

The Influence of Hedonic Lifestyle and Social Influence on Impulsive Online Purchases of Dahlia Brand Air Freshener Products

Ella Anastasya Sinambela¹

Universitas Sunan Giri Surabaya, Indonesia¹

ABSTRACT

Human needs are increasing day by day. One of them is the need for air freshener. With the existence of online shopping media, it becomes easier for people to make purchases. In fact, people often make impulse purchases online. This research is to determine the influence of hedonic lifestyle and social influence in forming online impulse purchases. This research used 100 respondents with multiple linear regression analysis. The research results show that hedonic lifestyle and social influence influence the formation of online impulsive purchases.

Keywords: *Hedonic Lifestyle, Social Influence, Online Impulsive Purchases*

Corresponding Author:

Norma Ilviatus Suhro
(zhuhronhoerma09@gmail.com)

Received: May 22, 2024

Revised: June 09, 2024

Accepted: Juni 21, 2024

Published: July 11, 2024



This work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

1. INTRODUCTION

The increasingly sophisticated development of the internet makes it easier for people to carry out shopping activities. Nowadays everyone can shop easily from all over the world and at any time (Hausman, 2000). Various basic to tertiary needs can be met by shopping online. One of them is the need for air freshener.

Currently, air freshener products consist of various brands. One of them is the Dahlia brand. Recently, the Dahlia brand of air freshener has begun to attract the attention of consumers with the aroma "The Keraton". Various levels of society consume the product and give positive reviews. This product is also easy to get on online shopping media. This adds to the product's appeal to the public.

People prefer shopping online because of flexible place and time. Moreover, with the emergence of social commerce media. The existence of social commerce makes it easier for someone's shopping activities and combines them with personal activities on social media. Social commerce is a medium that combines personal activities on social media with shopping media. We can see it on Instagram or Tik Tok.

The emergence of various social commerce changes consumer behavior. Consumers find it easier to make impulsive purchases. Currently, this consumer behavior is known as online impulse buying (Wells et al., 2011). Online impulse buying is the behavior of consumers who buy online without planning in advance (Bressolles, 2007). Türkyılmaz et al., (2015), explains that online impulse purchases are purchases made suddenly via internet-based applications. Previous research shows that with increasing social commerce, online impulse purchases will increase.

Impulse purchases can be influenced by consumers' lifestyles (Hasanah & Sinambela, 2022). Someone will make impulse purchases online to support the lifestyle they adhere to. Previous research shows that a hedonic lifestyle can influence someone to make impulse purchases online (Dhurup, 2014).

A hedonic lifestyle is a person's lifestyle that prioritizes pleasure. Sinambela et al. (2023) shows that consumers will feel satisfied by consuming products that provide pleasure.

Hedonic lifestyle can also be explained by consumers' way of spending the money they have by consuming products that provide personal pleasure (O'Shaughnessy & O'Shaughnessy, 2007).

In addition, Hu et al. (2019) shows that online impulse purchases are influenced by social influence. Social influence is a change in an individual's feelings, attitudes and feelings due to influence from other individuals (Amble and Bui, 2011). Someone can use the same product as other people due to social influence (Delre et al., 2010). Zhao (2019) explains that social impulsiveness can make someone make impulsive purchases online.

There is little previous research that shows that lifestyle together with social influence influences online impulse buying. This research aims to determine the influence of hedonic lifestyle and social influence on online impulsive purchases.

2. METHODS

This research is included in the type of quantitative research. The population of this study was all users of air freshener with the Dahlia brand "Teh Keraton" aroma. This research used 100 respondents as research samples. Respondents are users of the Dahlia brand air freshener "The Keraton" who bought them online. Research data was obtained through a questionnaire distributed using Google Form. The time period for collecting respondent data starts from January-March 2024.

This research uses 3 research variables. The first variable is the independent variable in this research, namely hedonic lifestyle. Hedonic lifestyle can be measured using: 1) activity; 2) interest; and 3) opinion (Engel et al., 1990). The next independent variable is social influence. Social influence can be measured by: 1) informational; and 2) normative (Deutsch & Gerard, 1955). The third variable is the dependent variable, namely the online impulsive purchasing variable. Impulsive buying is measured using: 1) personal impulsiveness; 2) social presence; 3) gender; 4) age; and 5) income (Hu et al., 2019). All indicators will be interpreted in the form of statements presented in the questionnaire.

3. RESULTS AND DISCUSSION

Based on respondent data obtained through questionnaires, it is known that 78 respondents were women and the remaining 22 respondents were men. There were 56 respondents aged 20-29 years, 25 respondents aged 30-39 years, and 19 respondents aged 40-49 years. Based on education level, 45 respondents were college graduates and 54 respondents were high school graduates. A total of 34 respondents were students, 25 respondents were government employees, and the majority of respondents worked as private employees, 41 respondents.

