

The Influence of Hedonic Shopping Motivations on Buying Decision with Gender as Dummy Variable: (A Study on Consumers at the Hardy's Mall Singaraja, Buleleng Regency, Indonesia)

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Abstract

The objective of this study is to determine the influence of hedonic shopping motivations comprising adventure shopping, gratification, role shopping, value shopping, social shopping, and idea shopping gender towards consumers' buying decision. The respondents of this study are consumers at Hardy's Mall Singaraja. Purposive sampling method was employed in choosing the qualified respondents who fit certain criteria namely the consumers have visited the mall and shopped more than twice and were at least graduated from senior or vocational high-school. The number of sample involved in this study is 360 respondents. The data were obtained from respondents' responses on the questionnaires. SPSS' dummy regression was employed to test the hypotheses. The findings demonstrate that: (1) the adventure shopping motivation positively and significantly influences buying decision, (2) the gratification shopping motivation positively but not significantly influences buying decision, (3) the role shopping motivation positively and significantly influences buying decision, (4) value shopping motivation positively and significantly influences buying decision, (5) social shopping motivation positively and significantly influences buying decision, (6) idea shopping motivation positively and significantly influences buying decision, and (7) gender significantly affects buying decision. In addition, this study indicates that value shopping motivation has prevailing influence on buying decision and that female consumers tend to be more dominant than males to shop at Hardy's Mall Singaraja.

Keywords: *Hedonic shopping motivations, gender, buying decision.*

1. Introduction

The tendency of shopping behavior happening today is related to consumers' underlying motivation to shop. Shopping activity is initially done by the consumers with rational motives regarding with the product's benefit. Another value influencing consumers' shopping activity is emotional value known as hedonic. In addition, consumers will take additional aspects into their consideration covering pleasure and joy aspects (hedonism) that can be gained apart from the product benefits that can be enjoyed through shopping activity. Nowadays, consumers are more recreation-oriented that accentuates pleasure, joy, and entertainment aspects when shopping (Ma'ruf, 2008).

Most of consumers' decision occurs in a shopping centre (McIntyre in Fam et al., 2011). Retailers may give incentives to boost sales in the shopping environment, considering that hedonic consumers would prefer memorable shopping environment. Incentives in a shopping environment can be created through the atmosphere of the shopping centre and services rendered to consumers when they are shopping (Fam et al., 2011). Hetane (2006) finds that emotional value like pleasure has positive effect on purchase decision tendencies. The result of a study conducted by Harmancioglu et al. (2009) demonstrates that pleasing someone else has positive influence on purchase decision tendencies.

Gender is treated as a dummy variable due to the various hedonic motivations between males and females in consuming a product, as stated by Kotler and Keller (2007) that motivation is one of consumer psychological processes influencing buying decision. Gender basically differs from biological sex. A human is born as a female or a male by the absolute conferment afterwards biological interpretation by culture defines a way that makes humans masculine or feminine (Mosse, 2007).

Many studies have demonstrated significant distinction about gender differences in consumer behavior. Women allocate much more time and efforts in shopping for Christmas presents than men (Fischer and Arnold, 1990). In addition, women enjoy shopping more than men (Rook and Hoch, 1985). Furthermore, women have more comprehensive and detailed information related to the product and the advertisement than the men (Kempf and Smith, 2006). Kruger and Byker (2009) discover that of all of the products being sold, women tend to be careful in choosing product before purchasing and more attentive than men. Moreover, women are more hedonic than

men (Tifferet and Herstein, 2012).

In a study on the importance of entertainment in retailing strategies, Arnold and Reynolds (2003) identify the variables of consumer hedonic shopping motivation consisting of adventure, social, gratification, idea, role, and value shopping motivation. Ira, N.S (2008) reveals that variables of hedonic shopping motivation covering adventure, social, idea, role, and value shopping motivation influence buying decision, while gratification shopping motivation does not. Meanwhile, Gultekin and Leyla (2012) find that gratification shopping motivation significantly influences buying decision. Based on the explanation above, there is a gap between each study as well as the inconsistent result from different researchers. Thus, this study aims to: (1) analyze the influence of hedonic shopping motivation variables consisting of adventure, gratification, role, value, social, and idea shopping motivation on buying decision, (2) analyze the influences of gender on buying decision, (3) analyze whether or not females are more dominant to do shopping activity.

