



Increasing Consumer Hedonic Shopping Motivation in Encouraging the Purchase of Local Skincare Products 'Somethinc'

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Abstract

This study aimed to find out whether hedonic shopping motivation has a potential impact on impulse purchases of local skincare products "Somethinc". Hedonic shopping motivation is an action that can encourage certain behaviors, one of which is impulse purchases. However, with social media, of course, a lot of information can be obtained so that consumers become more critical of product purchases and make business actors have to create offers and products that can compete. The method in this study is quantitative descriptive using non-parametric statistics of spearman rank correlation analysis. The sampling technique uses non-probability accompanied by a *purposive sampling method* through questionnaires. The study population is consumers of the facial care products brand 'Somethinc' in Bandung City. The sample used based on the Lemeshow formula was 390 respondents. The results showed that the increase in hedonic shopping motivation on the TikTok platform had a significant effect on impulse purchases and had a fairly high relationship. Based on the results of the analysis, the actions that 'Somethinc' can apply to trigger impulse purchases are based on hedonic shopping motivation, namely conceptualizing collaboration during *live streaming* with *beauty enthusiasts* and creating attractive offers. This can encourage consumers to make purchases while providing an interesting experience for consumers in online shopping activities.

Keywords: hedonic shopping motivation; impulse purchases; 'Somethinc'

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INTRODUCTION

The development of the web is one aspect that has an impact on how to communicate and suggest information. Currently, marketing by utilizing social media is widely applied by large brands and MSMEs (Micro, Small and Medium Enterprises). This is done on changes in consumer habits that have transitioned. The transition became more massive during the Covid-19 pandemic. Initially using traditional techniques, then switching to more modern by using technology as a marketing medium. Therefore, this shift causes new habits in consumers, namely online shopping. Business people began to innovate to expand marketing by penetrating online social networks. One of them is by including a link to the company's official website on several social media platforms.

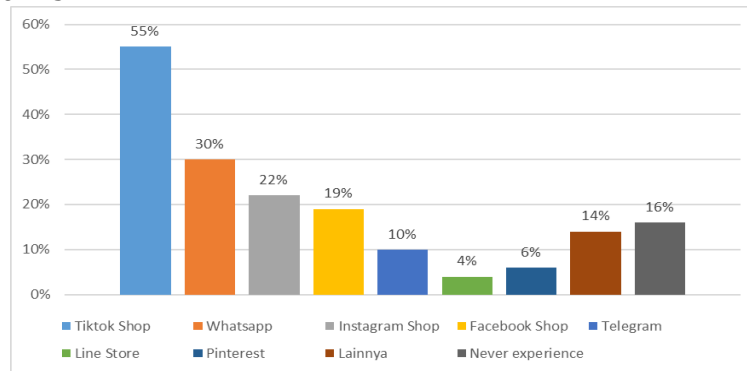


Figure 1. Social Commerce Survey 2022

Source: Processed from <https://info.populix.co>. Retrieved 02/07/2023

Based on Figure 1, it can be explained that in September 2022, TikTok Shop had a percentage of 55%. The survey results show that the platform is most often used by women who are dominated by the younger generation, while the age range of 36-45 years more often uses WhatsApp and Instagram applications for online shopping. The product categories most often purchased by consumers are clothing, beauty, and food or beverages. (<https://info.populix.co>. Retrieved 02/07/2023). Currently, social media is a common source of information that has changed the way of communicating between marketers in delivering products to customers (Qurniawati, 2018). Modern marketing is constantly evolving to create new strategies for reaching customers. By utilizing features on the platform, such as *live streaming*, can be used as a medium to promote products online. *Live streaming* can see marketing activities in *real-time* through devices. The opinion regarding *Live streaming* expressed by Edwin et al. (2023) is that the live broadcast feature on the TikTok application makes it easier for business actors to promote their wares. Buyers can also interact with sellers in *real-time*.

