Hedonic value motivation: impact on consumers' purchase intention

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Abstract

The focus of this study, using an explanatory and accidental approach, shows consumer buying interest in shopping at modern shopping centers in Surabaya. Data were collected from 90 questionnaires and analysed using the Partial Least Square (PLS). The results of the study showed that consumer buying interest at the modern shopping centers (malls) was driven by hedonic impulses. It is evident from the positive significance value associated with consumer perceptions of the atmosphere of the outlet, of retail services, as well as the presence of fashion that contains hedonist value so as to have an effect on consumers' purchase intentions. For future studies, it is best to examine utilitarian aspects as a motivation that affects the purchasing intention of consumers at modern shopping centers.

Keywords: *Fashion involvement, Hedonic value, Outlet atmosphere, Purchase intention, Retail services*

JEL Classification: D91, M31, M37

INTRODUCTION

Economic growth has a positive influence on rising consumer demand. Yet consumer behavior and interests are very difficult to predict (Zang, Combs & Chaipoopirutana, 2011; Semuel, 2005). Based on observations and interviews with several employees conducted by researchers in the storage department at several malls in Surabaya, the majority of visitors who come do not make purchases and shop in a short time. This evidence is interesting to be used as the phenomenon of this study. Mall visitors should be able to spend hours enjoying the mall atmosphere and shopping (Yistiani, 2012). Since the design concept of the store department of each modern shopping center typically provides comfort, convenience and enjoyment (Astuti, Badri & Musnaini, 2017; Babin, Darden & Griffin, 1994; Kang & Park-Poaps, 2010).

Most consumers had to make purchase decisions in the supermarket (Anshori, Handayani, Mudjanarko & Usman, 2018; Fam, Jozsa, Merrilees & Richard, 2011).

Stimulus in the shopping environment can be realized through store atmospheres and services provided to customers in their shopping activities (Handayani, Hardjati & Iryanti, 2019). Babin, Darden & Griffin (1994) divided consumer spending behavior into two parts: hedonic shopper and utilitarian shopper.

Hedonic shopping prioritizes experience in purchasing, meanwhile utilitarian shopping is a task-oriented spending. By knowing the type of buyer behavior, it is expected By knowing the type of buyer behavior, it is expected to require assistance from prospective customers and they are expected to purchase the products from these outlets (Japarianto & Sugiharto, 2011).

Shopping is an activity carried out by the community or among students to enhance the appearance or identity associated with fashion. Shopping activities are assumed to be practices that can relieve stress, spend money and change one's mood significantly (Cottet, Lichtlé & Plichon, 2006). At the moment, there are the product that they like and as well interested to buy too and it is directly involve to interconnect to fashion. Hedonic consumption reflects the value of purchasing experiences such as fantasy, desire, sensory stimulation, enjoyment, pleasure, curiosity, and entertainment (Scarpi, 2006).

Musnaini, Astuti, Sukoco & Yacob (2017) state that hedonic consumption is one aspect of consumer behavior relating to sensory aspects, fantasy, and dialog in experiences controlled by various benefits, such as assistance in the use of goods. Hausman (2000) suggests that the value of hedonic can be fulfilled with emotional feelings arising from the social experiences that have arisen during shopping. Characteristics of hedonic values are self-determined and self-oriented (Ratnasari & Yulianti, 2016).

