THE ROLE OF HEDONISM IN THE RELATIONSHIP BETWEEN PRODUCT CHARACTERISTICS, MARKETING CHARACTERISTICS, CONSUMER CHARACTERISTICS TOWARDS IMPULSIVE BUYING BEHAVIOR

Irwan Christanto Edy[1], Setyani Sri Haryanti[2]
STIE "Adi Unggul Bhirawa" Surakarta Indonesia[1, 2]
Email : irwan_aub@yahoo.co.id

Abstract: *The purpose of this study is to understand the role of hedonism in impulsive buying behavior. This study is a survey research. The data used are primary data and secondary student population of the city of Surakarta as research objects. Data collection instrument in the form of a list of questions (questionnaire) both with closed questions. Data analysis methods used include 1) analysis of test instruments that test the validity and reliability test, 2) descriptive statistical analysis, 3) analysis by SEM-PLS models. These results indicate that (1) Product characteristics have a positive effect on impulsive behavior, while marketing characteristics and consumer characteristics have a negative effect on impulsive behavior (2) Hedonism less effective mediating influence the characteristics of the product, marketing and consumers toward buying impulsive behavior*

Keyword: *product characteristics, marketing characteristics, consumer characteristics, hedonism, impulsive buying behavior*

1. Introduction

Everyone has an attitude in consuming goods, there are consuming because the needs, groups, fun momentarily, follow the trend, and others. Kharis (2011) mentions that impulse buying or commonly called unplanned purchase, is the behavior of people where the person is not planning something in shopping. From the consumer's point of view, impulse purchasing behavior or impulse buying can bring negative implications, such as making consumers tend to spend money in excess, and making unprofitable purchases. Impulse buying is a phenomenon that happens everyday in Indonesian society. Previous research says that 39% of purchases at department stores and 67% of purchases in grocery stores are impulse buying (Mowen, 1995)

Therefore, it is important to understand impulse buying from the point of view of consumers, marketers and producers. In terms of producers, product characteristics have a strong impact on impulsive buying, such as Liang (2012) study which states that the higher the involvement of consumer products, will also higher behavior impulsive buying. Shahjehan et al (2012) also expressed the personality relationship (Big Five Personality Traits) of the purchasing behavior (impulsive and compulsive buying). Badgaiyan et al (2014) also tested the influence of several intrinsic factors, namely, personality, culture, materialism, the pleasures of shopping, but only materialism, the enjoyment of shopping trends, which has a significant positive relationship with impulsive buying behavior, while cultural per- sonality is not significant. Mihic and Kursan (2010) indicate that situational factors affect largely impulsive purchasing behavior in consumers of a particular job status, and that the behavior is not significantly influenced by gender, age, education, income, or number of household members. In addition Liao et al (2009) found the results of research that sales promotion strategy can influence the impulse purchase reminders, with the appeal of the product and the nature of the consumer as a factor of moderation, but the effect is not

significant. The difference above research results into a gap for researchers do Further research on the factors that influence the impusive behavior. In addition support of empirical research from Setyawarman (2009), which states that the presence of modern markets in the city of Surakarta significantly increased every year. The existence of modern market in Surakarta City has increased from year to year from year 2003, there are 18 modern market and until now increased to 46 fruit in the year 2008. It shows the development of retail business increasing which can trigger impulsive buying. Therefore researcher take problem of research that is "Testing of structural model of factor that influence impulsive buying behavior". Formulation of problem in this research is how influence of product characteristic, characteristic of pemaaran and consumer characteristic to impulsive buying behavior through hedonism

The study finds that about 420 million dollars of annual store volume is generated by impulse sales of items such as candy and magazines (Beatty and Ferrel, 1998). Impulse buying is defined as "unplanned purchases" characterized by "(1) relatively quick decision-making, and (2) subjective in favor of direct ownership" (Rook, 1987; Rook & Hoch, 1985). It is described as more arousing, less intentional, and purchasing behavior more attractive than the planned purchase of behavior. Impulsive buyers tend to be unreflective in their thinking, who will be emotionally attracted to objects, and desire immediate satisfaction (Hoch and Loewenstein, 1991). These consumers often pay little attention to the potential negative consequences that may arise from their actions (Hoch and Loewenstein, 1991; Rook, 1987). Impulsive buying decisions are spontaneous decisions made by consumers while in the store and can be caused by many things, such as attractive products, discounts, or advertisements or also because of new product products. Consumers are keen to have a product let alone offered a cheap price and a discount

