

## **The Effect of Social Media Marketing on Hedonic Shopping Value Through Online Impulsive Buying of Fashion Products (Research On Generation Z In Bandung)**

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### **KEYWORDS**

Social Media Marketing,  
Impulsive Purchase,  
Hedonic Shopping Value

### **ABSTRACT**

This study aims to determine and analyze the influence of social media marketing on impulsive purchases and hedonic shopping values and to analyze the role of impulsive purchase reactions that mediate hedonic shopping values. The target of this research is all online consumers in Bandung City aged between 18-25 years as many as 150 respondents. Samples were taken using non-probability techniques, with purposive sample techniques and then the data obtained from the samples were analyzed using Partial Least Square (PLS) with path analysis. The results of the study show that there is a significant influence between social media marketing on hedonic shopping value and there is a significant effect between social media marketing on impulsive purchases and a significant effect between social media marketing on hedonic shopping value through impulsive purchases, and this indicates that social media marketing affects hedonic shopping value both directly and through impulsive purchases.

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### **Introduction**

Social media marketing has many benefits for businesses including being able to communicate more easily with consumers and reaching a wider market (Laksamana, 2020) social media allows online consumers to shop effortlessly (Ramadhan et al., 2021), besides that Social media marketing helps consumers to see the level of online seller trust by looking at the testimonials from social media so that it raises consumer confidence and attracts their interest in using social media as a shopping platform because trust is the most important thing and the main factor when doing online transactions (Moslehpour et al., 2021). the social media marketing strategy should use the most popular social media in Indonesia and the most popular social media used by MSMEs for their marketing strategy. in general, there are Instagram, Facebook, and Tiktok because they are media with press active entertainment, interaction, trendy, and e-WOM (Nawaz & Kaldeen, 2020)

Shopping activities unknowingly create a unique consumer behavior, namely impulsive buying behavior (Malesev & Cherry, 2021). As is often experienced by some people, they often shop beyond what was originally planned, not least they buy items that

are not included in the shopping list that has been prepared. Often a person does shopping activities to meet their daily needs and fulfill each person's desires. Babin et al., (1994) stated that shopping motivation can be categorized into two aspects, namely utilitarian and hedonic aspects. Silvera et al., (2008) suggest that impulsive buyers pay more attention to hedonic considerations than utilitarian considerations in purchases made, and the perceived shopping experience tends to be driven by high emotions such as joy and pleasure (Latiff & Safiee, 2015).

This was also proven in the research conducted by Rachmawati (2009) showed that internal factors such as hedonic shopping values and positive emotions positively influence impulsive buying decisions. Judging from the process, impulsive buying occurs shorter than the decision-making stage usually carried out because consumers often ignore the selection process and information search for products in impulsive buying behavior. This is because, in impulsive buying activities, consumers feel a very strong urge to buy goods as soon as possible (Hausman, 2000). Zhang et al., (2011) also found that hedonic value is the realization of e-commerce application stimuli that provide the possibility to perform impulse buying (Soars, 2009) Apart from being influenced by hedonic aspects, Consumer impulsive buying behavior is also influenced by social factors where this opinion is reinforced by Housman (2000) that states that buying behavior is impulsive and related to the desire to satisfy social needs. Social needs meant is like the need for attention, affiliation with groups as well appreciation from others (Ma'ruf, 2005). Generally, humans are attracted to offers first, as is the case with programs' price discounts for first purchases. Program discounted price for consumers is economic incentives so they can obtain more goods and services cheaply, so this factor plays a role important in creating the desire of consumers to make purchases (Haura Huriyah Hanin, 2021).

Phenomena of "impulse buying" like this are something that can be created. Creating interest emotional is often not involved rationality in the decision process decisions especially on Low products involvement and low price, therefore often companies get around this by conducting sale/discount programs on certain products that can build and creates consumer emotions and moods (Rachmawati et al., 2023). Store environment and social factors to a positive effect on emotional responses positive from consumers. The company should pay attention to the layout of the store so that the discount category products are easily visible to consumers to be attractive consumer interest to see or even buy the product (Amelia & Huda, 2021). Impulsive reactions are tendencies and stimuli for consumers to buy spontaneously, suddenly, immediately, and tend to occur spontaneously suddenly (Peck and Childers, 2006). Impulse buying tendency is a personal characteristic that emerges as a response to storing environmental stimuli (Park and Lennon, 2006). Impulsive reactions felt by someone are difficult to limit behavior and often consistent with impulse purchases in the shopping context.

### **1. Social Media Marketing**

Marketing is a process that consists of various strategies but wrong one goal of any marketing strategy is to increase profitability companies, a new marketing phenomenon today is social media marketing (Kim & Ko, 2010) social media marketing is a form of marketing used for recognition, awareness, and taking action on a brand using web media (Genelius, 2011) in which there is communication two-way which aims to attract the interest of users who aim to increase brand value (Kim & Ko, 2010).

