



The influence of online shopping motivation and product browsing toward impulsive buying of fashion products on a social commerce

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ABSTRACT

The purpose of this study is to analyze the direct and indirect influence of online shopping motivation and product browsing on impulsive buying, where product browsing as a mediation variable between online shopping motivation and impulsive buying. This study is quantitative. Questionnaires were distributed to women who have purchased fashion product in social commerce, i.e., Instagram as the target respondents. Using a convenience sampling technique, a total sample of 300 respondents were obtained. Hypotheses were tested using Structural Equation Model (SEM). The results showed that online shopping motivation on hedonic motivation variable has a significantly direct effect on product browsing and impulsive buying, while utilitarian motivation variable has significantly direct effect only on product browsing. Other than that the product browsing variable has a significantly direct effect on impulsive buying and it's mediating between online shopping motivation and impulsive buying.

1. Introduction

Generally, online shopping motivation can be categorized as hedonic and utilitarian motivations (Hoolbrook and Hirschman, 1982). Shopping motivation is an important aspect to understand consumer behavior which plays a role in making purchasing decisions. One form of consumer behavior is an unplanned purchase called impulsive buying (Schifman and Kanuk, 2012).

Rook and Fisher (1995) define impulsive buying as consumer's tendency to buy spontaneously, without a second thought, which is driven by the emotional and psychological aspects of a product and is tempted by the persuasion of marketers. During online shopping, consumers are more spontaneous than offline shoppers (Park et al., 2012). Furthermore, several studies have found that many online consumers make impulsive buying (Floh and Madlberger, 2013; Jeffrey and Hodge, 2007; Parboteeah et al., 2011).

Impulsive buying often occurs because of the hedonic motivation (Park et al., 2012), in which consumers tend to behave impulsively when they have hedonic motivation such as trying to meet self-satisfaction, pleasure, fantasy, social and emotional satisfaction. Shopping pattern of hedonic motivation usually occurs in the social commerce environment, due to the simplicity and convenience of exploring, searching, and paying (Hansen and Olsen, 2006). In addition to hedonic motivation, impulsive buying can also occur because of the encouragement of one's utilitarian motivation in shopping (Lee, Namho, 2017). This utilitarian

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motivation relates to functional value such as cost saving, convenience, and practicality (Mikalef et al., 2012; Babin et al., 1994). The more consumers consider the functional value in online shopping sites, the greater the desire to make impulsive buying in the online shopping environment (Ha and Jang, 2010).

In addition to hedonic and utilitarian motivations, product browsing is also one factor that can lead to impulsive buying. According to Bloch et al. (1989); Park and Lenon (2006), during product browsing, consumers can make impulsive buying. Product browsing also relates closely to one's hedonic and utilitarian motivations in shopping. Consumers conducting shopping with hedonic motivation will have longer product browsing, and they enjoy the process as a pleasure in fulfilling their passions which can further enhance impulsive buying (Erkip, 2005). Besides, consumers who have high impulsivity rates can consider utilitarian value in conducting product browsing, so they are willing to buy the product (Lee, Namho, 2017).

Currently, the phenomenon of impulsive buying does not only occur in one country but some countries. Harris' interactive survey findings showed that more than 60% of American consumers make purchases impulsively (Lim, Se Hun, et al., 2017). Another survey conducted by ING to 12,403 people in 13 European countries, found that 42% had made impulsive buying. In Indonesia, there is also the same phenomenon in which individuals make impulsive buying. Handi Irawan stated that Indonesian consumers mostly have the characters of doing without planning and during shopping, they often become impulsive buyers (Ida and Dewi, 2016). Based on the data from Indonesian Research Company, The Nielsen Company in 2011, which had been researching people in five big cities in Indonesia, as much as 21% of shoppers never plan what they want to buy. The findings of this research indicated that the trend of impulsive shoppers in Indonesia is increasing every year (bisnis.tempo.co). Some types of consumption of products derived from impulsive buying, the most common are in the purchase of fashion products such as clothing, accessories, and jewelry (Park and Kim, 2006). It is supported by research conducted by Dittmar et al. (1995) which states that impulsive buying is often made on fashion products such as clothing, accessories, and jewelry.