Through this study, researchers want to prove that consumers' perceptions of the atmosphere of outlets, retail services, the role of fashion and its influence on hedonic value impact on consumers' purchase intentions. This means that these factors can trigger consumers' hedonic values and influence consumers' shopping behaviour, namely consumer interest. In accordance with the hypothesis of the study:
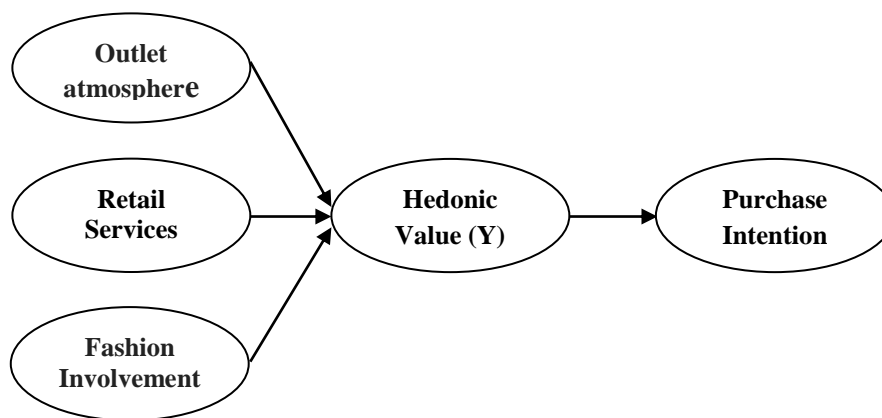

Figure 1. Research conceptual framework

Hypothesis

The hypothesis is a conclusion or a presumption, while the problem is based on a theoretical framework. The hypotheses for this research are:

H1. It is suspected that the atmosphere of outlet has a positive effect on the value of consumers in department stores.

H2. It is suspected that the retail service has a positive effect on the value of consumers in department stores.

H3. It is suspected that the fashion involvement has a positive effect on consumer value in department stores.

H4. It is suspected that the consumer value positively influences consumers' buying interest in department stores.

RESEARCH METHODS

For the research design, data collection was using questionnaires distributed randomly to 90 visitors who visit department stores in malls in Surabaya. Data analysis techniques and hypothesis testing use Partial Least Square (PLS).

However, the determinacy of the factor score estimation would lose the predictive accuracy of the test theory. The operational variables in this research are (1) outlet atmosphere, is the design of the retail chain outlet, which causes different emotional effects on the consumer thus increases the purchase probability; (2) retail services, is where the people manning the store are incredibly friendly and tried to help after realizing that the consumer was unsure of what to purchase; (3) fashion involvement, is defined as belongings of fashion interactive doings; (4) hedonic value, is the value of pleasure and pain or displeasure that the consumer experiences on the basis of the experience of fun and playfulness; and (5) purchase intention, is an implicit commitment to purchase a product again any time one make the next trip to the store.

Measurement of the determinant variable uses a Likert scale, and to assess consumers' intentions, the firms usually survey a sample of consumers and ask them to respond to a purchase intentions questions, such as "How likely are you to purchase product x in the next y months?" and the response options are on a scale 1 to 5, in which 5 = "definitely will buy", 4 = "probably will buy", 3 = "may or may not buy", 2 = "probably will not buy", and 1 = "definitely will not buy".

The data analysis used SmART using the partial least square (PLS) path modeling approach is more suitable. It is because the approach to estimating the latent variable is considered to be a linear combination of indicators, avoiding indeterminacy problems and providing a definite definition of the score component. In this study, with some latent variables in the form of a linear combination of indicators, it is easy to predict the value of the latent variables so that it can also be easy to predict the latent variable affected.

RESULT AND DISCUSSION

The findings of the data analysis related to the characteristics of the respondent can be known through the respondents' anwers to the questions in the questionnaire. Based on the study results, the respondent characteristic based on gender is given in Table 1.

Table 1. Characteristics of respondents based on gender, 2019

Gender	Frequency	(%)
Male	33	36.67
Female	57	63.33
Total	90	100.00

Based on Table 1, that respondents with female gender more than respondents with male sex. Respondents with male gender as much as 37% and respondents with female gender as much as 63%. This means that the majority of customers who were respondents in this study were female visitors. Then, the result of age responden analysis can be seen in the table 2.