2. Literature Review

2.1 Hedonic Shopping Motivation

Hedonic shopping motivation is a person's motive to shop based on emotional responses, sensory pleasures, dreams, and aesthetic consideration (Engel and Minard, 2000). Utami (2006) in Ira, N.S (2008) mentions six hedonic shopping motivations: (1) adventure shopping motivation that occurs when consumers shop for stimulation, adventure, and the feeling of being in their own world; (2) gratification shopping motivation is when consumers shop to relieve stress, alleviate negative mood, and forget about present problems; (3) role shopping motivation that happens when consumers feel enjoyment from shopping for others rather than for their own selves; (4) value shopping motivation is when consumers assume shopping as a bargaining game, hence they seek stores that offer discounts, sales or bargains; (5) social shopping motivation that occurs when consumers feel enjoyment and gain a lot of information on potential product by shopping with family and friends, and view shopping as a social activity with other consumers or workers at the mall; (6) idea shopping motivation that happens when consumers shop to keep up with the latest fashion trends and see new products and innovations.

2.2 Gender

Gender is assumed as a linear category, starting with social orientation of femininity and masculinity. Females are only allowed to conduct feminine function and sexual orientation, while males are only allowed to conduct masculine function and sexual orientation.

Naully (2002) explains that masculinity is culturally ideal characteristics for men, while femininity is culturally ideal characteristics for women.

2.3 Buying Decision

Kotler and Keller (2007) propose five stages of buying decision processes. The stages are: (1) problem/need recognition, (2) information search, (3) evaluation of alternatives, (4) purchase decision, (5) post-purchase behavior. The model emphasizes that buying process begins before the purchase and becomes far-reaching after the purchase.

3. Hypotheses

3.1 The Influence of Hedonic Shopping Motivations on Buying Decision

Arnold and Reynolds (2003) conducted a study on the importance of entertainment in retailing strategies. The study successfully identifies six variables of hedonic shopping motivation consisting of adventure, gratification, role, value, social, and idea shopping motivation. Ira, N.S (2008) reveals that variables of hedonic shopping motivation including adventure, social, idea, role, and value shopping motivation influence buying decision, while gratification shopping motivation does not. Based on the explanation above, the following hypotheses are formulated:

- H₁ : Adventure shopping motivation positively and significantly influences buying decision.
- H₂ : Gratification shopping motivation positively and significantly influences buying decision.
- H₃ : Role shopping motivation positively and significantly influences buying decision.
- H₄ : Value shopping motivation positively and significantly influences buying decision.
- H₅ : Social shopping motivation positively and significantly influences buying decision.
- H₆ : Idea shopping motivation positively and significantly influences buying decision.

3.2 The Influence of Gender on Buying Decision

Gender is defined as a person's sexual identity. Gender is expected to have sensitivity towards consumer buying behavior (Mai and Zhao, 2004). Gender is assumed as a linear category, starting with social orientation of femininity and masculinity. Females are only allowed to conduct feminine function and sexual orientation, while males are only allowed to conduct masculine function and sexual orientation.

Many studies have suggested significant differences of consumer behavior between each gender. Women enjoy

shopping more than men (Rook and Hoch, 1985). Tifferet and Herstein (2012) present a finding that women are more hedonic than men. The hypothesis based on the explanation above is:

H_7 : Gender significantly influences buying decision.

4. Research Method

4.1 Research Approach

This study is an explanatory research aimed at testing the causality of each variable through hypotheses testing. The research method employed is survey.

4.2 Setting

The study is conducted at Hardy's Mall Singaraja, Buleleng, Indonesia based on the consideration that this mall is a prestigious place in Buleleng where relevant information can be acquired.

4.3 Sample and Population

The populations of study are consumers who visit and shop at Hardy's Mall Singaraja. The selected respondents were men and women visiting Hardy's Mall Singaraja. The sum of population was not exactly known since there were too many people shopping at the mall. According to Sekaran, U. (2006), if the population is not known then the sample should be at least ten times the tested variables. In that case, 400 questionnaires were handed out and 360 of which were considered for final analysis (male 180, female 180).

4.4. Analysis Method

4.4.1 Dummy Regression Analysis

According to Bambang, S. (2008), dummy regression is a facility of regression that can be used for accommodation in a case where there is an independent variable containing nominal or ordinal variable. Therefore, all types of data from independent variable can be presented in regression equation.