There are several kinds of research that have been conducted by academics in studying the relationship between online shopping motivation and product browsing of impulsive buying behavior. For example, researches conducted by Martje, (2016); Febe et al., (2016); Maha and Samreen (2015); Lia and Citra (2015); Kosyu et al., (2014) their research found that hedonic motivation has a significant direct influence on impulsive buying behavior. Furthermore, researches by Lim, Se Hun et al. (2017) and Rezaei et al. (2016) showed that hedonic and utilitarian motivations in online shopping have a direct influence on impulsive buying. However, there are differences in the findings of research conducted by Cahyono et al. (2016) which stated that hedonic and utilitarian values have no direct influence on impulsive buying in shopping. The findings of this research were also supported by Lizamary and Edwin (2014) and Fatchur (2009) which found that there was no significant influence between hedonic motivation on impulsive buying behavior. Also, research conducted by Lee, Namho (2017) showed the findings that the motivation of one's utilitarian value in shopping through social commerce sites has no significant influence in encouraging impulsive buying.

Also, some researchers have previously researched the influence of product browsing on impulsive buying behavior. For example, a study conducted by Gultekin and Ozer (2012) found that product browsing had a significant influence on impulse buying and product browsing was a mediating variable between hedonic motivation and impulse buying. The findings of this research were supported by Floh and Madlberger (2013) which stated that product browsing activity might have a direct influence on impulsive buying. Other research findings showed the relationship between hedonic and utilitarian motivations toward product browsing. For example, research conducted by Gunesh and Jugurnauth (2014) obtained the findings that hedonic motivation had a direct influence on product browsing.

Meanwhile, research conducted by Mikalef et al., (2013) obtained the findings that hedonic and utilitarian motivations had a significant impact on affecting product browsing. However, different research findings were found by Lumintang (2012) in which there was no significant influence between product browsing and impulse buying and hedonic motivation through product browsing toward impulsive buying. Furthermore, research conducted by Gunesh and Jugurnauth (2014) found the findings that not all dimensions in utilitarian motivation have a significant influence on product browsing.

This research was conducted based on the phenomenon of impulse buying that has been described above as well as the differences in the research findings conducted by previous researchers. The research aims to analyze: (1) direct influence of online shopping motivation and product browsing to impulsive buying of fashion products on social commerce, (2) direct influence of online shopping motivation toward product browsing of fashion products on social commerce (3) indirect influence of online shopping motivation through product browsing to impulsive buying of fashion products on social commerce.

The hypothesis of this research consist are : (1) Hedonic motivation has a direct influence on impulsive buying of fashion products (Hypothesis 1a), (2) Utilitarian motivation has a direct influence on impulsive buying of fashion products (hypothesis 1b), (3) Product browsing has a direct influence on impulsive buying of fashion products (hypothesis 1c), (4) Hedonic motivation has a direct influence on fashion product browsing (Hypothesis 2a), (5) Utilitarian motivation has a direct influence on fashion product browsing (hypothesis 2b), (6) Hedonic motivation has an indirect influence through product browsing on impulsive buying of fashion products (Hypothesis 3a), (7) Utilitarian motivation has an indirect influence through product browsing on impulsive buying of fashion products (Hypothesis 3a).

2. Research Methods

2.1. Research Design

The type of this research is quantitative research using the design of causality research which aims to know the influence of online shopping motivation and product browsing on impulsive buying of fashion products on social commerce, i.e., Instagram. There are four variables in this research namely hedonic motivation (X1) and utilitarian motivation (X2) as independent variables or exogenous variables; product exploration

(Y1) as an intervening variable or a mediating variable; and impulsive buying (Y2) as a dependent variable or endogenous variable. The hedonic motivation variable is measured by using five dimensions: trend discovery (TD), socializing (SO), adventure (AD), gratification shopping (GS) and value shopping (VS).