Table 2. Characteristics of respondents based on age, 2019

Ages (Years)	Frequency	(%)
17 – 22	7	7.78
23 – 28	18	20.00
29 – 34	44	48.89
>35	21	23.33
Total	90	100.00

In this study, characteristic of respondent can be seen that the majority of respondents is in the 29-34 year old group (48.89 percent) and the second highest number is in the above 35 years old group. It indicates that consumers who visited supermarket (superstore) were mostly those in 29-34 years old group.

Related to the shopping needs of consumers, it is given in Table 3. Table 3 showed that the supermarket visitors purchased based on personal needs. Visitors of a department store of modern shopping centers/supermarkets account for 63 percent in women aged 29-34 years. They are the majority of consumers in Surabaya.

Table 3. Characteristics of respondents based on shopping needs, 2019

Purchase	Frequency	(%)
Self	84	93.33
Others	6	6.67
Total	90	100.00

This study indicates that the outlet atmosphere, the retail services, and fashion involvement are critical for women as they display feasible fashion belongings. They offer freedom of discussion during shopping time like providing some humor of happiness, pleasure and also take a notice about their shopping difficulties and their buying intention.

The main assumption of this method is that consumers can not express only one perfect behavioral intention for a good or service. Nevertheless, consumers can give information about acceptable outlate atmosphere, retail services, fashion involvement and hedonic value of a certain product. In purchase intention expectation must be taken into account in addition to consumer's perceptions. By taking into consideration fourth variable perception of consumers and other relevant factors together, moreaccurate purchase decision can be made.

In this study, purchase itention which is one of the methods of marketer is discussed. Firstly, importance of the hedonic values for consumers is presented and then retail services is examined in detail. In the research, the perceptions of the respondent on outlate atmosphere of private dormitories are measured. However, very little is known about the effects of hedonic value on purchases intention under various strategic marketing. Nonetheless, there is some empirical evidence that suggests a customer perception contributes more to retail services, fashion involvement and outlate atmosphere than does a purchasing of product.

In this study The analysis tool is SEM program by using the software PLS (partial least square). The measurement of SEM with Smart PLS is using outer model and inner model. Evaluation of structural models or inner models aims to predict the relationship between latent variables by looking at the magnitude of the variance percentage described by looking at the value of R-Square and the T-statistics value in table Path Coefficients. Completely the proposed model of our study is explaining in the the concepts of this paper is presented in figure 2.
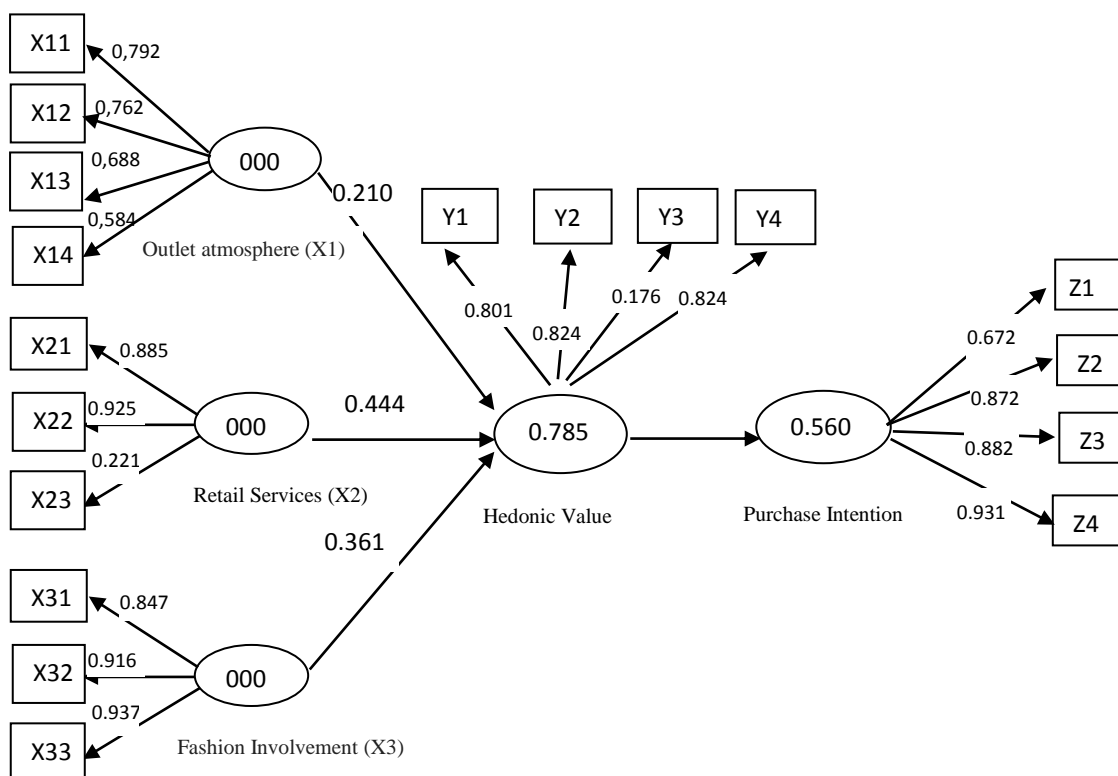