The formula of dummy regression used is as follows:

$$Y = \beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4 + \beta_5X_5 + \beta_6X_6 + \beta_7X_7D_1 + e$$

Description:

Y = Buying decision	X ₄ = Value shopping	β_0 = intercept
X ₁ = Adventure shopping	X ₅ = Social shopping	$\beta_1 \dots \beta_n$ = Coefficient
X ₂ = Gratification shopping	X ₆ = Idea shopping	e = Error
X ₃ = Role shopping	X ₇ = Gender (Male = 1, Female = 0)	

4.4.2 Classical Assumption Test

Heteroscedasticity test is a situation in which every error has different variants. Heteroscedasticity is tested using "rank spearman", a coefficient correlation test that correlates residual absolute regression results with all of the independent variables. If the significance of correlation is less than 0.05 (5%) then the regression contains heteroscedasticity, and vice versa (Santoso, 2002). Multicollinearity test is intended to test whether the regression model has a perfect or high rate of correlation with independent variable (Ghozali, 2009).

Normality test aims to test whether or not residual variable has normal distribution in the regression model, considering that t and F tests assume residual value to follow up normal distribution. If the assumption is not met then the statistical analysis becomes invalid for the small sample (Ghozali, 2009). Normality assumption is eligible if the data used are relatively large ($n > 30$). Statistical test that can be applied to test the residual normality is non-parametric statistical analysis Kolmogorov-Sminov (KS) (Ghozali, 2009).

4.5 Hypothesis Test

Hypotheses are tested using t test. t test is performed to find out the partial effect of independent variable on dependent variables (Sugiyono, 2007).

5. Findings and Discussion

5.1 Dummy Regression Analysis

In regression analysis, dependent variables are often affected not only by ratio scales (revenue, price, and cost) but also by nominal or qualitative variable such as gender. Qualitative variable, e.g. gender, seems to affect dependent variables and thus has to be included in independent variables. The qualitative variable is quantified by determining an artificial variable with a value of 1 or 0.1 which shows the existence of attribute and 0 which does not. A variable assumed to have value of 1 or 0 is called as dummy variable (Ghozali, 2009). Multiple regression analysis is used because there is more than one independent variable.

Table 1. Recapitulation of Multiple Regression Analysis Results

		Coefficients ^a				
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.096	.345		.278	.781
	Adventure Shopping	.054	.016	.152	3.330	.001
	Gratification Shopping	.022	.020	.045	1.109	.268
	Role Shopping	.096	.023	.189	4.210	.000
	Value Shopping	.087	.016	.262	5.532	.000
	Social Shopping	.067	.015	.202	4.504	.000
	Idea Shopping	.063	.020	.132	3.152	.002
	Gender	-.384	.070	-.219	-5.504	.000

From the results shown above, two models of regression for both female and male are determined.

For Male ($D_1 = 1$)

$$Y = 0.096 + 0.054X_1 + 0.022X_2 + 0.096X_3 + 0.087X_4 + 0.067X_5 + 0.063X_6 - 0.384X_7 \quad (1)$$

$$Y = 0.096 + 0.054X_1 + 0.022X_2 + 0.096X_3 + 0.087X_4 + 0.067X_5 + 0.063X_6 - \mathbf{0.384}$$

For Female ($D_1 = 0$)

$$Y = 0.096 + 0.054X_1 + 0.022X_2 + 0.096X_3 + 0.087X_4 + 0.067X_5 + 0.063X_6 - 0.384X_7 \quad (0)$$

$$Y = 0.096 + 0.054X_1 + 0.022X_2 + 0.096X_3 + 0.087X_4 + 0.067X_5 + 0.063X_6$$

The coefficient of dummy regression shows that the scale of buying decision tends to get lower among males ($X_7 = 1$) than that among females ($X_7 = 0$) with a difference of 0,384. Based on the results, it is acquired that the buying decision rate of men is lower than that of women, which is about 0.384. Therefore, it can be concluded that female respondents have higher tendency to shop than male respondents.

5.2 Dominant Variable

Determining independent variable with the most prevailing influence on dependent variables can be conducted by comparing the coefficient of regression (Standardized Coefficients β) between each variable. The most dominant variable towards buying decision is the variable with the largest number of regression coefficient.

Based on Table 1, variable with the most dominant influence on buying decision at Hardy's Mall Singaraja is variable of value shopping motivation (X_4). Value shopping motivation (X_4) has the highest standardized coefficient beta, which is about 0.262. This indicates that buying decision is a lot more affected by value shopping motivation (X_4) rather than by other dependent variables.

5.3 Discussion

H_1 : Adventure shopping motivation positively and significantly influencing buying decision is accepted.

Adventure shopping motivation has significant influence on buying decision. This means that the higher the adventure shopping motivation felt by the consumers from shopping for pleasure, stimulation, and ability to forget about other activities, thus the higher the possibility of buying decision will be. This finding is consistent with the previous study conducted by Hetane (2006) who reveals that emotional value such as pleasure has positive impact on buying tendencies.