Meanwhile, the utilitarian motivation is measured by using four dimensions: convenience (CV), cost saving (CS), information availability (IA) and product selection (PS). There are as many as 33 indicators used in this research. This research uses primary data through questionnaires distribution and the use of the Likert scale from 1 to 5 (1 = strongly disagree to 5 = strongly agree).

2.2. Population and Sample Research

The population of this research is all female consumers who have made the purchase of fashion products online on social commerce, i.e., Instagram. Research sampling is carried out using non-probability sampling technique namely purposive sampling in which the selection sample is based on certain criteria, namely: female consumers who have made the purchases of fashion products (such as clothing, shoes, and bags) on Instagram without pre-planning; they have purchased fashion products for at least the last three months; and they aged between 18-35 years. The number of samples used in this research is as many as 300 respondents. The number has met the minimum sample requirement for the research using the Structural Equation Model (SEM) technique which is at least five times the number of indicator variables used (Ferdinand, 2006). If the number of indicators used is 33 indicators, the minimum number of respondents is 165 respondents.

2.3. Analysis Method

The analysis technique used in this research consists of descriptive analysis by looking at the frequency table of respondent characteristics and quantitative analysis by using SEM analysis method. The model development of this research applies the second-order confirmatory factor (SOCF) technique which is the two-level measurement model and estimation method used is the Maximum Likelihood Estimation (MLE). Goodness of fit is carried out using three measures of compatibility: (1) the suitability of the measurement model: consisting of construct validity and construct reliability; (2) the suitability of the structural model by looking at the p -value $< \alpha$ in which $\alpha = 5\%$; and (3) the overall fit of the model by looking at the goodness of fit index (Hair et al, 2010). Also, this study applies the Sobel test as a mean to test the intervening variable namely the variable of product browsing; it is the variable that mediates between online shopping motivation and impulsive buying. The Sobel test is performed using an online calculator for hypothesis mediation testing (Ferdinand, 2014).

3. Result and Discussion

3.1. Respondent Characteristics

Respondents of this research are the majority over the age of 25 years with a percentage of 43.3%. Based on the last educational background, most respondents have the educational background of undergraduate degree (S1) with a percentage of 35%. Meanwhile, based on the type of occupation, the respondents mostly work as government employees or state-owned enterprise employees with a percentage of 28.7%. Also, based on the frequency of buying, the majority of respondents make online buying once a month with a percentage of 34.3%.

3.2. Measurement Model

The evaluation of the goodness of fit model is based on two measurements: construct validity and construct reliability. In the measurement of construct validity, an indicator is significant if probability or p -value < 0.05 and standardized factor loading value is valid if standardized factor loading > 0.50 . Based on Table 1, from the two test points above, it can be concluded that all measurement models are valid. In the measurement of construct reliability, an indicator is reliable if the value of construct reliability (CR) > 0.7 . Based on Table 1, all CR values of each variable are above 0.7, so it can be concluded that the measurement model is reliable.

Table 1. The Result of Validity and Reliability Construct

Research Variables	Indicator	Standardized Loading Factor	P-Value	CR-Value
Hedonic Motivation (X1)	TD1	0.698	<0,001*	0.927
	TD2	0.697	<0,001*	
	TD3	0.743	<0,001*	
	SO1	0.602	<0,001*	
	SO2	0.589	<0,001*	
	SO3	0.661	<0,001*	
	AD1	0.737	<0,001*	
	AD2	0.685	<0,001*	
	AD3	0.722	<0,001*	
	GS1	0.730	<0,001*	

Utilitarian Motivation (X2)	GS2	0.761	<0,001*	0.902
	GS3	0.768	<0,001*	
	VS1	0.575	<0,001*	
	VS2	0.614	<0,001*	
	VS3	0.539	<0,001*	
	CV1	0.653	<0,001*	
	CV2	0.668	<0,001*	
	CV3	0.617	<0,001*	
	CS1	0.741	<0,001*	
	CS2	0.646	<0,001*	
	CS3	0.618	<0,001*	
	IA1	0.627	<0,001*	
	IA2	0.623	<0,001*	
	IA3	0.768	<0,001*	
Product Browsing (Y1)	PS1	0.699	<0,001*	0.825
	PS2	0.670	<0,001*	
	PS3	0.566	<0,001*	
	PB1	0.869	<0,001*	
	PB2	0.708	<0,001*	
	PB3	0.764	<0,001*	
Impulsive Buying (Y2)	IB1	0.665	<0,001*	0.847
	IB2	0.851	<0,001*	
	IB3	0.887	<0,001*	