Not infrequently, brands and MSMEs in Indonesia use TikTok to market their products by utilizing the features contained in the application. Some of the features available are *live streaming features*, yellow baskets, and content in the form of videos produced containing some product information that is packaged creatively and interestingly. The *live streaming* feature is a feature that can be utilized by business actors to conduct interactive communication online within a certain period of time. This feature is a new alternative that is solutive for business actors in reaching consumers online.

According to the CNBC Indonesia page, data from the Central Statistics Agency (BPS) shows the growth of the cosmetics industry business in Indonesia in 2021 of 9.61%. Along with the many requests for women's interest in taking care of themselves during the pandemic. This is an opportunity for local brands as domestic manufacturers of facial care products to improve quality and quality. One of the local *Indonesian skincare* brands that have the best skincare business growth is 'Somethinc'. Reporting from www.kompas.co.id, the company managed to achieve total sales worth Rp 99.8 billion with total product sales of up to 895,700 products. Even sales on the 'Somethinc' brand were able to reach IDR 3.8 billion in just two weeks in August 2022.

The development of *social commerce* such as Tiktok Shop can certainly support product sales to big brands and MSMEs. Currently, the phenomenon of cosmetics and body care business is developing. The use of *live streaming* through TikTok is utilized by 'Somethinc', the feature is used to be able to reach more consumers to local products. In the *live streaming feature*, there is *information related to live shopping rankings and store ratings* that can be seen by consumers.

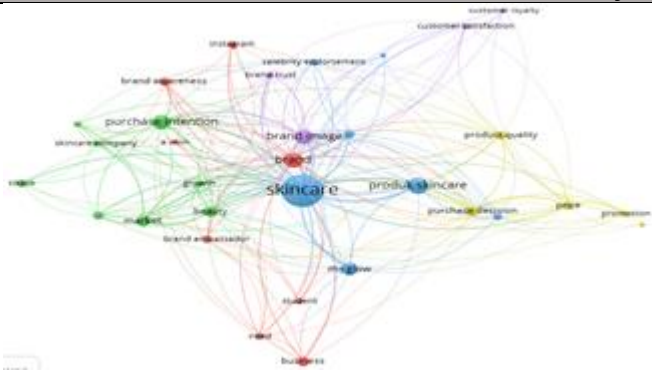
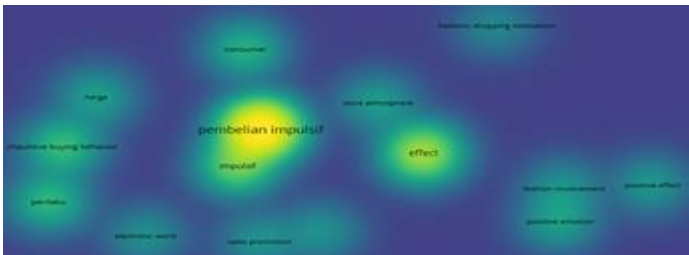
However, in the third week of June, *the live streaming position of 'Somethinc'* was ranked 63rd with a total audience of 661 thousand. This is different in the first years which has always been consistent at the highest ranks.

In every online buying process, starting from the stage of finding information to the process of evaluating products can unwittingly trigger consumer purchases that are not planned by consumers. According to the research survey Helmi et al., (2023) show that the level of Indonesian consumers in impulse purchases online is quite high. Impulse buying behavior can occur when a marketer or *streamer* uses a promotional strategy as a stimulus to be able to attract consumer buying interest. The form of interactive communication carried out by marketers aims to persuade the audience to buy the products offered (Nuryani et al., 2022).

