



Impulse Buying Behavior Among Female Shoppers in Shopee: Effects of Price, Hedonic Shopping Motivation, Utilitarian Shopping Motivation and Promotion

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Abstract. This study aims to analyze impulse buying behavior among female shoppers in the Shopee application: the effects of price, hedonic shopping motivation, utilitarian shopping motivation and promotion. This study uses a quantitative approach with the Structural Equation Modeling Partial Least Square (SEM-PLS) method. respondents as many as 407 people were randomly selected from active female users in the Shopee application throughout Indonesia. The results of this study state that Hedonic Shopping Motivation (HSM) and Promotion have a positive and significant influence on Impulse Buying in female Shopee users, while Price and Utilitarian Shopping Motivation (USM) have a negative and insignificant influence on Impulse Buying (IB) in female Shopee users. This study proves that impulse buying behavior among female shoppers at Shopee can be influenced by hedonic motivation and promotions when shopping at Shopee and is not too concerned with the products purchased as needed and the price offered is appropriate when shopping.

Keywords: Price, Hedonic Shopping Motivation, Utilitarian Shopping Motivation, Promotion, Impulse Buying

1 Introduction

At this time, technological developments have developed rapidly to help the lifestyle of today's society become more practical and easier. Among the technological developments that help people's lives is the internet. Internet users in Indonesia which continues to experience an annual increase. The internet is one of the technologies that provides benefits for finding various information and helps to fulfill people's lives. one of the trading activities that utilize information and communication technology is a site called "e-commerce". Shopee is the largest and most popular e-commerce application throughout Southeast Asia which was launched in 2015 by providing various experiences and needs according to consumer desires, with a safe and fast shopping process for consumers with the support of safe and secure payments, including in Indonesia which makes Shopee a leading e-commerce platform and is experiencing very rapid growth. Shopee continues to work so that consumers can continue to be interested in transacting at Shopee, including Shopee providing free shipping throughout Indonesia, 100% original guarantee, safe transactions, and there are also flash sales and attractive promos every day. By

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Databoks that in 2023 Shopee became the e-commerce with the most visits compared to other e-commerce. This can show that Shopee continues to maintain its position as an e-commerce that is trusted and facilitates people's lives in shopping for various kinds of products needed. This shows that with the many attractive features provided by Shopee, this has an impact on impulse buying. Online shopping trends show that in 2021, 53% of consumers who use e-commerce as a shopping medium are women. Therefore, women in Indonesia are the most decision makers compared to men in a purchase.

Research conducted by [1] describes impulse buying influenced by promotions and prices on Shopee e-commerce users in Pekanbaru. The study results show that if a good promotion will lead to greater impulse buying behavior in Shopee users and the cheaper and more affordable the price offered, the greater the price will affect impulse buying. The results of research conducted [2] explain that hedonic and utilitarian motivations have a positive and significant effect on impulse purchases, which explains that the consumption of products with the desire to seek happiness and pleasure and the existence of products obtained with the benefit of the costs and services received affect impulse purchases. Based on the background that has been explained, this research takes references from [2] and [1] which are development research by combining previous research. Gap Research in this research is on the object of research by examining buyers among women at Shopee. Researchers are interested in discussing impulse buying behavior among female shoppers at Shopee: the effect of price, hedonic shopping motivation, utilitarian shopping motivation, and promotion. Researchers hope that this research will provide benefits to parties who need information relevant to this research. Researchers hope that the results of this research can also be a reference for Shopee as an effort to develop its platform which aims to increase consumer interest in making purchases.

2 Theoretical Review

Impulse Buying is an urge to make purchases that cause buyers not to think rationally in their purchases. Impulse buying occurs if the buyer does not plan a previous purchase or is made suddenly [3]. Impulse buying is an emotion that arises based on the activities of a person due to interest in a particular product and a strong motivation to immediately buy the product so that it happens quickly without thinking long beforehand.

