



POSITIVE EMOTIONS: HEDONISTIC SHOPPING MOTIVATION, COLLEGE STUDENT SHOPPING LIFESTYLE

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ABSTRACT

This study aims to examine and analyze student shopping motivation and lifestyle on positive emotions. The research design uses quantitative descriptive using primary data in the form of answers to questionnaires from respondents and then analyzed. The research sample was active students at Muria Kudus University in the Management Study Program, totaling 248 respondents. The results of the study explain that the increase in students' positive emotions for shopping using online applications (e-commerce shopee) increases because of the role of shopping motivation and because of lifestyle factors. This is due to the flexibility and speed of the vendor managing the e-commerce shoppe which is very professional, but there are research findings which explain that the negative impact is addiction to shopping through e-commerce applications making students socialize less with the environment around the campus because most activities are carried out online.

Keywords: hedonic shopping motivation; positive emotions; student lifestyle

INTRODUCTION

The development of technology in the current era of globalization is growing rapidly. There is the development of modern technology that is able to facilitate the activities of Indonesian people, especially in shopping activities. Only by using a smartphone, it will be easier for someone to search, shop and sell online without having to leave the house. This is supported by data (We Are Social, 2022) on the number of internet users in Indonesia in 2018-2022. Based on report data from We Are Social, as of January 2022 there are 204.7 million internet users in Indonesia. This figure slightly increased by 1.03% compared to the previous year.

With the development of information and communication technology today, all levels of society are also developing in accordance with existing technology. Examples of e-commerce are Shopee, Tokopedia, Lazada, Bukalapak, Blibli, Zalora, JD ID, Orami, Bhinneka and so on. Based on data from Similarweb, in August 2022 the Shopee site received 190.7 million visits from Indonesia. This number increased by 11.37% compared to the previous month. This achievement also makes Shopee the number one e-commerce site in Indonesia. Apart from that, Shopee also always holds promotions every month, but in September 2022 it will experience a slight change, namely, a discount program with a minimum spending of Rp. 40,000.00 applies to delivery to Java Island from purchasing all shops Free Shipping XTRA with the type of delivery service Regular, Save and Pick up on the spot. Consumer dissatisfaction occurs because the goods sent are different, with the seller's description showing and reasoning that this is an error from the Shopee pricing system. From the background information, the research objective is to test and analyze student shopping motivation and lifestyle on positive emotions.

LITERATURE REVIEW

Hedonic shopping motivation

Shopping motivation is a psychological need, namely wanting to shop to satisfy emotional, satisfaction, prestige and other subjective needs (Widagdo, 2021). Hedonic shopping motivation is a feeling of pleasure that a person gets from this shopping activity (Siti Barokah, 2021). Based on the previous description, researchers can conclude that it is pleasure that motivates oneself to shop and makes shopping an interesting activity without seeing the benefits of the product. Shopping is an activity or someone's activity to get certain items as a means of completing physical life. Shopping is often done by people who routinely and have their own value.

The human ability to shop depends on the level of need and ability to transact. This is a new trend because shopping can be done anywhere and anytime. This is due to the more advanced and developing information systems carried out by several vendors to satisfy consumers.

Motivasi berbelanja hedonis dibangun dengan menggunakan indikator (Ariani et al., (2019).

1. Adventure shopping

There is a sense of curiosity to find new and interesting products and the emergence of pleasure when searching for products.

2. Value shopping

Shop for discounts, hunt for bargains and pride in finding discounted items at online stores.

3. Idea shopping

There are new trends, there are new fashions and brands.

4. Social shopping

Share experiences about online shopping with people who have the same shopping interest.

5. Relaxation shopping

Shop for stress relief and shop for personal satisfaction.

6. Role shopping

Shop to find the perfect product for someone else.

Lifestyle

Lifestyle is a way of life that is shaped by social interaction and is expressed in activities, interests, attitudes, consumption, expectations, and opinions (Sahir et al., 2018). Shopping lifestyle is a person's activity where they spend their time and money (Crusya Valencia Hursepuny, 2018). Based on the previous description, researchers can conclude that actions taken by someone to gain pride in having a satisfying lifestyle by spending money and time. Rahmawati (2018), indicators of shopping lifestyle include responding to each advertisement about a product. Responding to every advertisement about a product. Buy the latest fashions. Buy clothes with the latest fashion models. Shop the most famous brands. Shop for products with the most famous brands. Confident that the famous brands are bought the best in terms of quality. Believing that products with well-known brands have the best quality. Often buy various brands. Often buy products with various brands.

Positive Emotions

Permatasari et al., (2017), emotions can be divided into two categories, namely positive emotions and negative emotions. Positive emotions are expressed as joy, love, compassion, serenity, and contentment. Therefore, positive emotions are the emotions of joy, joy, love, compassion and serenity. Meanwhile, according to (Nurlinda et al., 2020), positive emotions are states of mind that influence and determine the level of consumer decision making. Based on the previous description, researchers can conclude that a situation influences consumer decision making because it is a state of feeling happy, happy and satisfied.

Positive emotions are a series of actions that are driven by thoughts and then become something for decision making. Most of the positive or negative actions taken by someone occur because of the role of each mindset. In essence, the mindset for determining massive decision making is to do shopping but cannot control it according to needs. The need in question is how much we need ourselves to accept deficiencies so that they become something of value and can be used. Often these actions get support from impulsive because doing shopping activities but suddenly and not planned.

