
4. Disregard for consequences, a strong desire to make a purchase regardless of the negative things that may arise.

### *Hedonic Shopping Value*

Hedonic is a stimulus to select the quality of the shopping environment in terms of perceived enjoyment, visual appeal and escapism (Subagio, 2011). So hedonic value is an evaluation of a person who is based on the fulfillment of pleasure and pleasure while doing shopping activities.

There are six dimensions to measure the level of hedonic a consumer that is adventure, social, gratification, idea, role, and value (Kim, 2006).

1. Adventure shopping, consumers shop for experiences that can find their own happiness
2. Social shopping, with shopping consumers can socialize both with family and with friends or with other consumers.
3. Gratification shopping, with shopping consumers can reduce the problems being faced
4. Idea shopping, consumers shop to see new products they have just advertised
5. Role shopping, consumers shop for other people and it can make them happy.
6. Value shopping, consumers prefer shopping at shopping places that offer discounts or at low prices.

### *Utilitarian Shopping Value*

Utilitarian value the action of consumers when shopping is based on needs that can fulfill their wants. So consumers will feel relieved when shopping for products that suit their needs and desires. This is done efficiently, based on rational reasons by looking at the benefits of the product to be purchased. To attract consumers with utilitarian shopping motives, marketers can provide various kinds of needs as seen from the variety of products and prices.

Meanwhile, according to Subagio (2011) utilitarian value is the impetus that exists in a person to evaluate the motives for purchasing a quality product or service, as well as efficiency in time and energy. Kim (2006) states that utilitarian value has two dimensions, namely

1. Efficiency, namely the needs of consumers in saving time and sources of funds (resources)
2. Achievement is the achievement of shopping goals by finding a product that has been planned before.

### *Hypothesis*

The hypothesis formulated in this study:

1. Hedonic shopping value and Utilitarian shopping value by partial effect on impulsive purchases.
2. Hedonic Shopping Value and Utilitarian Shopping Value simultaneously have an effect on Impulsive Purchasing

## III. RESEARCH METHODS

### *Research Design*

This study uses a quantitative approach, which tests the hypothesis by using the statistical formula of Multiple Linear Regression. While the data source is primary data with a questionnaire instrument distributed to consumers who shop at Tunjungan Plaza Surabaya.

### *Population and Sample*

The populations in this study were all consumers who shop at Tunjungan Plaza Surabaya. While the research sample was determined according to the opinion of Hair *et al.* (2010), where the number of indicators in this study were 14. So the

sample in the study amounted to 70 respondents, who were determined by accidental sampling technique, namely the sampling technique based on the element of chance, meaning that the researcher happened to meet a consumer who was shopping for fashion products (clothes, shoes and bags) at Tunjungan Plaza Surabaya.

*Analysis Technique*

The analysis technique uses a statistical formula, which begins with an instrument test, namely testing the validity and reliability. The classical assumption tests are normality test, multicollinearity test, and heteroscedasticity test. Furthermore, the Multiple Linear Regression Test, with the SPSS Version 20.0 test tool.

IV. RESEARCH RESULTS AND DISCUSSION

*Research result:*

1. From the instrument test, namely the validity test, it was stated that all statement items were valid with a value of r count > r table. Meanwhile, for the reliability test, the Cronbach α coefficient value is greater than 0.60 so that all research variables are declared reliable.
2. The classical assumption test, to test the normality of the data in this study meets the requirements of a normal probability plot, so that the data is declared to be normally distributed. For the multicollinearity test, all variables have a tolerance value above 0.1 and a VIF value below 10, so it can be concluded that the regression model in this study does not occur multicollinearity. Meanwhile, for the heteroscedasticity test carried out with a scatter plot, it can be concluded that there is no heteroscedasticity. This means that the regression function in this study does not appear disturbance due to unequal variants.
3. For the Multiple Linear Regression test with the help of SPSS version 20.0, the results are as shown in the following table:

Table 1: SPSS Test Results

Coefficients <sup>a</sup>								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.015	.470		4.284	.000		
	Hedonik Value	.430	.100	.481	4.317	.000	.894	1.119
	Utilitarian Value	.063	.101	.070	.625	.534	.894	1.119
a. Dependent Variable: Impulsif Buying								

From the table above the regression equation is  $Y = 2,015 + 0,430 X1 + 0,063 X2$

Meanwhile, to test the hypothesis partially (t test) To test the hypothesis partially (t test), using the significance level α = 0.05, the results can be seen in the table above as follows:

- a. Hedonic value (X1) has a significant effect on impulsive buying at Tunjungan Plaza Surabaya with a sig. count 0.000 <from 0.05
- b. Utilitarian value (X2) has no significant effect on impulsive purchases at Tunjungan Plaza Surabaya with a sig. count value of 0.063 > from 0.05

For Simultaneous Test (Test F)

Table 2: Simultaneous Test SPSS Results (F)

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.828	2	.914	11.629	.000 <sup>b</sup>
	Residual	5.265	67	.079		
	Total	7.093	69			
a. Dependent Variable: Impulsive buying						
b. Predictors: (Constant), Utilitarian Value, Hedonic Value						

From the table above, the simultaneous hypothesis test (F test) using a significance level of α = 0.05 can be seen in Table 3. While the results can be seen that simultaneously the Hedonic Value (X1) and Utilitarian Value (X2) simultaneously have a significant effect. against Impulsive Purchases at Tunjungan Plaza Surabaya where sig. count <from 0.05 (Sig. 0.000 <α = 0.05).