The indicators that influence impulse buying [4] are as follows:

- a. Spontaneity, motivates consumers to make a purchase quickly but is not expected to buy right away. This happens because there is a visual stimulus
- b. Power, compulsion, and intensity, there may be an urge to act on the spot.
- c. Excitement and stimulation, a quick impulse to shop with an electrifying feeling.
- d. Indifference to consequences, a push is rejected and sudden which allows ignoring negative possibilities.

Price is the amount of money borne for services or products against a number of prices exchanged by customers for the benefits of owning or utilizing goods ([5]. Research that has been conducted [1] shows that price can have a significant effect on impulse buying on Shopee e-commerce users in Pekanbaru. Research showing similar results was conducted by [6] that impulse buying is influenced by the price variable.

H1: There is a Positive and Significant Price on Impulse Buying

Hedonic shopping motivation is the study of pleasure about consumers' desire to provide pleasure. Hedonic buying experiences are common among consumers who invest emotionally according to the findings [7]. Research [8] found that hedonic motivation has a positive effect on impulse buying to consumers, similar research was also conducted by [9] impulse buying is influenced by hedonic shopping motivation in Shopee ID customers.

H2: There is a Positive and Significant Hedonic Shopping Motivation on Impulse Buying

Utilitarian shopping motivation is the attitude of consumers in making purchases based on product quality, convenience, and ease of obtaining from these brands to achieve the goal of purchasing goods that have been determined according to their needs [10]. Previous research [8] shows the results if utilitarian value affects impulse buying. similar research conducted [2] utilitarian motivation affects impulse buying in e-commerce. however, research [11] shows that utilitarian value has no effect on impulse buying on generation Z at Shopee in Pekanbaru city.

H3: There is a Positive and Significant Effect of Utilitarian Shopping Motivation on Impulse Buying

Promotion is a marketing mix variable implemented by companies to promote products and services according to [5]. Research by [9], [12], [13] explains that sales promotions have a positive and significant effect on impulse buying in e-commerce. And similar research that provides similar results, namely research [14], [15] shows that promotions show an influence on impulse buying on consumers at Shopee.

H4: There is a Positive and Significant Effect of Promotion on Impulse Buying

3 Research Methods

This research is research that establishes quantitative research methods using data in the form of statistical analysis and numbers. After the data processing process in the analysis is carried out to get the conclusion of the problem under study. The data used in this study consisted of primary and secondary data, and a questionnaire was used to collect data. This questionnaire uses a Likert scale with a range of values from Strongly Disagree (1) to Strongly Agree (4), which aims to measure a person's opinions, attitudes and perceptions regarding social events or phenomena [16] In this study, primary data were collected by distributing questionnaires to respondents and secondary data were taken from relevant journals and reference sources. This study considers with independent variables, namely price (X1), (HSM) H (X2), USM (X3), and promotion (X4) the dependent variable, namely IB (Y).

According to [16] quantitative methods are research based on the philosophy of positivism, used to examine samples and populations, analyze quantitative / statistical data, collect data using instruments in order to test the hypothesis used whether it is in accordance with established scientific rules. This research is mainly concerned with impulse buying behavior in female Shopee users. Purposive sampling was used as a technique for sampling this research. Purposive sampling is a sampling technique based on suitable people, that is, the sample is taken randomly and the researcher believes that the person is suitable as a source of information for this study [16].

The sample calculation formula uses the Lemeshow formula approach which is used to calculate the number of samples in an unknown population by getting the results of 100 samples in this study. The following criteria are used in sampling:

- 1) Age 17 - 40 years and over
- 2) Indonesian citizen
- 3) Active Shopee user by making purchases at least 3 times in one month.