2. Literatur Review And Development Of Hypotheses

The basic theory to understand the behavior of impusive buying is the theory of consumer behavior in conducting buying. The term consumer behavior can also be defined as the behavior consumers exhibit in searching, purchasing, using, evaluating and depleting products and services they expect to satisfy their needs (Schiffman and Kanuk, 2004) Impulsive consumer purchase behavior is widely recognized as a phenomenon in Indonesia . Kotler (2012) states that factors that influence consumer behavior in spontaneous behavior are cultural, social (group, status, family, personal, age, economic environment, lifestyle, personality, psychological, motivation, perception, attitude). Meanwhile, purchasing decisions are also influenced by price, product and product characteristics

In the context of culture then today has evolved a culture of consumerism and hedonism as an influence of changes in the lifestyle of modern society. Hedonism is a worldview that considers the pleasures and pleasures of matter as the ultimate goal of life. For these adherents, fun, party, and pleasure are the main goals of life, whether they are pleasing to others or not. Because they think life is only once, so they feel like to enjoy the life of pleasure-pleasure. In this enviroring environment, life is lived freely in order to fulfill an infinite passion. In Collins Gem's dictionary (1993: 97) it states that, "Hedonism is a doctrine which states that pleasure is the most important thing in life, or hedonism is the understanding embraced by people who seek solace of life solely". the characteristics of people who embrace hedonism, as long as they still think that matter is the ultimate goal to get pleasure, whether by way of obtaining kosher or halal material that is forbidden religion. The characteristics of hedonism according to Cicerno in Russell (2004) are as follows: Having an instant lifestyle view, seeing the acquisition of treasures from a final possession is not a process for making the final outcome. Becoming a pursuit of physical modernity. Having relativity enjoyment above average height. Meet many of the spontaneous desires that arise. Hedonism is a momentary pleasure of worldly delight. Love to the world and all the luxuries seen and felt by the five human senses. Conceptual model developed in this research as follows :
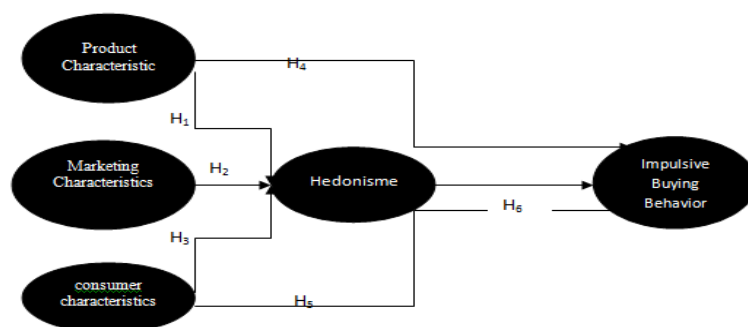
Figure 1. Conceptual Model
Badgaiyan & Verma (2014), Liang (2012), Liao et al (2009), Mihic & Kursan (2010), Shahjehan et al (2012)

Hypothesis

The hypothesis is based on theoretical studies. The theory of consumer behavior in conducting purchasing becomes the basis in the preparation of the hypothesis that Kotler (2012) states that the factors that affect consumer behavior in spontaneous buying (impulsive behavior) is a lifestyle, where modern lifestyle shows the characteristics of hedonism. In addition, the hypothesis is also based on previous research such as Badgaiyan and Verma (2014), Liang (2012), Liao et al (2009), Mihic and Kursan (2010), Shahjehan et al (2012). So the hypothesis can be formulated as follows:

H1 Product characteristics significantly influence hedonism
H2 Marketing characteristics have a significant effect on hedonism
H3 Consumer characteristics significantly influence hedonism
H4 Product characteristics significantly influence impulsive buying
H5 Marketing characteristics have a significant effect on impulsive buying
H6 Consumer characteristics significantly influence impulsive buying
H7 Hedonism has a significant effect on impulsive buying