The questionnaire responses were then tested using a validity test. The results of the validity test show that the statement representing the hedonic lifestyle variable obtained a corrected item value greater than 0.3. Furthermore, a number of statements representing the social influence variable obtained a value greater than 0.3. The same results were obtained for all online impulsive purchasing variable statements. The results obtained indicate that the data obtained is valid. This is proven by the corrected item value which exceeds 0.3. Further research was tested using a reliability test. The reliability test results are shown by the Cronbach's alpha value with the expected value being above 0.6. The results of the reliability test show that the hedonic lifestyle gets a value of 0.766. For social influence, a value of 0.781 was obtained. A value of 0.772 was obtained for online impulsive purchases for Cronbach's alpha. Research data has been proven reliable.

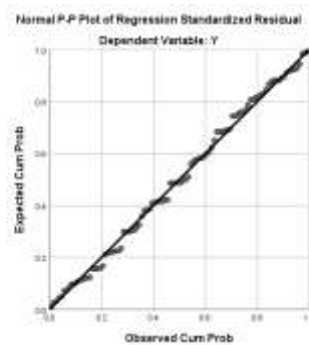


Figure 1. Normality Test

Source: SPSS

The data was then tested using the classical assumption test. The tests used are the normality test, multicollinearity test and autocorrelation test. Figure 1 is the result of the normality test. The research data is located around the diagonal line. The results obtained have proven that the research data is normal.

Next, a multicollinearity test was carried out. The limit value used in this research is a VIF value of no greater than 10 and a tolerance value of less than 0.1. The research results show that the VIF value for hedonic lifestyle and social influence is 1.020. Meanwhile, the tolerance value obtained was 0.980. These results indicate that the data does not experience multicollinearity. For the autocorrelation test, the results are shown through the Watson Durbin value. The research results show that the resulting DW value is 1.357. These results prove that the research data does not experience autocorrelation.

Table 1. Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1							
	(Constant)	24.605	4.095		6.009		
	X.1	2.878	.478	.434	6.025	.000	.981 1.020
	X.2	3.190	.453	.507	7.040	.000	.981 1.020

Source: SPSS

The research data was then tested using the t test. Table 1 is the result of the tests that have been carried out. The research results show a significant value for hedonic lifestyle of 0.000. These results indicate that hedonic lifestyle has a significant influence on the formation of online impulsive purchases. The significant result for social influence was 0.000. These results indicate that online impulse purchases are significantly influenced by social influence.

Data analysis using multiple linear regression produces a regression formula, namely $Y = 24.605 + 2.878x_1 + 3.190x_2 + e$. Online impulsive purchases will be worth as much as if the value of hedonic lifestyle and social influence is zero. The value of online impulsive purchases will increase by one unit if the hedonic lifestyle changes by one unit, assuming social influence remains constant. If the value of social influence changes by one unit and the value of hedonic lifestyle remains the same, the value of online impulsive purchases will increase by.

Table 2. ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1727.418	2	863.709	49.787	.000 ^b
	Residual	1682.772	97	17.348		
	Total	3410.190	99			

Source: SPSS

This research also looks at the relationship between hedonic lifestyle variables and social influence together to influence online impulsive purchases. Table 2 is the result of the F test carried out. The results show that hedonic lifestyle and social influence have an influence on joint online impulsive purchases as evidenced by a significant value of 0.000.

Table 3. Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.712 ^a	.507	.496	4.165	1.357

Source: SPSS

This research also proves that hedonic lifestyle and social influence contribute to the formation of online impulsive purchases. Table 3 shows the results of the coefficient of determination test. The results of this research show that hedonic lifestyle and social influence contribute 0.507. These results show that 50.7% of the influence given by hedonic lifestyle and social influence on online impulsive purchases.

Hasil penelitian menunjukkan bahwa gaya hidup hedonis telah terbukti memberikan pengaruh pada pembentukan pembelian implusif online. Hasil penelitian ini sejalan dengan penelitian yang dilakukan oleh Dhurup (2014). Seseorang memutuskan melakukan pembelian secara impulsive untuk memenuhi rasa bahagia. Penting bagi produsen untuk memberikan atribut produk yang untuk meningkatkan kebahagiaan konsumen (Sinambela et al., 2023).

Hasil penelitian menunjukkan bahwa social influence telah terbukti memberikan pengaruh pada pembentukan pembelian implusif online. Hasil penelitian ini didukung oleh penelitian yang pernah dilakukan oleh Hu et al., (2019); Zhao (2019); dan Gopinathan (2012). Seorang pelanggan akan mudah untuk melakukan pembelian tanpa perencanaan dengan adanya social influence. Penting bagi produsen untuk memberikan ulasan produk pada media sosial atau social commerce. Selain itu produsen diharapkan dapat memberikan konten menarik.