The following are the operational research variables as follows:

Table 3. 1 Operational Variable

Variable	Indicator
Price (X ₁) [17]	Price Affordability
	Price Compatibility with Product Quality
	Price Competitive
	Price Conformity with Benefits
HSM (X ₂) [18]	Advanture Shopping
	Gratification Shopping
	Value Shopping
USM (X ₃) [19]	Idean Shopping
	Cost Saving
	Convenience
	Affordability
Promotion (X ₄)	Multiple Benefit
	Advertising

Variable	Indicator
[5]	Sales Promotion
	Personal Selling
IB (Y) [4]	Spontaneity
	Strength, Compulsion and Intensity
	Excitement and Stimulation
	Indifference to Consequences

Source: (Processed Data, 2024)

3.1 Data Collection

In collecting data for the study. Researchers distributed questionnaires online using Google Form. Researchers spread it on social media, namely TikTok, X, Facebook, Instagram and WhatsApp and word of mouth. The number of respondents whose data was successfully collected by the researcher was 407 respondents with the results that had been selected were 376 respondents. Although the sample used was 97 respondents, this was done by researchers to avoid unexpected possibilities.

3.2 Data Analysis

The data that has been collected will be processed through several data analyses, namely the outer model, inner model and hypothesis testing using SEM-PLS ver 3.

4 Results and Discussion

The subjects who are the focus of this research are individuals who have used the Shopee application and have made more than 3 transactions and used the application in the territory of Indonesia. The number of questionnaires collected was 407 respondents and respondents who met the criteria were 376 respondents, therefore the data used in this study were 376 respondents.

4.1 Validity Outer Model

Based on the results of calculations using the SEM-PLS method. The following are the results of the outer model processed:

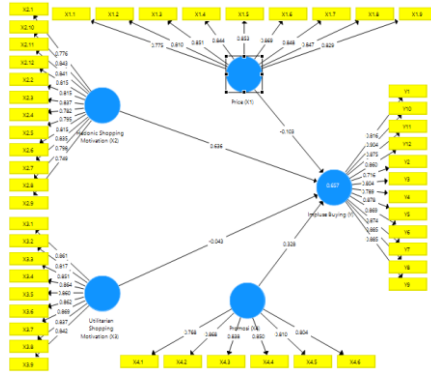


Figure 4. 1 Output Outer Model PLS Algorithm
Source: Processed Data, 2024

State that the factor value on each indicator is greater than > 0.6, so it can be considered valid. In the picture above, it can be seen that each variable Price (X1), HSM (X2), USM (X3), Promotion (X4), and IB (Y) has the smallest factor loading value of 0.775 on the X1.1 indicator. This indicates that all markers in this study have very good and strong validity.

Table 4. 1 Result Outer Loading

Price		HSM		USM		Promotion		IB	
X1.1	0.775	X2.1	0.776	X3.1	0.861	X4.1	0.768	Y1	0.816
X1.2	0.810	X2.2	0.815	X3.2	0.817	X4.2	0.868	Y2	0.716
X1.3	0.851	X2.3	0.837	X3.3	0.851	X4.3	0.838	Y3	0.804
X1.4	0.844	X2.4	0.782	X3.4	0.864	X4.4	0.850	Y4	0.789
X1.5	0.853	X2.5	0.795	X3.5	0.860	X4.5	0.810	Y5	0.878
X1.6	0.869	X2.6	0.815	X3.6	0.862	X4.6	0.804	Y6	0.869
X1.7	0.848	X2.7	0.835	X3.7	0.869			Y7	0.874
X1.8	0.847	X2.8	0.798	X3.8	0.837			Y8	0.885
X1.9	0.829	X2.9	0.749	X3.9	0.842			Y9	0.885
		X2.10	0.843					Y10	0.904
		X2.11	0.841					Y11	0.875
		X2.12	0.815					Y12	0.860

Source: Processed Data, 2024

Table 4.2 indicates that all indicators have a good convergent validity value with a value > 0.5. This indicates that all indicators used in this study are valid. The lowest

value is in indicator X1.1 of 0.775, while the highest value is in indicator Y10 of 0.904. Therefore, all indicators in this research are considered valid and have passed the convergent validity test.