3.   Method Of The Research

The object of this study covers students in the city of Surakarta, Data type is Primary Data with Surakarta city student population. Methods and Techniques Data collection by Questionnaire method, Observation method, Documentation Method. The population of this research is the students of Surakarta city. The sample was taken from a population of 200 people, with random sampling technique, taking into account the large number of samples. Technique of taking data with random sampling. In this research variable consist of exogenous variable and endogenous variable. Exogenous variables are product characteristics, marketing characteristics, consumer characteristics. Endogenous variable is impulsive buying behavioral. While hedonism as intervening variable or intermediary. Product characteristics use indicator: product has low price (KP1), small need of product (KP2), small and light product size (KP3), product easy to store (KP4). Marketing characteristics use indicator: large scale promotion (KS1), discount (discounted, bonus) (KS2), and Number, location and retail distance of consumer affordable store (KS3). Consumer characteristics using indicators: personality (KK1), individual attitudes (KK2), age (KK3), gender (KK4), education (KK5), occupation (KK6), (4) hedonism using indicators: activities (pursuing physical modernity, a lot of money) (HD1), interest (spontaneous interests, instant viewing of life) (HD2), opinions (relativity above average pleasures, worldly content hates heavy problems) HD3, and (5) impulsive buying using indicators: special bid (IB1), latest model (IB2), no thought (IB3), shopping obsessed (IB4), no need (IB5). Testing Validity and reliability, Testing validity and reliability is intended to measure the quality of data used in research (Ferdinand, 2006). Hypothesis testing, conducted by using

multivariate analysis with Structural Equation Model (SEM) model with SmartPLS program. This model is chosen because it has the ability to not only test the causal relationship between the dependent variable with the independent variable (structural model), but also the validity and reliability of the latent variable (measurement mode

4. Results And Discussion

Data analysis technique in this research will use the model of structural equation with Partial Least Square (PLS) method, considering 2 things that: (1) The sample in this study small size (<200) so that SEM-AMOS analysis can not be used (2)) Distribution of data is not normal, so need to use non-parameter statistical analysis, which in this analysis ignores assumption assumption used in SEM-AMOS.Model model in this research will be analyzed by using program SmartPLS 3 through three stages.The first stage, the assessment of the Model of Measurement (Outer Model), the first step in the analysis with Partial Least Square (PLS) is to test the measurement model evaluated using convergent validity and discriminant validity for the indicator block. Convergent validity can be assessed by looking at the reliability of each indicator, composite reliability and Averaged Variance Extracted (AVE).

The second stage, the convergent validity assessment, Convergent Validity is used to test whether the indicators used have accurately measured the constructs or dimensions. Convergent Validity measures the consistency of factor loading for various operational tests tested using two criteria: (1) each item has a loading factor on construct statistically significant, in this case above 0.7 or 0.5 - 0.6 in the development stage (Chin, 1998), and (2) each construct has an Avaraged Variance extracted (AVE) above 0.5. In this study the value of the loading factor to be used is 0.5 to 0.6 as suggested by Chin, (1998). A construct is valid if the outer loading value is more than 0.5. If the value of the invoice less than 0.5 then the construct is declared invalid. The data is processed and the value of each item is loaded to each construct. The loading factor value for the construct can be presented in table.1

Table 1. Value loading factor variable research

	Loading factor	Criteria	Conclusion
Product characteristics			
KP1	0.747	0.5	Valid
KP2	0.828	0.5	Valid
KP3	0.695	0.5	Valid
KP4	0.283	0.5	Not Valid
Marketing characteristics			
KS1	0.904	0.5	Valid
KS2	0.937	0.5	Valid
KS3	0.488	0.5	Not Valid
Consumer characteristics			
KK1	0.648	0.5	Valid
KK2	0.300	0.5	Not Valid
KK3	0.343	0.5	Not Valid
KK4	0.742	0.5	Valid
KK5	0.739	0.5	Valid
KK6	0.397	0.5	Not Valid

Hedonism			
HD1	0.598	0.5	Valid
HD2	0.748	0.5	Valid
HD3	0.836	0.5	Valid
impulsive buying			
IB1	-0.349	0.5	Not Valid
IB2	0.420	0.5	Not Valid
IB3	0.838	0.5	Valid
IB4	0.913	0.5	Valid
IB5	0.858	0.5	Valid

If loading factor variable > 0.5 then declared reliable and valid. Based on these results explained that most indicator variables are significant at $p < 0.05$ and have a loading factor value greater than 0.5. Whereas, the indicator for construct KP4, KK2, KK3, KK6, IB1, IB2 is invalid and factor loading value is well below 0.5, so in that indicator model must be dropped to get model prediction, while KS3 because factor loading value is close to 0.5 then it is maintained in the model prediction. Based on the conclusion of value loading factor tesrsebut then obtained value loading factor is revised for prediction model as follows:

