



Review Digital Marketing And Hedonic Shopping Value Affect Impulsive Buying

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ABSTRACT

Purpose –This study empirically examines the effect of digital marketing on impulse buying with the experience of hedonic shopping values and the income results of SME actors as mediators. **Methodology/approach** – This study uses Partial Least Square (PLS) to analyze the data. Data were collected from customers who often shop at food and clothing SMEs as the population of this study. The sample is 200 visitors in Bukittinggi City, the result of non-probability sampling using purposive sampling technique.

Findings – The findings show that digital marketing affects impulse buying directly and does not directly affect the value of hedonic shopping and income as a mediator.

Novelty/value – This study shows a greater awareness of the importance of using digital marketing as a means of selling for business actors so that they can further increase the motivation of consumers' hedonic shopping values which are still low, so that they can affect income results and also trigger consumers to make impulse purchases.

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INTRODUCTION

Marketing strategies that are currently in great demand by the public to support various business activities carried out. In Bukittinggi, business actors (SMEs) choose digital marketing to market all their products and services. Wherever consumers are, they can immediately see the application if they want to make a purchase, especially those who want to visit which area to be able to enjoy delicious special food and shopping for trending distributions through social media. From consumer experience in shopping by looking at social media first, many consumers who come to visit directly or online to be able to feel both in terms of taste, price, bargaining for goods and expected services (Ahmed & Kumari, 2022; Hasan & Liana, 2022; Iskanto, 2017, 2021; Sunarmi et al., 2022). But in general, when you arrive at the location, there is an unplanned decision to buy a product or service. this can affect the increase in the income of business actors in the area.

Previous studies have utilitarian values and hedonic values positively and significantly influence impulsive buying behavior, and have no positive effect on moderating results from the

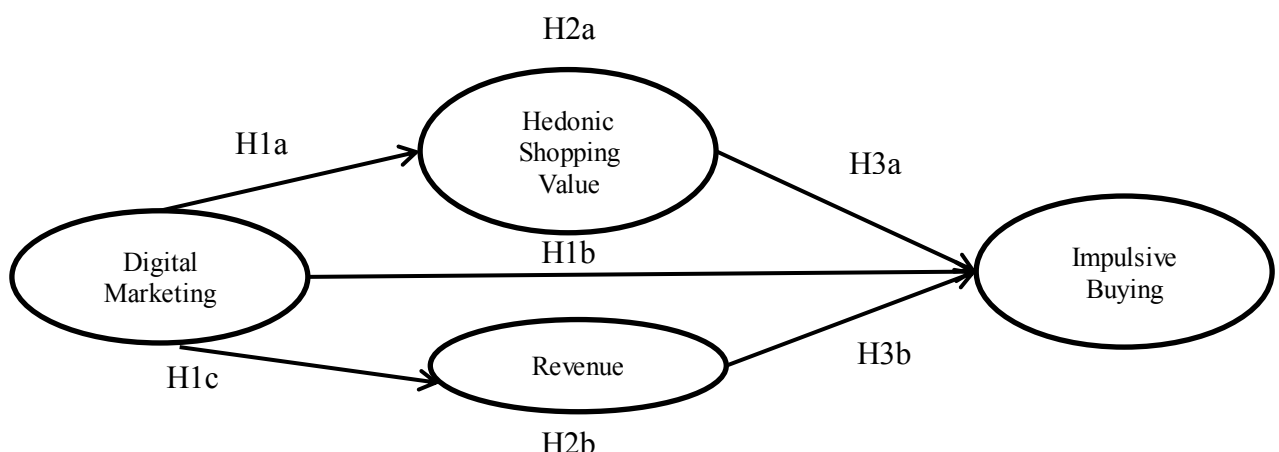
effect of impulse to buy and significantly on impulsive buying behavior Zhang et al., (2018) However, Darma & Japariato ,(2014) found that the hedonic value did not have a significant direct effect on impulse buying due to the influence of other factors. The current study adds two variables as interventions in the relationship between digital marketing and impulse buying, namely the value of hedonic spending and income .

This study aims to empirically examine the effect of digital marketing, the value of hedonic shopping on impulsive purchases, and answer research questions: (1) Does digital marketing, the value of hedonic shopping affect impulsive purchases? (2) Do digital marketing, hedonic values and income mediate the effect of impulse buying?