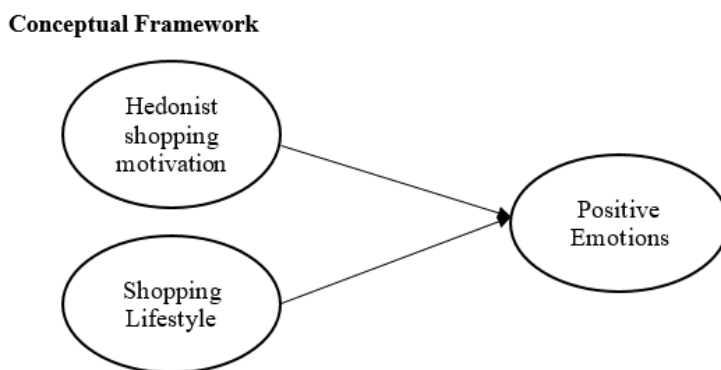


Figure 1. Concept Framework

Hypothesis

H1: hedonic shopping motivation increases positive emotions

H2: Lifestyle shopping increases positive emotions

METHOD

This type of research used in research is quantitative research. Quantitative research method used in research is survey method. The survey research method is a research method of obtaining past or current data about the relationship between beliefs, opinions, traits, behaviors, and variables, and testing several hypotheses about sociological and psychological variables from (Sugiyono, 2019:57) & (Kuncoro , A & Sudarman, 2018). The research sample was active students at Muria Kudus University, especially the Management Study Program, totaling 248 respondents.

RESULTS

Table 1. Description of the gender of the respondents

Gender	f	%
Man	80	32,3
Woman	168	67,7

Table 1, it is known that the majority of respondents in this study were women, namely 168 people (67.7%). This proves that online shopping activities are often carried out by women, because women prefer shopping compared to men.

Table 2.
Age of Respondents

Age	f	%
21 Year	64	25,8
22 Year	103	41,5
23 Year	30	12,1
24 Year	21	8,5
25 Year	30	12,1%

Table 2, it is known that the majority of respondents in this study were 22 years old, namely 103 people (41.5%). This explains that the dominance of respondents who shop explains more at the age of 22, because the desire to own goods is dominated by women aged 22 years. After the respondent's statistical descriptive test was carried out, the primary data was continued to the instrument test with the result that it was known that the r-count value was greater than the r-table value of 0.124. Thus, the indicators of each variable in this study were declared valid and in the reliability test it was found that the Cronbach's Alpha value was greater than 0.70. Thus, the variables used in this study are declared reliable.

Table 3.
Descriptive Statistical Analysis

Variabel	N	Min	Max	Mean	Std. Deviation
Shopping Motivation Hedonist	248	6	30	23,38	4,404
Shopping Lifestyle	248	5	25	18,35	4,093
Positive Emotions	248	4	20	15,66	3,082

Table 3, the number of samples for each variable is 248. The hedonic shopping motivation variable obtained a minimum value of 6 and a maximum value of 30, an average value of 23.38 and a std. deviation value of 4.404. The shopping lifestyle variable obtained a minimum value of 5 and a maximum value of 25, an average value of 18.35 and a std. deviation value of 4.093. The positive emotion variable obtained a minimum value of 4 and a maximum of 20, an average value of 15.66 and a std. deviation value of 3.082.

Table 4.
Model Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
Constant)	1,602	1,219		1,314	,190
Hedonic Shopping Motivation	,084	,060	,103	1,386	,167
Shopping Lifestyle	,410	,063	,469	6,510	,000

$$Y = 1,602 + 0,084X_1 + 0,410X_2$$

The hedonic shopping motivation coefficient value is 0.084 with a positive value. That is, if the hedonic shopping motivation variable increases once, the positive emotion variable will increase by 0.084. The shopping lifestyle coefficient value is 0.410. with a positive value. That is, if the shopping lifestyle variable increases once, the positive emotion variable will increase by 0.410.

DISCUSSION

Hedonic shopping motivation can increase positive emotions. This proves that students have the motivation to shop using the Shopee application because it is simpler and not too complicated. In accordance with the character of students in the digitalization era like today, everything is needed that is smart, not too many activities are wasted. In addition, shopping online (e-commerce) will look more modern compared to conventional shopping which requires a lot of time and outdoor activities. The results of this study are not in line with Rafidah Salma Mardhiyah and Lisa Sulistyawati (2021), who state that there is no significant effect of hedonic shopping motivation on positive emotions through impulsive purchases. Lifestyle shopping can increase positive emotions. This means that the lifestyle of students to

shop online is something different from offline or conventional shopping. Shopping like now is a trend in itself and is booming in the digital era, but if you're not careful, it will lead to a consumptive lifestyle. The results of this study are not in line with Rafidah Salma Mardhiyah and Lisa Sulistyawati (2021), who state that there is no significant effect of shopping lifestyle on positive emotions through impulse buying. The results of this study are in line with Rafidah Salma Mardhiyah and Lisa Sulistyawati (2021), who stated that shopping lifestyle has a significant effect on positive emotions.

CONCLUSION

The results of the study can be concluded that student hedonic shopping motivation can increase positive emotions, as well as life can contribute to positive emotions for students who shop online.

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