Practically online shopping can trigger purchases based on pleasure or desire to have the product viewed without seeing the consequences after the transaction process is carried out. According to Rook (Aragoncillo & Orús, 2018), impulse buying occurs when consumers experience sudden or repeated emotional impulses to buy something as quickly as possible. The urge to buy hedonically can also trigger emotional conflict and impulse buying tends to occur without considering the consequences. The purchase of *'Somethinc'* skincare with emotional motives can be based on pride, fun, and liking for the brand used. According to Helmi et al., (2023) convenience and pleasure in browsing online stores to find products that feel necessary to be purchased can encourage impulse purchases. In addition, *hedonic browsing* can directly influence consumers' urge to make impulse purchases online (Yang et al., 2021). Purchasing products through social media allows consumers to choose the product to be purchased. So that the store or brand needs to make consumers feel satisfied with the services provided. According to research from Talib and Giswandhani (2021) hedonic shopping motivation is caused by trends or the result of watching beauty content. In Dey & Srivastava's (2017) research, hedonic shopping motivation has an impact on impulse buying, especially among young people seen from situational characteristics. In general, young people have a fairly high taste in analyzing new product categories and brands. However, in Andriani and Harti's (2021) research, positive emotions did not have a significant effect on impulse buying. These facts support this study by looking at hedonic shopping motivations to increase impulse purchases.

Bibliometric analysis is carried out as *research* that shows a novelty in a study. Table 1 shows the results of bibliometric analysis through VOSviewer with two keywords, namely *Skincare Indonesia* and *Impulse Buying*. It can be explained through topic clusters and *density visualization* that the topic of *hedonic shopping motivation* for beauty products is still not widely studied.

Table 1. Bibliometric Analysis

| Bibliometric Analysis (VOSviewer) | |
|---|---|
|  | <p>In the keyword "Skincare Indonesia" obtained 5 topic clusters. In the network there are 3 skincare brands, one of which is 'Somethinc' which is connected to the topics of <i>customer satisfaction, popularity, brand trust, company growth, and brand image.</i></p> |
|  | <p>In the keyword "Impulse Buying" there are 3 topic clusters. In these results, the topic of <i>hedonic shopping motivation</i> has a <i>density visualization</i> that is not too bright.</p> |

Source: Processed by Researchers

Based on phenomena, problem issues, and bibliometric analysis, this study views hedonic shopping motivation as the main support in impulse purchases focused on facial care products, namely the brand 'Somethinc'.

FRAME OF MIND

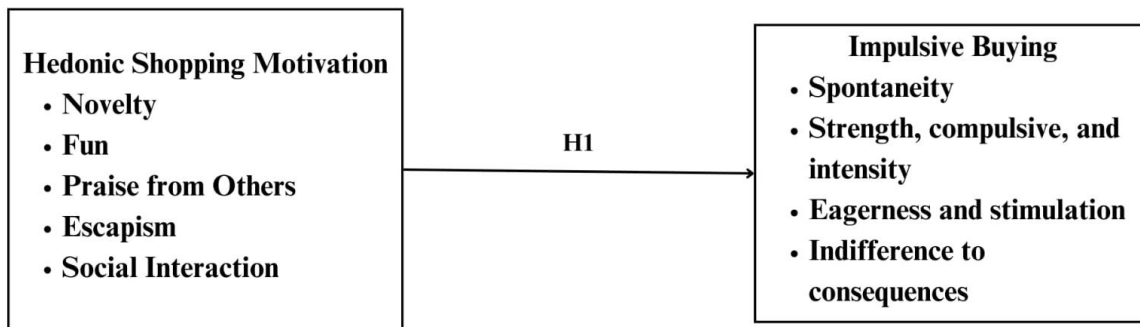


Figure 2. Conceptual Framework of Research
Source: Processed by Researchers

The X variable uses 5 indicators adapted from research conducted by Dey & Srivastava, (2017). As for impulse buying variables using 4 indicators adapted from Rook & Fisher (Tanriady & Septina, 2022). Based on the framework that contains variable X and variable Y, the following research hypothesis can be formulated:

H1: There is an effect of increased hedonic shopping motivation on impulse purchases of 'Somethinc' products.

H0: Absence of increased effect of hedonic shopping motivation on impulse purchases of 'Somethinc' products.