In conducting the overall test of goodness of fit, it is based on SEM model estimation as shown in Figure 1 below:

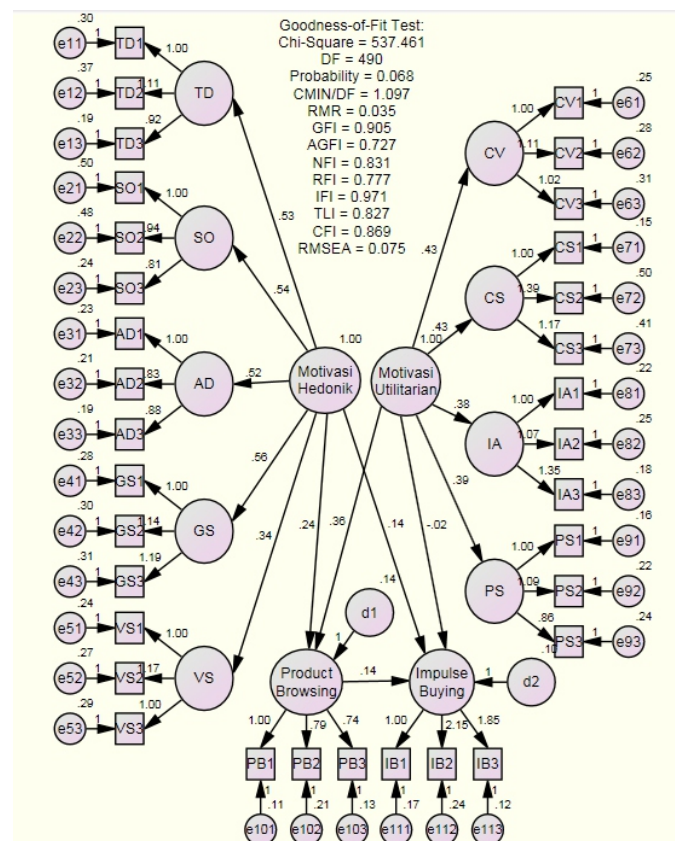


Figure 1. SEM Model

Based on Figure 1 above, the evaluation results obtained for the overall SEM model shown in the following Table 2:

Table 2. The goodness of Fit Results

Criteria of Fit Model	Values	Model Requirements		Result
		Good Fit	Marginal Fit	
<i>Chi-Square (χ^2)</i>	537.461	<i>good fit jika Chi-square < Chi-square tabel. Dengan $\alpha = 5\%$, DF = 490, Chi square tabel = 542,604</i>		<i>good fit</i>
<i>Significant Probability</i>	0,068	<i>good fit jika P-value $\geq \alpha$ dengan $\alpha = 5\%$</i>		<i>good fit</i>
CMIN/DF	1,097	<i>good fit jika CMIN/DF < 2,00</i>		<i>good fit</i>
RMR	0,035	RMR < 0,05 adalah <i>good fit</i>		<i>good fit</i>
GFI	0,905	GFI $\geq 0,90$	$0,80 \leq GFI \leq 0,90$	<i>good fit</i>
AGFI	0,727	AGFI $\geq 0,90$	$0,80 \leq AGFI \leq 0,90$	<i>not good fit</i>
NFI	0,831	NFI > 0,90	$0,80 \leq NFI \leq 0,90$	<i>marginal fit</i>
IFI	0,971	IFI > 0,90	$0,80 \leq IFI \leq 0,90$	<i>good fit</i>
TLI	0,827	TLI > 0,90	$0,80 \leq TLI \leq 0,90$	<i>marginal fit</i>
CFI	0,869	CFI > 0,90	$0,80 \leq CFI \leq 0,90$	<i>marginal fit</i>
RMSEA	0,075	RMSEA < 0,08	RMSEA < 0,05	<i>good fit</i>