Figure 2. Diagram of the Hypothesis Test

The results of the analysis in this study indicate that the hypothesis proposed is statistically proved to be:

1. Outlet Atmosphere (X1) has a significant positive effect on Hedonic Value (Y) with a path coefficient of 0.209 because the value of *t*-statistic = 2.677 is greater than the value of Z α = 0.10 (10%) = 1.645
2. Retail Services (X2) significantly and positively affect Hedonic Value (Y) with a path coefficient of 0.444 because the value of *t*-statistic = 4.617 is greater than the value of Z α = 0.10 (10%) = 1.645
3. Fashion Involvement (X3) has a significant positive effect on Hedonic Value (Y) with a path coefficient of 0.361 because the value of *t*-statistic = 3.328 is greater than the value of Z α = 0.10 (10%) = 1.645
4. Hedonic Value (Y) significantly and positively affect Purchase Interest (Z) with a path coefficient of 0.748 because the value of *t*-statistic = 10.577 is greater than the value of Z α = 0.10 (10%) = 1.645

The results of the hypothesis test diagram (Figure 2) suggested that the coefficient path of the retail services is 0.444, thus it becomes the dominant variable that affects hedonic value and purchase intentions.

These days, consumers are wiser by choosing shopping centers with a fun, safe and comfortable atmosphere, and that provide a sense of satisfaction and comfort every time they shop. Feelings of satisfaction felt by consumers while shopping is an opportunity for fashion managers. Longer and more satisfied consumers are in the outlet is expected to encourage them to spend their money. This opportunity can be generated if the outlets create a pleasant atmosphere. Thus the visitors in the outlet feel like at home, and it is hoped that, as the next action, the consumers will spend their money (hedonism aspect).

Outlet Atmosphere (X1) -> Hedonic Value

Rintamäki, Kanto, Kuusela & Spence (2006) argue that customers/buyers consider hedonic value in shopping as a right, disregarding previous purchase planning. Most consumer decisions are taken while in the store (Fam, Merrilees, Richard & Jozsa, 2011).

Stimulus in the shopping environment can be experienced through the atmosphere of the booth and services provided to consumers. Stimulus in the shopping environment can also trigger impulsive purchases (Handayani, W, Anshori, M., Usman, I. & Mudjanarko, S., 2018). When consumers feel that they enjoy shopping, that means a positive impact on their purchase intention (Japarianto & Sugiharto, S., 2011; Kang & Park, 2010). As a result of longer time spent by consumers in a store, the probability of a purchase can increase.

In addition, marketing managers may use the purchasing intention as a hedonic value tool. For example, outlet atmospheres that supermarket managers tend to lose from place to smooth take and meet of homecare products.