RESEARCH METHODS

The research method uses quantitative methods. According to Machali, Imam (2017: 17-18) quantitative research is research whose implementation process relies a lot on numerical data ranging from data collection, and interpretation, to conclusions. In its presentation, quantitative research tends to display and interpret numbers in a more detailed and structured way by using graphs, tables, and diagrams to illustrate the data visually. The research design applied is a conclusive research design using descriptive research. According to Sarwono, (2018: 81) descriptive research is used to describe a characteristic or function for the population by prioritizing the accuracy of the problem. Data collection using questionnaires through Google form. The data measurement scale uses the Likert scale for statements in positive form with a score of 1-5. Data transformation using the Method of Successive Interval (MSI) analysis is a way used to convert Likert scale result data which includes ordinal scales into interval scales. Data analysis uses non-parametric statistics as an alternative to unfulfilled normality assumptions. Data processing in this study used IBM SPSS 23 software.

Population and Sample

Based on the calculation results using the Lemeshow formula, the minimum total sample used was 384 respondents. This study consists of two observational variables. According to Machali, and Imam (2017), independent variables are variables that can affect or be the cause of changes or the emergence of dependent variables. In this study, the independent variable is hedonic shopping motivation. As defined by Machali, and Imam (2017), a dependent variable is an affected variable or a variable that is a result due to the presence of an independent variable. The dependent variable becomes an output variable in the study. In this study, the dependent variable was Impulse Buying (Y).

According to Gunawan (2020: 148-152), in non-parametric statistics, if the form of data is not normally distributed, there is a Spearman rank correlation analysis which is used to measure the closeness of the relationship between the 2 variables studied linearly. The objectives of Spearman rank correlation analysis are:

- 1) Knowing the closeness of the relationship between 2 variables
- 2) Know the direction or type of relationship between 2 variables
- 3) See the relationship between 2 significant variables or not.

In interpretation, spearman rank correlation analysis can be done based on the magnitude of the correlation value on the variable, which is as follows:

Table 2. Interpretation of Correlation Values

| Correlation Value | Correlation/Relationship Level |
|-------------------|--------------------------------|
| <0,200 | Very Low |
| 0,200 – 0,399 | Low |
| 0,400 – 0,599 | Enough |
| 0,600 – 0,799 | Tall |
| 0,800 – 1,000 | Very High |

Source: Machali, Imam (2017:115)

Data analysis in this study used assistance from IBM SPSS 23 software. Spearman rank correlation analysis has the following conditions:

- If the value of Sig. (2-tailed) < 0.05, then there is a significant relationship between variables.
- If the value of Sig. (2-tailed) > 0.05, then there is no significant relationship between variables.

RESULTS AND DISCUSSION

Characteristics of Respondents

Respondents in this study are generally consumers of 'Somethinc' skincare in Bandung City. The research questionnaire was distributed via URL and barcode links to several social media such as WhatsApp, Instagram, Twitter, TikTok, and Telegram. General identification of respondents by gender, age, occupation, and income. The results of the identification of respondents showed that 'Somethinc' users in the aspect of gender, the number of women is more dominant than men. Judging from the age aspect, it can be seen that 'Something' users are more widely used in the younger generation, which is around the age of 16-23 years. Judging from another aspect, namely on work, it can be seen that students/students are more dominant in the use of 'Somethinc'. However, when viewed in terms of income, it can be seen that the amount obtained is not too far from the top 3 clusters. This can be interpreted that 'Somethinc' consumers correspond to various economic clusters in society.

Table 3. Characteristics of Respondents

| No | Characteristic | Category | F | % |
|----|----------------|-------------------|----------|-------------|
| 1 | Gender | Woman | 359 | 92.3% |
| | | Man | 31 | 7.7% |
| | | 39 | 0 | 100% |
| 2 | Age | 16-23 years | 218 | 56.2% |
| | | 24-39 years old | 168 | 42.8% |
| | | 40-55 years | 4 | 1.0% |
| | | >55 years old | 0 | 0% |
| | | 39 | 0 | 100% |
| 3 | Work | Student | 187 | 48.2% |
| | | Private Employees | 108 | 27.7% |
| | | Self employed | 65 | 16.4% |
| | | Civil Servants | 17 | 4.4% |
| | | Housewives | 10 | 2.6% |