# The Effect of Social Media Marketing On Hedonic Shopping Value Through Online Impulsive Buying of Fashion Products (Research On Generation Z In Bandung)

Social media is an application device that uses the internet (dare) and take advantage of the web 2.0 technology that social media is used in to exchange user-generated content (Kaplan & Haenlein, 2010) There are various forms of social media, including blogging, podcasts, images, encyclopedias, microblogging and ratings, according to Kotler & Keller (2012) social media is a platform for users to share information in the form of text or images as well as audio-video and in this case the role of social media is recognized in business activities, social media has made it possible integrated marketing activities with less effort and more savings conventional marketing (Kim & Ko. 2012) at this time there are many companies who use social media platforms that aim to support creating brand awareness or just for research in the field of marketing (Fam et al., 2011)

Social media marketing aims to increase consumer interaction and increase their buying interest because in social media marketing actors effort to display interesting product content so that it can make potential customers interested in the content displayed. (Mao., al. 2014) social media has many types, including the popular type namely photo-sharing is one of the most popular social media applications (Erlangga, 2021). The most popular photo-sharing based platforms are Instagram and Facebook (Amani et al., 2022) these two applications are widely used by MSME actors to market their products. Facebook is widely used by MSME actors to market their products because Facebook facilitates public participation, and electronic word of mouth (e-WOM), so as to increase trust which aims to increase consumer buying interest (Dehghani & Tumer, 2015) while Instagram is popular among MSME business actors because Instagram has a filter feature that makes it easy to display photos online professional, high popularity, can reach the right target, as well as sharing features that drive the concept of e-WOM (Bianchi & Mathews, 2016).

## **2. Impulse Buying**

Consumer needs are very influential on lifestyle or lifestyle, shopping activities are one of them habits that are most favored by a person to meet his needs. Research by Febriani & Purwanto (2019) Shopping lifestyle is a person's way of allocating time and money for various products, services, technology, fashion, entertainment and education. This shopping lifestyle is also determined by several factors other attitudes towards brands, the influence of advertising and personality (Sucidha, 2019). Shopping Lifestyle shows you the way chosen by someone to allocate income, both in terms of the allocation of funds for various products and services, as well as certain alternatives within similar category distinctions. Lifestyle is one indicators of personal factors that also influence consumer behavior. If interpreted, lifestyle is a pattern of living in the world as expressed by one's activities, interests and opinions. Lifestyle describes a person as a whole who interacts with the environment (Balakrishnan et al., 2014).

Impulse buying (impulsive buying) or unplanned purchases is the most important strategy in retail establishments to get people to buy. Fashion products are products that can be made people make impulse purchases, especially for people who live in cities who care about their appearance and appear fashionable when in public places (Abzari et al., 2014). Fashion Involvement refers to the degree of fascination with a fashion product category (clothing, shoes, headwear and accessories). Fashion involvement refers to the extent to which a person explores a number of related concepts with fashion, including awareness, knowledge, interest and reaction. Consumers who have fashion involvement. Those who are high tend to think that consumption of fashion is closely related to self-

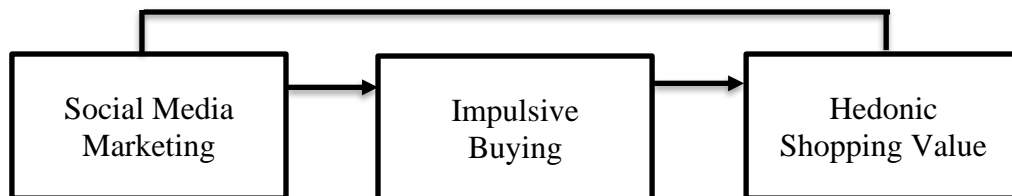
confidence so that the person is often asked for opinions about fashion in the group (Dewantoro et al., 2020).

The results of the study show that shopping lifestyle, discount, and fashion involvement are simultaneous has a simultaneous effect on impulse buying (Han & Goleman, daniel; boyatzis, Richard; Mckee, 2019). Unlike the case with research conducted by (Ittaqullah et al., 2020) which states that there is no discount has a significant influence on impulse buying. The results of the research show that variable Shopping Lifestyle, Discount and Fashion involvement have a significant influence simultaneously on Impulse buying. This shows that the better the Shopping Lifestyle, Discount and Fashion involvement, the better. Impulse Buying is also getting better at the online shop

### 3. Hedonic Shopping Value

Hedonic shopping value reflects the efficient acquisition of goods and/or information and can be viewed as reflecting a more task-oriented, cognitive, and non-emotional outcome of shopping, hedonic shopping value reflects the value received from the multisensory, fantasy, and emotional aspects of the shopping experience (Babin et al., 1994) According to Babin and Attaway (2000), utilitarian spending values often represent the task-related values of a shopping experience, but hedonistic buying values typically reflect the value of the shopping experience itself, independent of task-related activities. Research has mostly focused on the factors that influence hedonic and utilitarian spending since the creation of the Personal Expenditure Value scale around ten years ago (Ballantine et al., 2010).

Interestingly, calls have been made in a lot of this published research. However, none of these studies were central focuses on the complex interrelationships between spending values and retail variables, although there appears to be such a relationship becomes very important considering the extraordinary number the resources and expenses that retailers devote to making satisfied and loyal customers.