LITERATURE REVIEW

Digital Marketing: Research by Omar et al.,(2020) that the power of digital marketing has a significant influence on business performance. While Kannan & Li, (2021) marketing channels are a means for satisfied consumers to choose in purchasing an item through a search that has been provided. et al., (2020) highly needed resources who have skills in running digital marketing applications. **Hedonic Shopping Value :** There have been many studies that prove the importance of hedonic value in shopping in stores, but the hedonic value of shopping at online stores is considered an important element Hoffman & Novak, (1996). Laros & Steenkamp, (2005): consumer emotions can be seen from positive and negative influences which are a form of expression of consumer feelings in conducting searches about a product. Previous research has shown that the value of hedonic shopping has a significant positive effect on impulse buying. Gültekin, (2012). **Income :** Some of the findings of previous research, among others, Novita et al., (2022) With digital marketing, so that they can get more customers, it can indirectly increase their purchasing income. Consumers tend to open and see what business sites or social media are offered by SMEs. Then it's up to them to make transactions directly offline or online. AIDIL SYAHPUTRA et al., (2017) the increase in income is influenced by the large number of consumer demands for goods and also have good quality. **Impulsive Purchase :** Closely related to the value of hedonic shopping, which is a reflection of the value received by consumers for the multisensory, fantasy, and social aspects of the shopping experience, Chih et al., (2012). A sudden and direct purchase without any prior intention to buy the product or to fulfill another purchase goal Beatty & Ferrell, (1998). Bhakat & Muruganantham, (2013) can be further classified depending on the consumer experiencing emotional and cognitive reactions.

Figure.1 Research Model



METHOD

The current study is an explanatory research to explain the relationship between these four variables in this study, using quantitative methods. This study uses a descriptive analysis approach to describe the characteristics of the research variables and uses Partial Least Square (PLS) as an analytical tool. This measurement scale was taken from previous research by Jones et al., (2006) as shown in Table 1 which was adapted to the conditions and situation of the study. Questionnaires containing statements of research items as research instruments were used to collect primary data through surveys. All research items were measured with a 5-point Likert scale. Questionnaires were given to 200 customers who often shop directly or indirectly at SMEs that sell well-known regional specialties and clothing (Distros) with the highest number of visitors in the city of Bukittinggi. Questions posed to customers aimed at the findings of the hypothesis of this research variable. Sampling The technique used is non-probability sampling with purposive sampling method.

RESULTS AND DISCUSSION

Respondents in this study were 66.6% women and 33.3% men. This small difference shows that not only women love to shop, but men too. From the characteristics of age, 9.5% are over 25 years old, the majority of respondents are between 30 and 50 years old, 73.5%, respondents aged 50 years and over are 13%, while the smallest percentage is respondents aged over 50 years, that is 4%. In terms of their educational background, the majority of respondents have a bachelor's degree, as indicated by a percentage of 69.5%, while the smallest percentage of respondents have a doctorate degree as their last educational background. From their work background, the majority of respondents are civil servants with a percentage of 41.5% and private employees with a percentage of 34.5%, while the smallest percentage is housewives at 1.5%. The income level of respondents in this study varies greatly. The highest percentage of respondents have incomes between 5,000,000 to 10,000,000 with as much as 43.5%, while the smallest percentage are respondents with incomes of more than 8,000,000.

The results of the convergent validity test showed that the factor loading value of all items was between 0.5 to 0.7, and the discriminant validity showed that the AVE (Average Variance Extracted) was above 0.5. Therefore, it can be concluded that the research instrument used in this study is valid. In addition, the Cronbach's alpha value of all variables was above 0.6 and the composite reliability value was above 0.7, indicating that the research instrument used in the current study was reliable.