| | | | | |
|---|--------|--------------------------------|-----------|-------------|
| | | Other | 3 | 0.8% |
| | | TOTAL | 39 | 100% |
| 4 | Income | <IDR 2,000,000 | 153 | 39.6% |
| | | IDR 2,500,000 - IDR 5,000,000 | 112 | 28.7% |
| | | IDR 5,500,000 - IDR 10,000,000 | 123 | 31.3% |
| | | >Rp10,000,000 | 2 | 0.5% |
| | | TOTAL | 39 | 100% |

Source: Processed by Researchers

Descriptive Analysis

1) Respondents' Responses to Hedonic Shopping Motivation

In the hedonic shopping motivation variable, this study uses five indicators, namely *Novelty, Fun, Praise from Others, Escapism, and Social Interaction*. So it produces 14 statements in the positive form related to hedonic shopping motivation in the live streaming of the TikTok brand 'Somethinc'. Fun indicators generally represent consumers' feelings of pleasure when shopping. The statement that has the highest average score of 91% is that shopping activities can improve mood and shopping is used as a form of appreciation to yourself for achievement. Most of the 390 respondents strongly agreed with the statement. The category on the average score according to the level of achievement of respondents is included in the "Very High" category

2) Respondents' Responses to Impulse Buying

In the impulse buying variable, there are four indicators, namely Spontaneity, Strength; compulsive; and intensity; Excitement and stimulation, as well as Indifference to consequences. Based on these indicators, 4 statements on the questionnaire were produced in the positive form related to impulse purchases through *TikTok* brand 'Somethinc' *live streaming*. Based on the results of respondents' responses, the arousal and stimulation indicators have an average percentage score of 84%. This indicator is the indicator that has the highest score value in the impulse buying variable. The results of these values are included in the "High" category according to the criteria for the level of achievement of respondents.

Instrument Quality Test

1) Validity Test

Validity test is a test to test the validity of data on research instruments. According to Machali, Imam (2017: 70-71) to determine the validity of a questionnaire data can be collected by comparing values and or can also compare values with a magnitude of 0.05. At the stage of validity testing using the table for 0.05 or 5%, then the r table is 0.099. So the resulting r table is 0.099. The results of the validity test for the hedonic shopping motivation variable with 14 points of statements were declared reliable. While in the impulse buying variable with 4 points the statement is declared reliable. The research instrument as a whole is declared reliable because the value of the table produced in accordance with the test rules is more than 0.05. So it can be concluded that overall the research instrument is declared valid and can be used for further analysis needs. $r_{hitung} > r_{tabel} p_{value} < \alpha$

Table 4. Instrument Validity Test Results

| Variable | No. Item | r calculate | r table | Information |
|----------------------------------|----------|-------------|---------|-------------|
| Hedonic Shopping Motivatio n (X) | X.1 | 0.488 | 0.099 | Valid |
| | X.2 | 0.600 | 0.099 | Valid |
| | X.3 | 0.656 | 0.099 | Valid |

| | | | | |
|--------------------------|------|-------|-------|-------|
| | X.4 | 0.632 | 0.099 | Valid |
| | X.5 | 0.595 | 0.099 | Valid |
| | X.6 | 0.585 | 0.099 | Valid |
| | X.7 | 0.576 | 0.099 | Valid |
| | X.8 | 0.675 | 0.099 | Valid |
| | X.9 | 0.600 | 0.099 | Valid |
| | X.10 | 0.599 | 0.099 | Valid |
| | X.11 | 0.585 | 0.099 | Valid |
| | X.12 | 0.654 | 0.099 | Valid |
| | X.13 | 0.613 | 0.099 | Valid |
| | X.14 | 0.529 | 0.099 | Valid |
| | Y.1 | 0.640 | 0.099 | Valid |
| Impulse Buying (Y) | Y.2 | 0.575 | 0.099 | Valid |
| | Y.3 | 0.449 | 0.099 | Valid |
| | Y.4 | 0.510 | 0.099 | Valid |