Based on the overall testing results of the goodness of fit, there are ten test results showing that the model is good (90.9% good). The findings of the empirical study suggest that if the criteria met more than unmet, then the model is considered to be good (Wijanto, 2008). Based on this result, it can be concluded that the SEM model is good and it can be continued to answer the research hypotheses. From the result of the test of the mediation variable, by using the Sobel test, it is obtained the t-count value for the indirect influence of hedonic motivation variable through the product browsing on impulsive buying of 2.000 and P-Value is 0.039. Meanwhile, the t-count value for the indirect effect of utilitarian motivation variable through product browsing on impulsive buying is 2.023 and P-Value is 0.040

3.3. Hypotheses Test and Discussion

After conducting the goodness of fit model test as a whole, the hypothesis test is performed with the aim to know whether the hypotheses are rejected or accepted. A hypothesis is acceptable if the p-value is less than 0.05. Based on Table 3, of the seven hypotheses used in this research, there is only one hypothesis is rejected namely hypothesis 1b (H1b). The summary of hypothesis testing results of this research can be seen in Table 3 below:

Table 3. Hypothesis Test Results

Hypotheses	Estimate Value	P-Value	Results Conclusion
Hypothesis 1a (H1a)	0.136	<0.001*	Hypothesis accepted
Hypothesis 1b (H1b)	-0.016	0.629	Hypothesis rejected
Hypothesis 1c (H1c)	0.140	0.039	Hypothesis accepted
Hypothesis 2a (H2a)	0.238	<0.001*	Hypothesis accepted
Hypothesis 2b (H2b)	0.363	<0.001*	Hypothesis accepted
Hypothesis 3a (H3a)	0.033	0.039	Hypothesis accepted
Hypothesis 3b (H3b)	0.051	0.040	Hypothesis accepted

3.3.1. The direct influence of hedonic motivation on impulsive buying

The test result of hypothesis 1a showed that hedonic motivation variable has a significant direct influence to impulse buying. The findings of this research support the findings of the research conducted by Martje, (2016); Febe et al., (2016); Maha and Samreen (2015); Lia and Citra (2015); Kosyu et al., (2014) and Park et al., (2012) who obtained the findings that hedonic motivation had a significant direct influence on impulsive buying behavior in which hedonic consumers were often involved in impulsive buying. It can happen because consumers with hedonic motivation tend to shop to meet emotional satisfaction, so they are easily tempted by the stimuli from the online shopping environment such as price promotion, the supply of fashion products that are always up-to-date (following the trends) and other stimuli that make consumers behave impulsively. Another reason is that consumers with hedonic motivation regard shopping activities as a kind of personal pleasure. It is in line with Park et al. (2012) opinion that consumers tend to behave impulsively when they are motivated or have a hedonic desire to fulfill personal satisfaction, pleasure, fantasy, social and emotional satisfaction.

Further, Hirschman and Holbrook (1982) argue that consumers who have hedonic motivation in shopping can create impulsive

buying behavior. In this research, the most dominant dimension in measuring hedonic motivation is gratification shopping (GS) in which consumers with hedonic motivation shop for fashion products on Instagram to improve mood, relieve stress and fulfill self-satisfaction. It is in line with the opinion of Babin et al., (1994) that one of the motivations of consumers in shopping is to satisfy themselves. In this research, all respondents are female, so the tendency to make impulsive purchases is higher. According to Tifferet and Herstein (2003), impulsive buying behavior often occurs in women. It is because women tend to be difficult to resist the desire to shop than men (Coley and Burgess, 2003).