Retail Services (X2) -> Hedonic Value (Y)

Consumers are more driven by the perception that the outlet is not only a place for shopping, but also a place for leisure and entertainment (Lin & Zhang, 2011). Such consumers will also look for a shopping environment that offers a high level of comfort in order to make their shopping activities more enjoyable (Ratnasari & Yulianti, 2016).

Marketing managers may use this motivation as a hedonic value tool. For example, retail services that supermarket managers tend to give services to skin problems of cosmetic products.

Hedonic Value (Y) -> Purchase Intention (Z)

The shopping environment should be designed in such a way as to have an emotional effect on consumers, increasing the probability of purchases. This aspect of hedonism must then be addressed by managers of fashion outlets, so that customers not only become utilitarian shoppers (shopping based on needs) but are also encouraged to become hedonistic shoppers with a pleasant atmosphere of fashion outlets (Abednego, 2011; Asrini & Musnaini, 2019).

Based on the research carried out with regard to the creation of the outlet atmosphere, the department store managers must pay attention to lighting systems and music as a backsound. In terms of retail services, the management must pay attention to the support of facilities such as a functioning escalator, a wide parking area and the existence of toilets, as well as to the support of consumers' fashion involvement (Marianty & Junaedi, 2014). Therefore, with the creation of hedonic values, consumers' purchase intention would increase.

Marketing managers often consider purchase intentions as a key predictor of potential demand for their goods and determine whether their marketing actions can

have an impact on future sales. While they believe that purchase intentions are good proxies for what consumers will do in the marketplace, we have long understood that they are correlated but imperfect predictors of potential consumer behavior (Musnaini, Astuti & Sukoco, 2017).

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

Creating a good store atmosphere will increase the hedonic value of the consumers. This means that better creation of outlet atmosphere in department stores in the malls in Surabaya will increase the hedonic value of the consumers.

Good retail services will increase the hedonic value of consumers. This means that better retail services that consumers experience in the department stores at the malls in Surabaya will increase the hedonic value of consumers.

Higher fashion involvement may increase consumer hedonic value. The higher the degree of consumer fashion engagement, the higher the hedonic value of the consumer. Higher hedonic value can encourage consumer buying interest. Thus the higher the consumer's hedonic value, the greater the consumer's interest in purchasing a product.

Recommendations

In order to stimulate the hedonism of the consumer, the department store manager must be able to provide stimulus that will increase the hedonic value of the consumer. For further studies, based on the findings of the study, it has been identified that the outlet atmosphere, the retail services, and the fashion involvement are only capable of explaining the phenomenon of hedonic values and purchase interests by 34.3%, while the remaining 65.7% are still affected by other variables not included in the model research. Therefore, in order to find out more about the factors influencing the hedonic value and consumers' purchase interest in department stores, the suggestion for the further research is to incorporate other factors besides the store atmosphere, the retail services and the fashion involvement. These other factors include price, product quality, promotion and others.