4.2 Reliability Result

Cronbach's Alpha dan Composite Reliability (CR)

Based on testing using SEM-PLS, the calculation results show the processing results with Cronbach's Alpha and Composite Reliability can be found in the table as follows:

Table 4. 2 Cronbach's Alpha and Composite Reliability Result

Variable	Cronbach's Alpha	Composite Reliability (CR)
<i>Price (X1)</i>	0.947	0.954
HSM (X2)	0.952	0.958
USM (X3)	0.953	0.960
Promotion X4)	0.906	0.927
IB (Y)	0.964	0.968

Sourced: Processed Data, 2024

In table 2, researchers used the PLS method, researchers evaluated the reliability and consistency of data with two metrics, namely using Cronbach Alpha & Composite Reliability (CR). Cronbach Alpha is used to ensure that each respondent's answer to each variable has a good level of consistency, with an expected value of more than 0.7. In this study, the test results show that all variables, namely Price (X1), HSM (X2), USM (X3), Promotion (X4) and IB (Y) meet the criteria because all variables choose results > 0.7. This means that the data in this research can be trusted and can be used to test hypotheses with sufficient confidence. Furthermore, Composite Reliability (CR) is to measure data reliability. Composite value should be >0.7 [20]. In the analysis, all variables reached an adequate level of reliability with a Composite Reliability value of > 0.7. Overall, the calculation of Cronbach Alpha and Composite Reliability, researchers can conclude that all variables in this study show a high level of reliability. Therefore, the data in this study can be trusted and are suitable for use in carrying out hypothesis testing with sufficient confidence.

Average Variance Extracted Result (AVE)

Based on analysis using SEM-PLS, Average Variance Extracted can be observed by the table below:

Table 4. 3 AVE Results

Variabel	Nilai AVE
Price (X1)	0.700
HSM (X2)	0.654
USM (X3)	0.725
Promotion (X4)	0.679
IB (Y)	0.719

Source: (Processed Data, 2024)

AVE is a result that has the aim of measuring the extent to which the construct can capture variation in research. The AVE value can be declared valid if it is greater than 0.5. Based on the data in the table, the lowest AVE value is 0.654. Thus, it is concluded that the constructs in this study have good convergent validity.

4.3 Inner Model

The inner model test is part of data evaluation processing that represents the relationship between latent variables that form a model of causal relationships between latent variables that cannot be measured directly.

R-Square

Table 4. 4 R-Square Result

	R Square	R Square Adjusted
Impulse Buying (Y)	0.657	0.653

Source: (Processed Data, 2024)

From the results of the R-Square analysis in table 4.6, it states that the Price, HSM, USM, and Promotion variables contribute around 0.657 or 65.7% to the IB variable, while the remaining 34.3% are other variables, namely shopping lifestyle, positive emotion, etc. which are not part of this research model.

Goodness of Fit (GoF)

GoF is a test to test the feasibility of the model in research. The criteria that must be met in this research include:

- **Q² Predictive Relevance**

Table 4. 5 Q-Square Result

Q² (=1-SSE/SSO)	
Impluse Buying (Y)	0.462

Source: (Processed Data, 2024)

The results of the Q2 test using SmartPLS obtained a result of 0.462 > 0, which means that this measurement has predictive relevance and meets the GoF criteria.

- **Model Fit**

Table 4. 6 Model Fit Result

	Saturated Model	Estimated Model
SRMR	0.089	0.089

Source: (Processed Data, 2024)

The result obtained is 0.089 which shows less than 0.10, which indicates that the model under study is feasible and meets the criteria for goodness of fit.