3.3.2. The direct influence of utilitarian motivation on impulsive buying

The test result of hypothesis 1b showed that utilitarian motivation has no direct influence on impulsive buying. It is different from the findings of Lim's research, Se Hun et al. (2017) and Rezaei et al. (2016) which stated that one's utilitarian motivation in online shopping has a direct influence on the impulsive buying behavior. However, the findings of this research support the research conducted by Lee, Namho (2016) and Cahyono et al., (2016) who stated that one's utilitarian motivation value in shopping has no direct influence on impulsive buying behavior. This is common because consumers with utilitarian motivation are more rational and non-emotional in shopping and tend to consider the functional value of the products they buy. Whereas, impulsive buying behavior has the characteristic of having decision making in relatively quick time, spontaneously, without the second thought and without considering the consequences of buying the product. According to Mikalef et al. (2012), utilitarian motivation is more oriented to the benefits of a product, so consumers tend to have the consideration in advance and usually have planned what products they will buy before deciding to make a purchase. Therefore, utilitarian motivation has no direct influence on impulsive buying.

3.3.3. The direct influence of product browsing on impulsive buying

The test result of hypothesis 1c showed that product browsing has a significant direct influence on the impulse buying. These findings support the research conducted by Gultekin and Ozer (2012) as well as Floh and Madlberger (2013) who obtain the findings that product browsing activity has a direct influence on impulsive buying. According to Bloch et al. (1989); Park and Lenon (2006), during product browsing, consumers can make impulsive buying. It can happen because, during the process of product browsing, consumers find products that are interesting and they have never owned them before. Also, there is a stimulus from marketers such as offering a lower price or sale of the product to attract the consumers to make a sudden purchase (impulsive buying) without buying intentions before. Bellenger et al. (1978) in Gultekin and Ozer (2012) reported that product browsing could be the reason for the unplanned behavior. In line with this, Park and Lennon (2006) stated that consumers could make impulsive buying after browsing the products in the online store.

3.3.4. The direct influence of hedonic motivation on product browsing

The test result of hypothesis 2a showed that hedonic motivation variable has a significant direct influence on product browsing. It supports the research conducted by Gunesh and Jugurnauth (2014) and Mikalef et al., (2013) who obtained the findings that hedonic motivation has a significant direct influence on product browsing. Based on the findings of this research, it shows that consumers with hedonic motivation may do a product browsing before deciding to make a purchase. Consumers will enjoy the process of product browsing as pleasure because of the ease of facilities and stimulus offered by marketers such as there are many choices of products with the models that always follow the trends, the ease of product search process, and promotional offers that can encourage consumers to purchase the products. According to Jarboe and McDaniel (1987), someone who shops with hedonic motivation will go through the process of product browsing and regard it as a pleasure.

3.3.5. The direct influence of utilitarian motivation on product browsing

The test result of hypothesis 2b showed that utilitarian motivation variable has a significant direct influence on product browsing. It supports the research conducted by Mikalef et al., (2013) that obtains the findings that utilitarian motivation has a direct and significant influence on affecting product browsing through online sites. Consumers with a utilitarian motivation are more rational and non-emotional in the shopping, so they have more consideration before buying a product. Based on that basis, consumers with utilitarian motivation often make the product browsing process in advance to get more information about the product such as information about product prices, specifications or product details and matters related to the product before deciding to make a purchase. According to Lee, Namho (2017), consumers with strong utilitarian motivation will carry out a product browsing as the first step to find information about the product.

3.3.6. The indirect influence of hedonic motivation through product browsing on impulsive buying

The test result of hypothesis 3a showed that the variable of hedonic motivation has significant indirect influence through product browsing on impulsive buying which means that the variable of product browsing is the variable that mediates between hedonic motivation and impulsive buying. It supports the research conducted by Gultekin and Ozer (2012) who found out that product browsing is a mediating variable between hedonic motivation and impulsive buying in which hedonic motivation has indirect influence through product browsing on impulse buying. Consumers who shop for a hedonic motivation drive will explore

or search for longer product information and enjoy the process of browsing as a pleasure in fulfilling their passions which can further enhance impulsive buying (Erkip, 2005). Based on the SEM output, the path coefficient value of the indirect influence of hedonic motivation through product browsing of impulsive buying is still lower compared to the direct influence of hedonic motivation on impulse buying. It happens because consumers with hedonic motivation tend to shop emotionally without doing much consideration and always try to fulfill their desires immediately, so they tend to make faster buying decisions. According to Park et al., (2012), the consumers with hedonic motivation will strive to always fulfill their wishes immediately as one form of self-satisfaction without considering the consequences, so they tend to make impulsive buying.