Table 2. Value loading factor variable research by revised

	Loading factor	**Criteria**	**Conclusion**
Product characteristics			
KP1	0.719	0.5	Valid
KP2	0.843	0.5	Valid
KP3	0.719	0.5	Valid
Marketing characteristics			
KS1	0.900	0.5	Valid
KS2	0.934	0.5	Valid
KS3	0.505	0.5	Valid
Consumer characteristics			
KK1	0.871	0.5	Valid
KK4	0.894	0.5	Valid
KK5	0.560	0.5	Valid
Hedonism			
HD1	0.616	0.5	Valid
HD2	0.707	0.5	Valid
HD3	0.858	0.5	Valid
Impulsive buying			

IB3	0.872	0.5	Valid
IB4	0.893	0.5	Valid
IB5	0.766	0.5	Valid

The third stage, Structural Model construction, that is prediction of structural model that can be built with SEM-PLS analysis can be presented as :
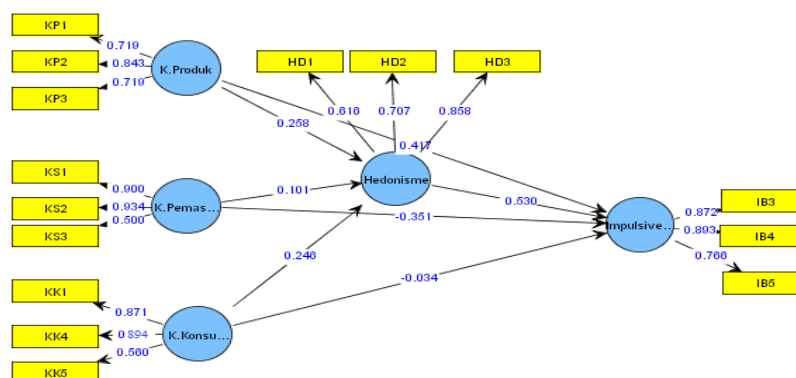

Figure 2. Conceptual Model With SEM -PLS

After testing the model of outer model, then testing the structural model. This test is meant to evaluate the interconnectivity relationship that has been proposed in this research hypothesis. Based on the results of the analysis, two kinds of information are generated which show how well the predicted structural model and the hypothesized relationships are. The first information in can by looking at the value of R Square which is a goodness-fit test model to explain the percentage of construct variation of the whole model. Using the SmartPLS 3 output and the bootstrapping method 500 samples, as shown in the Table below, we can see the R Square value of each endogenous variable :

Table 3. *R-Square Inner Model*

	R-square
Product characteristics	
Marketing characteristics	
Consumer characteristics	
Hedonisme	**0.203**
Impulsive Buying	**0.518**

With the biggest R-Square Impulsive Buying Behavior that is equal to 0.518 it can be concluded that the contribution of independent variable variables and the mediation studied contributes to the entrepreneurial decision of 51.8% and the rest is influenced by other factors outside of the studied eg environmental characteristics and others. Hypothesis test is done to answer the research problem. Interpretation of the estimation result with SEM-PLS can be done after assumptions about the model are met. Here is a hypothesis test based on the calculation results with SmartPLS 3. Testing the hypothesis proposed, can be seen from the value of T-statistics. The significance of estimated parameters provides very useful information on the relationship between research variables. The limit to reject and accept the

proposed hypothesis is ± 1.65, where if the value of t is in the range of values -1.65 and 1.65 then the hypothesis will be rejected or in other words accept the null hypothesis (H0). The table below provides estimation output for structural model testing

Table 4.Results for inner weights

	original sample estimate	mean of subsamples	T-Statistic	Conclusion Hipotesis
Product Characteristics → Hedonism	0.258	0.275	2.307	Accepted
Marketing Characteristics → Hedonism	0.101	0.127	0.610	Rejected
Consumer Characteristics → Hedonism	0.246	0.229	1.323	Rejected
Product Charactersitic → Impulsive Buying	0.417	0.376	3.199	Accepted
Marketing Characteristic → Impulsive Buying	-0.351	-0.305	2.319	Accepted
Consumer Characteristic → Impulsive Buying	-0.034	-0.051	0.223	Rejected
Hedonism → Impulsive Buying	0.530	0.549	4.996	Accepted