V. DISCUSSION

1. *The Influence of Hedonic Value on Impulsive Purchasing at Tunjungan Plaza Surabaya*

The pleasure and enjoyment that consumers feel when shopping can lead to impulsive buying. This is in accordance with the opinion of Holbrook and Hirsman Rook in Rohman, (2009), that the desire of consumers to seek hedonic value in shopping can result in impulsive purchases. Consumers engage in impulsive purchases when motivated by hedonic desires such as pleasure, fantasy, and social or emotional satisfaction (Rachmawati, 2009).

Consumers can engage in impulsive buying when motivated by hedonic desires or for non-economic reasons, such as pleasure, fantasy, and social or emotional satisfaction. When going to Tunjungan Plaza, especially women who in this study as much as 55.7% always buy something that they see attracts attention regardless of whether the product they buy is useful or not. So they buy unplanned and based solely on casual fun or hanging out with friends. The results of this study

support research conducted by Prastia (2013) and Santini (2019), which shows that the value of hedonic shopping has an effect on impulse buying. This study rejects the research of Zayusman (2019) and Cahyono (2019) which state that the value of hedonic shopping has no significant effect on impulsive purchases.

### 2. *The Influence of Utilitarian Value on Impulsive Purchasing at Tunjungan Plaza Surabaya.*

Utilitarian value is a shopping behavior that is more rational and less emotional when allocating its sources of funds efficiently. Meanwhile, impulsive purchases or purchases that are not planned, the characteristic is that decisions are made in a relatively fast time because of the desire to have quickly. This study shows that there is no influence between consumer desire to buy products based on rational (utilitarian) considerations with the desire to buy directly without being planned (Impulse Buying), because consumers at the time of visiting Tunjungan Plaza have planned in advance to buy products with the brand name. certain. So the utilitarian shopping motive itself gives the sense that consumers carry out these shopping activities because they really need or want to get the benefits of the product they are going to buy.

The results of this study support research conducted by Rachmawati (2009), Rosita (2009), Hanzaee (2011) and Santini (2019) which states that the value of utilitarian spending has no significant effect on impulse buying. The results of this study reject the research conducted by Nejati and Moghaddam (2013) which states that the value of utilitarian spending has a significant effect on impulse buying.

### 3. *The Influence of Hedonic Shopping Value and Utilitarian Shopping Value on Impulsive Purchasing.*

In this study the hedonic shopping value and utilitarian shopping value have a significant effect on impulsive purchases. The shops at Tunjungan Plaza try to attract customers by displaying a comfortable, efficient shop atmosphere and providing products that satisfy consumer needs as well as providing an attractive, comfortable, fun and exciting shopping experience. This can influence consumers to shop at Tunjungan Plaza and make unplanned purchases, in other words hedonic shopping and utilitarian shopping affect unplanned purchases or impulsive purchases.

The results of this study support the research conducted by Rahmi et al. (2019) and Zhang et al. (2018), which states that hedonic shopping value and utilitarian shopping value have a direct effect on impulse buying. But rejecting the results of research conducted by Nejati and Moghaddam (2013) and Hanzaee, 2011; Hanzaee and Rezaeyeh, 2013

## VI. CONCLUSION

1. The value of hedonic shopping has a significant effect on consumer impulsive purchases at Tunjungan Plaza. This is in accordance with the

results of the t test where Sig. count <from 0.05 (0.00 <0.05).

2. The value of utilitarian spending has no significant effect on consumer impulsive purchases at Tunjungan Plaza. This is in accordance with the results of the t test where Sig. count > from 0.05 (0.534 > 0.05).
3. Hedonic shopping value and utilitarian shopping value together have a significant effect on impulsive purchases at Tunjungan Plaza. This is in accordance with the results of the F test where the value of Sig. Count > of 0.05 (0.00 <0.05).

## VII. SUGGESTION

1. Store users in Tunjungan Plaza must be able to retain consumers who have hedonic motivation when shopping, by displaying a comfortable, pleasant and exciting shop atmosphere so that they can attract consumers' attention to shop immediately.
2. Store users at Tunjungan Plaza must be able to improve good service, a clean shop environment and a more varied, comfortable product so that consumers have a wide choice of products when shopping to meet their needs and desires.

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