Source: Processed by Researchers

2) Reliability Test

Reliability tests are used as measuring instruments used to test the consistency of research instruments. The rule in testing is that if a research instrument has a high reliability value, the test results of the instrument can be declared to have consistent results on something to be measured. In calculating data reliability, it uses the Cronbach Alpha criterion with a value limit of 0.699. For the hedonic shopping motivation variable in the perfect/excellent category. Meanwhile, the impulse buying variable is in the accepted category. Therefore, it can be concluded that all research variables are declared reliable.

Table 5. Reliability Test Results

| Variable | Cronbach's Alpha | Cut off Reliability | Ket. |
|---------------------------------|------------------|---------------------|----------|
| Hedonic Shopping Motivation (X) | 0.903 | 0.699 | Reliable |
| Impulse Buying (Y) | 0.748 | 0.699 | Reliable |

Source: Processed by Researchers

Classical Assumption Test

1) Normality Test

The normality test is carried out to determine the difference in research and whether it has a normal distribution or vice versa. The normality test can be done by two methods including the graph method and *the* Kolmogorov-Smirnov one-sample test method. The normality test according to Machali, and Imam (2017) has an analysis criterion, namely if the probability sig value. (2-tailed) 0.05, hence the normal data distribution. The results of the normality test with the Kolmogorov-Smirnov method produce a p-value. Sig (2-tailed) of $0.000 < 0.05$. The value indicates that the data form is not normally distributed. So for further analysis testing it is recommended to use non-parametric statistics.

2) Heteroscedasticity Test

The heteroscedasticity test is used to test for heteroscedasticity symptoms in a study. These symptoms can be interpreted that in a research model, there is a mismatch of variance from the residuals contained in the regression observation model. The heteroscedasticity test uses the *park glacier test*, which is by correlates the absolute residual value with the independent variable.

Based on the results of the heteroscedasticity test using the help of IBM SPSS 23 software, it produces a probability value for the hedonic shopping motivation variable of $1,000 > 0.05$. The resulting value meets the rules of the heteroscedasticity test. So it can be concluded that the research variable, namely hedonic shopping motivation, does not experience symptoms of heteroscedasticity. Data analysis can be carried out further based on the results of tests that have been carried out.

3) Homogeneity Test

The homogeneity test is used to determine the variance of the study population showing the same or different values. This test is applied to distinguish samples that have similar variants. So that respondents who come from homogeneous populations can be taken. The rule in this test is to compare the significance value at the level of 5% or 0.05. The homogeneity test for the hedonic shopping motivation variable resulted in a significance value of $0.762 < 0.05$, while in the impulse buying variable, the resulting value was $0.996 < 0.05$. Both research variables showed a significance value of more than 0.05. It can be concluded that the sample obtained comes from a homogeneous population. So that further data analysis can be carried out. The results of the homogeneity test can be seen in the following table:

Table 6. Homogeneity Test Results

| Variable | Equality of Variances | |
|-----------------------------|-----------------------|-------|
| | F | Sig |
| Hedonic Shopping Motivation | 0.077 | 0.782 |
| Impulse Buying | 0.002 | 0.966 |

Source: Processed by Researchers

Test the hypothesis

Based on the test results, it produces a Z value of -17,100 with a p-value of $0.000 < 0.05$. The resulting p-value is smaller than the limit of the test criteria. Based on the results of the Wilcoxon-signed rank test, the hedonic shopping motivation variable has a p-value of $0.000 < 0.05$ with a *positive ranks* value of 384 and an average value of 53.738. From the value obtained from the partial hypothesis test, it can be concluded that H1 is accepted and h0 is rejected. So, it corresponds to H1: There is an effect of increased hedonic shopping motivation on impulse purchases of 'Somethinc' products. Partial test results showed that an increase in hedonic shopping motivation through the TikTok platform had an influence on impulse purchases of the skincare product 'Somethinc'. This indicates that if hedonic shopping motivation increases, impulse purchases in consumers will increase. Impulse buying on the brand 'Somethinc' through the TikTok platform driven by hedonic shopping motivations is more often done by young people and women.