H_2 : Gratification shopping motivation positively and significantly influencing buying decision is rejected.

The result of hypothesis testing suggests that shopping as a medium to alleviate stress (gratification shopping motivation) does not have significant effect on buying decision. This finding does not match with the finding of the study conducted by Gultekin and Leyla (2012) which indicates that gratification shopping motivation significantly affects purchase decision. The result of hypothesis testing explains that consumers are pleased to come and shop at the Hardy's Mall Singaraja. For some people, shopping is an activity to relieve stress. However, consumers who feel the pleasure from coming to the Hardy's Mall are not able to motivate themselves to do a purchasing activity at the mall. This is due to a large number of consumers who come to the mall only for a stress relief by walking around and window-shopping in the area surrounding the Hardy's Mall Singaraja.

H_3 : Role shopping motivation positively and significantly influencing buying decision is accepted.

The findings suggests that shopping for others (role shopping motivation) has significant effect on buying decision. This means that higher rate of role shopping motivation, felt by consumers at Hardy's Mall Singaraja through shopping and buying presents for close people, will result in higher possibility of buying decision. The findings support the previous study conducted by Hermancioglu et al. (2009) who discover that pleasing other people has positive influence on buying tendencies.

H_4 : Value shopping motivation positively and significantly influencing buying decision is accepted.

Value shopping motivation has significant effect on buying decision. This result indicates that higher rate of value shopping motivation, felt by consumers at Hardy's Mall Singaraja from the pleasure of bargaining and

shopping when discounts and special price or offer, will result in higher possibility of buying decision. This finding is consistent with previous study done by Ira, N.S (2008) who indicates that shopping to get discounts has positive impact on buying tendencies.

H₅ : Social shopping motivation positively and significantly influencing buying decision is accepted. Social shopping motivation has significant influence on buying decision. This result indicates that higher rate of social shopping motivation, felt by consumers at Hardy's Mall Singaraja through shopping with friends and family as well as interacting with others, will result in higher possibility of buying decision. This finding supports previous study by Ballantine et al. (2010) who find that shopping environment to enjoy togetherness with friends and family has positive impact on buying tendencies.

H₆ : Idea shopping motivation positively and significantly influencing buying decision is accepted. Idea shopping motivation has significant effect on buying decision. This finding matches with previous study conducted by Trang, T.M et al. (2007) who discover that shopping for keeping up with trends has positive influence on buying tendencies.

H₇ : Gender significantly influencing buying decision is accepted. The result of hypothesis testing suggests that gender consisting of male and female has significant influence on buying decision. Naully (2002) explains that masculinity is culturally ideal characteristics for men, while femininity is culturally ideal characteristics for women. This finding is consistent with previous study suggesting that women enjoy shopping more than men (Rook and Hoch, 1985, Fischer and Arnold, 1990).

6. Conclusion

The findings of this study support many research findings (Hetane, 2006, Harmancioglu and Joseph. 2009, Ira, N.S. 2008, Ballantine and Pearsons. 2010, Trang, T.M et al. 2007) emphasizing that emotional value such as mood-boosting pleasure and shopping for pleasing others, getting discounts, enjoying togetherness with family and friends, and keeping up with trends have positive influence on buying tendencies.

Meanwhile, gratification shopping motivation does not significantly affect buying decision. This finding confirms a study by Ira, N.S. (2008) but not a study by Gultekin and Leyla (2012). In other words, buying decision is not influenced by gratification shopping motivation. This insignificant result explains that the rate of gratification shopping motivation, felt by consumers at Hardy's Mall Singaraja through shopping for stress relief, is incapable to give consumers at Hardy's Mall Singaraja a motivation for deciding their purchase at the mall. This is as a result of a large number of consumers coming to Hardy's Mall Singaraja who only intend to walk around and window-shop for relieving stress.

Gender influences buying decision, where female consumers are more likely to shop at Hardy's Mall Singaraja than male consumers. This result is consistent with previous studies (Rook and Hoch. 1985, Fischer and Arnold. 1990, Tifferent and Herstein. 2012) stating that women enjoy shopping more than men.

Generally, this study supports the theory used stating that basic psychological processes play an important role in understanding how consumers actually makes a buying decision. The underlined consumers psychology comprises motivation, perception, and learning. Motivation, which is analyzed in this study, is derived from consumers' inner selves which explains the reason or motive behind a purchase decision. text text

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