### Research Methods

The method is a way of working that can be used to obtain something. While the research method can be interpreted as a procedure for working in the research process, both in searching for data or disclosing existing phenomena. (Zulkarnaen & Amin, 2018). This research is descriptive and verification in nature which will explain respondents' responses to latent variables and analyze the relationship between latent variables and the relationship between latent variables and indicators, the research model used is quantitative with a causal method. The data source in this study uses primary data, which is obtained by directly distributing questionnaires to the respondents concerned and determining the data in the study using individual analysis units, where data is obtained directly from people who are samples that can represent the population (Sugiyono, 2019). In this study, the individuals studied were a sample of Bandung City residents who had transactions using social media

The Effect of Social Media Marketing On Hedonic Shopping Value Through Online  
Impulsive Buying of Fashion Products  
(Research On Generation Z In Bandung)

The sampling technique used is probability sampling where the entire population has the opportunity to become a sample (Sugiyono, 2018) The sample in this study is Bandung city residents aged between 18-25 years who transact through social media with a minimum sample size of 150 respondents with a determination of 5 -10 times the number of indicators (Hair et al., 2010) data processing techniques in this study used SEM-PLS by conducting validity testing (convergent validity and discriminant validity), reliability testing (composite reliability and Cronbach alpha) and conducting hypothesis testing.

## Results and Discussions

In PLS testing statistically, all the hypothesized relationship were carried out by using simulation. In this case, the bootstrap method was carried out on the sample. Testing with bootstrap is also intended to minimize the problem of abnormality of research data. Test results with the bootstrapping of the PLS analysis are as follows:

**Table 1. Description of latent variables**

Var	Actual Score	Ideal Score	%	Category
<i>Social Media Marketing</i>	9481	13860	67,74	Enough
<i>Impulsive Purchase,</i>	3221	4620	67,84	Enough
<i>Hedonic Shopping Value</i>	10887	13090	87,77	High

The results of the descriptive analysis were obtained from the results of the responses of 150 respondents who had filled out the questionnaire, obtained responses regarding Social Media Marketing, Impulsive Purchases and Hedonic Shopping Value. 76%) and fall into the sufficient category, then Customer Relationship at 3221 with an ideal score of 7887 (67.88%) including the sufficient category, and Purchase Intention Bandung is 10887 with an ideal score of 13090 (87.78%) including the high category which indicates that Social Media Marketing, Impulsive Purchase and Hedonic Shopping Value for Consumers still need to be improve (Gautam & Sharma, 2017).

**Table 2. Cronbach's Alpha dan Composite Reliability**

Var	Cronbach's Alpha	Composite Reliability	Nilai Kritis	Ket
<i>Impulsive Buying</i>	0.875	0.879	0.7	Reliabl e
<i>Hedonic Shopping Value</i>	0.987	0.974		Reliabl e

<i>Social Media Marketing</i>	0.969	0.947	Reliability
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Based on table 2, it can be seen that the values of all composite reliability and Cronbach's Alpha of all latent variables show a number above 0.7, which means that the Social Media Marketing, Impulsive Buying, and Hedonic Shopping Value variables have a strong level of reliability.

**Table 3. Average Variance Extracted (AVE)**

Variable	Average Variance Extracted (AVE)	Nilai Kritis
Social Media Marketing	0,592	0.5
<i>Hedonic Shopping Value</i>	0,612	
Purchase Intention	0,608	

Based on table 3, the Average Variance Extracted (AVE) values produced by all reflective constructs are all above 0.50 so that all latent variables are considered valid by meeting convergent validity requirements.

**Table 4. Path Coefficient**

Path	R Square
<i>Social Media Marketing</i> → <i>Impulse Buying</i>	0.838
<i>Social Media Marketing, Impulse Buying</i> → <i>Hedonic Shopping Value</i>	0.860

Based on table 4 it can be seen that the R<sup>2</sup> value in the Social Media Marketing model for Impulsive Buying is 0.99 (83.8%) and can be categorized as "high". In addition, Social Media Marketing and Impulsive Buying to Hedonic Shopping Value shows an R<sup>2</sup> of 0.920 (86.4%) and can be categorized as "high". This indicates that the resulting model is categorized as good.

**Conclusion**

Social media marketing has a significant and positive influence on customer relationships, which means that the social media marketing strategy implemented by MSMEs can influence the increase in Impulse Buying both from chemistry and consumer trust, then Customer Relationship has a positive but not significant effect on hedonic shopping value, which means that the chemistry and trust between consumers and online sellers can only affect a small number of consumers, Micro, Small and Medium Enterprises (MSMEs) fashion products, but social media marketing directly has a significant and positive influence on purchase intention.

The Effect of Social Media Marketing On Hedonic Shopping Value Through Online  
Impulsive Buying of Fashion Products  
(Research On Generation Z In Bandung)

This research is still limited to users of social media such as Instagram, Facebook and Tiktok, further research is expected to use a larger sample or use a different object considering that social media changes are currently moving very fast and the research results may be different if done on the spot. are different, and online shop fashion players in the city of Bandung are expected to create content and pay attention to consumer interests to attract consumer buying interest, bearing in mind that content interest on social media is important for hedonic purchases.

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