Table 1. Construct Reliability and Validity

	Cronbach's Alpha	Rho_A	Composite Reliability	Average Variance Extracted (AVE)
Digital Marketing	0.927	0.933	0.964	0.931
Digital Marketing * HSV	1.000	1.000	1.000	1.000
DM * Income	1.000	1.000	1.000	1.000
HSV	0.970	0.970	0.978	0.917
Impulsive Buying	0.908	0.908	0.956	0.916
Income	0.922	0.922	0.962	0.927

Table 2 . Pengujian Hipotesis

Relationships	t-statistics	Results (Significant = t-statistics > t-table)
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H1a: DM → HSV	52.794	0.000
H1b: DM → IB	2.717	0.000
H1c: DM → I	48.447	0.000
H2a: DM → HSV → IB	1.039	0.300
H2b: DM → I → IB	1.272	0.204
H3a: HSV → IB	10.168	0.000
H3b: I → IB	5.450	0.000

From the data above, it shows the t-statistical value obtained from the bootstrap as the basis for the test hypothesis. H1a, H1b, H1c, H3a, and H3b hypothesize that digital marketing, hedonic shopping value and income have a positive effect on impulse buying. Meanwhile, H2a hypothesizes that the role of hedonic shopping value in mediating does not have a positive effect of 1,039 on impulsive purchases. Meanwhile, income H2b as a mediation does not have a positive effect of 1,272 on impulsive purchases.

The first results from the current study of digital marketing have a positive effect on the value of hedonic shopping, with this marketing strategy, many SMEs use social media to offer various types of products and food, consumers can see and choose according to their wishes, unintentionally will immediately to make a purchase. The results of this study are the same as Lugra Agusta Pranawa & Abiyasa, (2019) that Hedonism combined with digital marketing with visual images can increase consumer attractiveness.

The results of the second study of digital marketing have a positive effect on impulse buying. Previous research by Agung et al., (2021) succeeded in identifying the impact of using Shopee's digital marketing, which in this case is represented in Digital Marketing. Saputra & Ardani, (2020) the higher the digital marketing, the higher the purchase decision. The results of the three digital marketing studies have a positive effect on income. SMEs players feel a good impact by using digital marketing strategies in selling their products so that they can increase their income results. Research by Anukriti Agarwal (2020) traditional marketing tools have a defined revenue model but because digital marketing is a growing domain, while Novita et al., (2022) by upgrading marketing strategies can increase MSME income. McCarthy's previous research, (2007) Valuable and active mobile database, as part of a multi-channel can have a significant impact on business, profitability and balance sheets for the coming years Omar et al., (2020) digital marketing significantly affects performance business.

Empirically, current research on digital marketing does not have a positive effect on the value of hedonic spending as an intermediary variable on impulsive purchases. Because of the weak role of consumer motivation in making purchases of the goods offered. Meanwhile, previous research by Lugra Agusta Pranawa & Abiyasa, (2019) Hedonism combined with digital marketing with visual images can increase consumer attractiveness.

The results of the five digital marketing studies do not have a positive effect on income as a mediation for impulsive purchases. Previous research AIDIL SYAHPUTRA et al., (2017) that income has a positive influence on shopping lifestyle and online impulsive buying fashion products.

Empirically, current research proves that the value of hedonic shopping owned by consumers directly affects impulse buying behavior. The results of this study contradict previous research by Darma & Japariato, (2014) which found that the value of hedonic shopping was not significant for impulse buying. This is because it is a shopping activity that is driven by high

hedonic values related to the five senses, as well as fantasies and emotions that make material pleasure and enjoyment the goal of Evanschitzky et al., (2014).

Subsequent research income has a direct effect on impulsive purchases. The income of business actors in the city of Bukittinggi can increase directly when the behavior of consumers in making unplanned decisions to buy products or services. Previous research Hartini & Inggriani, (2020) income has a significant influence on purchasing decisions in consumptive taqsih.

CONCLUSION

With this digital marketing, one of the most chosen by business actors in Bukittinggi is to sell their products using social media. The higher the level of use of digital marketing will be able to increase the motivational activity of the hedonic shopping value they feel when shopping. It can also directly affect the income of these SMEs. The occurrence of impulse purchases can be driven by the high value of consumer hedonic shopping activities and the high positive influence of digital marketing felt by consumers when shopping. This is due to the partial influence of the value of hedonic shopping, income in digital marketing relationships and impulse purchases. Although it has been proven that there is no mediating effect, the importance of using digital marketing in attracting consumers to want to shop can affect income results and also trigger consumers to make impulse purchases.

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