3.3.7. The indirect influence of utilitarian motivation through product browsing on impulsive buying

The test result of hypothesis 3b showed that the variable of utilitarian motivation has significant indirect influence through product browsing on impulse buying which means that the variable of product browsing is a variable that mediates between utilitarian motivation and impulse buying. These findings support the research conducted by Cahyono (2016) who obtained the findings that utilitarian motivation has an indirect influence on impulsive buying. Bellenger et al. (1978) in Gultekin and Ozer (2012) stated that during the process of product browsing, there is much information that consumers get about the products and stimuli that arise on the product. Thus, the longer the process of product exploration done by the consumer, there will be more information obtained.

Moreover, the stimuli that arise to the product will also increase, which finally it will make consumers behave impulsively. Based on the SEM output, the most dominant dimension in utilitarian motivation is cost saving in which the consumers shop online to save expenses and product browsing can save transportation costs because consumers do not need to come directly to the store, saving time because consumers do not have to spend special time to do shopping (time flexibility) and consumers can compare the prices from one online store and other stores to find the cheapest price. According to To et al. (2007), one of the main motivations of consumers to do online shopping is because it can save the costs.

Based on SEM output, the indirect influence of utilitarian motivation through product browsing on impulse buying is higher than the direct influence of utilitarian motivation on impulse buying. It happens because consumers with utilitarian motivations are more rational and non-emotional in shopping and tend to consider the functional value of the products they buy. Thus, before making a product purchase, a consumer with a utilitarian motivation will perform a product exploration process in advance to find information related to the product they are going to buy. Consumers with strong utilitarian motivation will conduct product browsing as a first step to find the information about the product (Lee, Namho, 2017). The more often consumers consider the functional value of online shopping sites, the greater their desire to make impulsive buying in the online shopping environment (Ha and Jang, 2010).

4. Conclusion

This research aims to analyze the direct and indirect influence of online shopping motivation and product browsing on impulsive buying; in which the variable of product browsing is the mediating variable between online shopping motivation and impulse buying. The findings of this research indicated that the online shopping motivation on the variable of hedonic motivation has the significant direct influence on product browsing and impulsive buying, whereas the variable of utilitarian motivation only has a direct influence on product browsing. The variable of product browsing has a direct influence on impulse buying. Also, online shopping motivation has indirect influence through product browsing on impulse buying meaning that the variable of product browsing is the variable that mediates between online shopping motivation and impulsive buying.

Based on the findings of this research, there are several suggestions that can be given such as: (1) For online retailers, it is advisable to pay more attention to the most dominant factors of online shopping motivation and product browsing that can affect the occurrence of impulsive buying. It is the basis for consideration for online retailers in devising effective marketing strategies to increase product sales volume. These marketing strategies include promotional programs, competitive pricing, fast response in serving online consumers, providing complete information on the fashion products offered in Instagram, offering fashion products that always follow the trend, and creating a good communication relationship with the consumers. (2) By the increasing interest of the community in online shopping and to improve the micro, small and medium enterprise (MSME) industry, the government should actively socialize the methods of selling and marketing of online products to MSMEs to increase its competence in the current globalization era. (3) Further research should be conducted to other types of online media instead of Instagram with different types of products such as online food products that currently become one type of product that is in great demand by online consumers in addition to fashion products. (4) For the future researchers, it is advisable to discuss other factors that may affect consumer's impulsive buying behavior during shopping, such as situational and cultural factors. (5) Further research is expected to be not limited to female consumers but also to male consumers considering that currently, many male consumers have made a purchase of fashion products on the social commerce website of Instagram.

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