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APPENDIX

Appendix 1. Result of outer loading

Outer Loading	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	Standard Error (STERR)	T Statistics (|O/STERR|)
X1.1 <- Outlet Atmosphere (X1)	0.791773	0.792295	0.034556	0.034556	22.912471
X1.2 <- Outlet Atmosphere (X1)	0.761924	0.754155	0.060018	0.060018	12.694913
X1.3 <- Outlet Atmosphere (X1)	0.687659	0.686512	0.059398	0.059398	11.577206
X1.4 <- Outlet Atmosphere (X1)	0.583978	0.570927	0.107610	0.107610	5.426825
X2.1 <- Retail Services (X2)	0.884617	0.873754	0.042233	0.042233	20.946279
X2.2 <- Retail Services (X2)	0.924740	0.923482	0.015068	0.015068	61.371545
X2.3 <- Retail Services (X2)	0.221060	0.216979	0.160818	0.160818	1.374602
X3.1 <- Fashion Involvement (X3)	0.846552	0.846461	0.031344	0.031344	27.008435
X3.2 <- Fashion Involvement (X3)	0.916000	0.914234	0.026112	0.026112	35.080156
X3.3 <- Fashion Involvement (X3)	0.937103	0.937017	0.013120	0.013120	71.422936
Y1 <- Hedonic Value (Y)	0.800948	0.792039	0.065679	0.065679	12.194839
Y2 <- Hedonic Value (Y)	0.824325	0.823350	0.035141	0.035141	23.457929
Y3 <- Hedonic Value (Y)	0.176199	0.164204	0.165298	0.165298	1.065947
Y4 <- Hedonic Value (Y)	0.823853	0.818200	0.055421	0.055421	14.865336
Z1 <- Purchase Intention (Z)	0.671892	0.673127	0.074859	0.074859	8.975446
Z2 <- Purchase Intention (Z)	0.826576	0.826099	0.031085	0.031085	26.590891
Z3 <- Purchase Intention (Z)	0.881889	0.880309	0.033080	0.033080	26.659459
Z4 <- Purchase Intention (Z)	0.930908	0.930723	0.013894	0.013894	67.002231

Appendix 2. Result of outer Weights

Outer Weight	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	Standard Error (STERR)	T Statistics (|O/STERR|)
X1.1 <- Outlet atmosphere (X1)	0.489353	0.491782	0.058615	0.058615	8.348605
X1.2 <- Outlet atmosphere (X1)	0.313846	0.314817	0.034304	0.034304	9.148918
X1.3 <- Outlet atmosphere (X1)	0.355213	0.356035	0.041151	0.041151	8.632013
X1.4 <- Outlet atmosphere (X1)	0.221157	0.215961	0.036859	0.036859	6.000098
X2.1 <- Retail Services (X2)	0.490876	0.484271	0.024791	0.024791	19.800903
X2.2 <- Retail Services (X2)	0.602627	0.602074	0.039794	0.039794	15.143828
X2.3 <- Retail Services (X2)	0.038407	0.038928	0.078581	0.078581	0.488752
X3.1 <- Fashion Involvement (X3)	0.319104	0.319635	0.019135	0.019135	16.676775
X3.2 <- Fashion Involvement (X3)	0.386625	0.384686	0.018650	0.018650	20.730611
X3.3 <- Fashion Involvement (X3)	0.400931	0.402860	0.022015	0.022015	18.211424
Y1 <- Hedonic Value (Y)	0.372332	0.365027	0.028429	0.028429	13.096728
Y2 <- Hedonic Value (Y)	0.498925	0.499452	0.055413	0.055413	9.003779
Y3 <- Hedonic Value (Y)	0.042210	0.038294	0.067631	0.067631	0.624127
Y4 <- Hedonic Value (Y)	0.343591	0.343083	0.027718	0.027718	12.395994
Z1 <- Purchase Intention (Z)	0.241515	0.242841	0.030087	0.030087	8.027356
Z2 <- Purchase Intention (Z)	0.273348	0.272833	0.017729	0.017729	15.417830
Z3 <- Purchase Intention (Z)	0.331188	0.328654	0.022710	0.022710	14.583291
Z4 <- Purchase Intention (Z)	0.343442	0.343952	0.021976	0.021976	15.627821

Appendix 3. Result of inner weight

Inner weight	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	Standard Error (STERR)	T Statistics (|O/STERR|)
Outlet atmosphere (X1) -> Hedonic Value (Y)	0.209847	0.215658	0.078375	0.078375	2.677458
Retail Services (X2) -> Hedonic Value (Y)	0.444334	0.440179	0.096235	0.096235	4.617183
Fashion Involvement (X3) -> Hedonic Value (Y)	0.361024	0.362305	0.108473	0.108473	3.328226
Hedonic Value (Y) -> Purchase Intention (Z)	0.748012	0.749219	0.070721	0.070721	10.577004