Table 5. Direct and indirect influence

Relationship Variable	Direct	indirect	Total Influence
Product Charateristics → Impulsive Behavior	0.417		
Marketing Characteristics → Impulsive Behavior	-0.351		
Consumer Caracteristics → Impulsive Behavior	-0.034		
Product Charateristics → hedonism → Impulsive Behavior		0.258 x 0.530 = 0.137	0.417 + 0.137 =0.554
Marketing Characteristics →hedonisme→Impulsive Behavior		0.101 x 0.530 = 0.055	-0.351 + 0.055 =-0.296
Consumer Caracteristics →hedonisme→Impulsive Behavior		0.246 x 0.530 =0,130	-0.034+0.130=0.096

Based on the total influence in the above table, the most dominant influence is the influence of product characteristics on impulsive behavior. Based on the direct and indirect influence, the greatest influence is the direct effect of product characteristics on impulsive behavior.

Discussion
The results of hypothesis testing, the most important thing to note is the greatest value and significant influence. The influence of Hedonism on impulsive behavior is the most dominant and significant influence, it shows that hedonism (the nature of materialism) is a factor that greatly affects consumers in making unplanned purchases (impulsive behavior). These findings are consistent with research from Badgaiyan et al (2014) which states that the nature of materialism, the enjoyment of material things, has a significant positive relationship with impulsive buying behavior. Empirical facts show that the lifestyle of some young people tend to be oriented on the value of material and prestige. Everything that creates a modern impression and brings prestige tends to be in demand by teenagers. The lifestyle that is oriented to pleasure and rah-rah without thinking about its effects further it is called the hedonic lifestyle. This lifestyle with the common symptoms of coffee shop phenomenon as a youth hedonic lifestyle

The research findings also show that the most dominant influence is the direct influence of product characteristics on impulsive behavior. The results of this study are in accordance with the theory of Bitta

and Loudon (1993) (Anin et al., 2008). They reveal the factors that influence impulsive buying, namely price characteristic, marketing characteristics and consumer characteristics. Likewise, previous research also supports the results of this study such as discount pricing programs, and the completeness of products positively influences Impulsive Shopping (Singh, 2006). Empirical facts also explain the results of this study for example on the sale of smartphones, consumers often make purchasing impulsive behavior only because of smartpone products because of product characteristics such as sharper cameras for selfi, size and color more attractive, and features features on a more complete smartphone

Studies based on direct and indirect influence, indicate that the direct influence of product characteristics on impulsive behavior is the most dominant influence. This shows that the hedonism variable is less effective as an intervening variable in the relationship of product characteristics to impulsive behavior. The findings of this study indicate that the characteristics of the product significantly affect the impulsive behavior is supported by previous studies, such as Christy (2015) which states that the product packaging design has a significant effect on impulsive behavior. Then, Febria and Tuti (2015) also states that product price discounts have a significant effect on impulsive behavior. Dian and Eka (2011) also stated that the placement of products in the store affects the impulsive behavior. The foregoing research clearly supports the results of this study

The result of this research shows that R-Square Impulsive Behavior biggest is 0,518 it can be concluded that the contribution of independent variable and mediation variables studied contributes to impulsive behavior of 51.8% and the rest is influenced by other factors outside the studied eg economic level, social conditions, and so forth. Actually there are still many factors to consider in understanding the behavior of impulsive behavior buying, and this is the recommendation for further research

5. Conclusion

Product characteristics, marketing characteristics, consumer characteristics have a positive effect on hedonism. Product characteristics have a positive effect on impulsive behavior, while marketing characteristics and consumer characteristics have a negative effect on impulsive behavior. And hedonism has a positive effect on impulsive behavior. An interesting finding in the structural model of this study is the negative influence, namely marketing characteristics and consumer characteristics, this can occur because consumers in making unplanned purchases focus on products, meaning that products that attract consumers to carry out impulsive behavior

Suggestion

Future research will be better at examining the characteristics of consumers who make impulsive purchases such as the millennial generation. This is by noting that the effect of consumer characteristics on impulsive purchasing decisions is negative. The future research also examines the characteristics of marketing especially online marketing. This is important because this study also shows that the effect of marketing characteristics on impulsive purchasing decisions is negative.

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