4. CONCLUSION

The research results show that online impulsive purchases are significantly influenced by a hedonic lifestyle. The research results also prove that social influence influences online impulse purchases. Hedonic lifestyle and social influence have also been proven to collectively have a significant influence on online impulse purchases.

Based on this research, researchers expect producers to pay attention to online marketing. This can be done by paying attention to reviews and clear information in online advertisements. Apart from that, producers also need to pay attention to the lifestyle that people are currently interested in. This research still has shortcomings. It is hoped that future researchers can add new variables such as product attributes, life shopping, or discounts.

REFERENCES

- Amblee, N., & Bui, T.X. (2011). Harnessing the Influence of Social Proof in Online Shopping: The Effect of Electronic Word of Mouth on Sales of Digital Microproducts. *International Journal of Electronic Commerce*, 16, 114 - 91.
- Bressolles, G., Durrieu, F., & Giraud, M. (2007). The impact of electronic service quality's dimensions on customer satisfaction and buying impulse. *Journal of Customer Behaviour*, 6, 37-56.
- Delre, S.A., Jager, W., Bijmolt, T.H. and Janssen, M.A., 2010. Will it spread or not? The effects of social influences and network topology on innovation diffusion. *Journal of Product Innovation Management*, 27(2), 267-282.
- Deutsch, M., & Gerard, H. B. (1955). A study of normative and informational social influences upon individual judgment. *The Journal of Abnormal and Social Psychology*, 51(3), 629-636.
- Dhurup, M. (2014). Impulsive Fashion Apparel Consumption: The Role of Hedonism, Fashion Involvement and Emotional Gratification in Fashion Apparel Impulsive Buying Behaviour in a Developing Country. *Mediterranean journal of social sciences*, 5, 168-168.
- Engel, James F., Roger D. Blackwell, & Paul W. Miniard (1990). *Consumer Behavior*, 6th ed. Chicago: The Dryden Press.
- Farivar, Samira and Yuan, Yufei, "Understanding Consumers' Impulsive Buying Behavior in Social Commerce Platforms" (2017). *AMCIS 2017 Proceedings*. 9.
- Gopinathan, N. 2012, Social Influence on Impulse Buy: Social Influence Through Social Network Sites and Its Influence on Online Impulse Buying, *Journal of ABS University of Amsterdam*, 5, 20-61.
- Hasanah, S.N. & E.A., Sinambela. (2022). Pengaruh Motivasi Belanja Hedonis dan Gaya Hidup terhadap Pembelian Impulsif pada Konsumen Miniso di Surabaya. *Jurnal Ekonomi dan Bisnis*, 12(1), 29-35.
- Hausman, A. (2000). A multi-method investigation of consumer motivations in impulse buying behavior, *Journal of Consumer Marketing* 17(5), 403-426.
- Hu, X., Chen, X., & Davison, R. M. (2019). Social Support, Source Credibility, Social Influence, and Impulsive Purchase Behavior in Social Commerce. *International Journal of Electronic Commerce*, 23(3), 297-327.
- O'Shaughnessy, J., & J. N. O'Shaughnessy. 2007. Reply to Criticisms of Marketing, The Consumer Society and Hedonism. *European Journal of Marketing*, 41(1/2), 7-16.
- Sinambela, E A., Jahroni., & Arifin, S. (2023). Pengaruh Gaya Hidup Hedonis, Kepercayaan, dan Pengalaman Terhadap Niat Kunjung Kembali Ace Hardware. *Jurnal Simki Economic*, 6 (2), 463-474.
- Sinambela, E. A., S.Arifin., A. R. Putra., J.Jahroni., A. Rahman., & M.Faisal. 2022. The Influence of Lifestyle, Reference Groups, and Country of Origin on Repurchasing Intentions for Marlboro Cigarettes. *Journal of Marketing and Business Research*, 2(2), 105-114.
- Türkyılmaz, C.A., Erdem, S., & Uslu, A. (2015). The Effects of Personality Traits and Website Quality on Online Impulse Buying. *Procedia - Social and Behavioral Sciences*, 175, 98-105.

- Wells, J.D., V. Parboteeah., & J.S. Valacich. (2011). Online impulse buying: understanding the interplay between consumer impulsiveness and website quality, *Journal of the Association for Information Systems*, 12(1), 32-56.
- Zhao, Z. (2019). Social Community, Personal Involvement and Psychological Processes: A Study of Impulse Buying In The Online Shopping Carnival. 20(4), 255-272..