Hypothesis

Table 4. 7 Hypotesis Result

No	Path	Path Coeffisi ent	T Statis tics	<i>P Value</i>	<i>Result (>1,96)</i>
1	Price (X1) -> IB (Y)	-0.103	1.176	0.240	Insignificant
2	HSM (X2) -> IB (Y)	0.636	7.225	0.000	Significant
3	USM (X3) -> IB (Y)	-0.043	0.489	0.625	Insignificant
4	Promotion (X4) -> IB (Y)	0.328	3.941	0.000	Significant

Source: (Processed Data, 2024)

Proof of Hypothesis 1: Positive and Significant Effect of Price on Impulse Buying

The price variable (X1) has a negative and insignificant impact on IB (Y) with a significance level of 0.240 > 0.05 which is a rejected significance level and the path coefficient value is -0.103, it can be stated that this research has a negative and

insignificant effect on IB (Y). Therefore, the conclusion obtained is that hypothesis 1 is rejected. Where the results of this study are not relevant to the research findings [1] and [21] which found that price has an effect on IB on buyers.

Proof of Hypothesis 2: Positive and Significant Effect of Hedonic Shopping Motivation on Impulse Buying

The HSM variable (X2) has a significant and positive effect on IB (Y) with a significance level of $0.000 < 0.05$ and a path coefficient of 0.636 so that hypothesis 2 is accepted and it can be concluded that this study shows that the relationship between HSM and IB is positive and significant, thus hypothesis 2 is supported. These results are consistent with the findings of research [9], [8], [22] which state that IB is influenced by the HSM variable.

Proof of Hypothesis 3: Positive and Significant Effect of Utilitarian Shopping Motivation on Impulse Buying

The relationship between the USM variable (X3) and the IB variable (Y) states that if the P value is $0.625 > 0.05$ and the path coefficient value is -0.043 , it explains that USM has a negative and insignificant effect on IB. The conclusion obtained is that hypothesis 3 is rejected, where the results of this study are in line with [22] which explains that USM has a negative and insignificant effect on IB and is not relevant to research conducted by [2] which explains that USM has a positive and significant effect on IB.

Proof of Hypothesis 4: The Effect of Promotion on Impulse Buying

The Promotion variable (X4) has a significant effect on IB (Y) with a statistical importance level of $0.000 < 0.05$ and a path coefficient result of 0.328, it can be concluded that this research shows that the relationship between promotion and IB shows positive and significant results, therefore hypothesis 4 is supported. This is in accordance with research [12] and [1] which found that impulse buying is influenced by promotion.

5 Closing & Conclusion

From the results of hypothesis testing that has been carried out on each variable, the conclusions are as follows:

1. Price has a negative and insignificant effect on IB. Based on the P value of $0.240 > 0.05$, the hypothesis that price has an influence on IB is rejected. It can be concluded that high prices make female buyers do IB decreases.
2. HSM has a positive and significant influence on IB. Based on the P value of $0.000 < 0.05$. The hypothesis that there is an influence of HSM on IB is accepted. It can be formulated if HSM or hedonic shopping motivation has a positive and significant influence on IB.
3. USM has a negative and insignificant influence on IB. based on the amount of P Value of $0.625 > 0.05$, the hypothesis regarding USM has an influence on IB is rejected. The conclusion is that if USM is high, the influence on IB will

decrease.

4. Promotion has a positive and significant influence on IB. Based on P Value of $0.000 < 0.05$. The assumption regarding the effect of Promotion on IB is accepted. It can be concluded that impulse buying affects promotion positively and significantly.
5. Suggestions in this study for Shopee are recommended to provide affordable price offers, offer a variety of attractive products that will motivate consumers, especially women, and provide good products and services compared to other e-commerce and offline stores and continue to increase promotions so that every consumer, especially female consumers, is more interested in buying at Shopee. For further researchers, it is hoped that other factors will be considered to obtain more comprehensive results such as positive emotion, shopping lifestyle, so as to obtain more diverse information. And can expand the scope of research geographically and demographically.

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