The results of this study are in accordance with previous research, namely in research conducted by Wahyuni & Setyawati (2020), a case study on shopee e-commerce, and research from Afif & Purwanto (2020), a case study on ShopeeID consumers, with the results showing that hedonic shopping motivation variables have a significant positive influence on impulse purchases. In research from Afif & Purwanto (2020), hedonic shopping motivation is the most dominant variable among other observational variables. Another study conducted by Dey &

Srivastava (2017), stated that the intensity of hedonic purchases in the younger generation positively has an influence with indicators of hedonic shopping value.

Spearman Rank Correlation Analysis

Table 7. Spearman Rank Correlation Analysis

| Type | Correlation Coefficient | Sig. (2-tailed) |
|-----------------------------|-------------------------|-----------------|
| Hedonic Shopping Motivation | .585** | 0.000 |

a. Dependent Variable: Impulse Buying

Source: Processed by Researchers

The correlation value on the hedonic shopping motivation variable was obtained at 0.585. Based on the correlation value interpretation table, the level of relationship between hedonic shopping motivation and impulse purchases is 0.585 or is at a fairly high level of relationship. At a Sig. (2-tailed) value of 0.000, it shows a significant relationship between hedonic shopping motivation to impulse buying. Judging from the output listed in the table, the correlation value for the hedonic shopping motivation variable to purchases has a positive value. So it can be interpreted that the relationship between hedonic shopping motivation variables and impulse purchases is unidirectional. This can mean that if hedonic shopping motivation is increased, impulse purchases in consumers will increase.

APPLIED IMPLICATIONS

Based on the result, hedonic shopping motivation through live streaming on TikTok had a significant influence on impulse buying of local skincare product 'Somethinc'. In this study showed that hedonic shopping motivation have impact on impulse purchase. Therefore, the hypothesis of this research are acceptable. This research is conformable with previous research by Afif and Purwanto (2020), they found that hedonic shopping motivation is the primary variable when compared to other observational factors. Likewise, research by Dey and Srivastava (2017) demonstrated that the level of hedonic purchases in the younger generation has a positive correlation with the indicators of hedonic shopping value which is novelty, fun, praise from others, escapism, and social interaction. Based on descriptive analysis seen from indicator that has the highest value category is fun indicators, the brand 'Somethinc' can implement promotional programs that can provide entertainment for customers, such as collaborating during *live streaming* with *beauty enthusiasts* or *beauty influencers* and creating attractive offers online. For example, 'Somethinc' can invite Tasya Farasya or Abel Cantika as *guest stars of streaming events* to work together. As is known, *beauty influencers* have credibility in the world of beauty that is trusted by many people. In the theory put forward by Song & Liu (2021), there are several supporting points in *live streaming*, namely streamer credibility, media wealth, and interactivity. This can encourage consumers to make purchases while providing an interesting experience for consumers in online shopping activities. As it happens in general, *live streaming* sales are packaged by means of direct interactive communication with consumers. If there is a collaboration with someone who has high credibility, it will attract consumers to just join or even encourage hedonic shopping motivation by seeing product presentations carried out by selected *beauty influencers*. This collaboration can be an innovation in *live streaming* sales on the TikTok platform to *increase shopping rankings* or increase hedonic shopping motivation in consumers.

CONCLUSION

The development of social commerce forms online sales innovation through live streaming. Sales with live broadcasts, especially on the TikTok platform, are widely applied by big brands, one of which is 'Somethinc'. The purpose of this study was to determine the potential impact of hedonic shopping motivation on impulse purchases of local skincare products 'Somethinc'. Based on the results of the study showed that hedonic shopping motivation through live streaming had a significant influence on impulse purchases in skincare 'Something' with a fairly high level of relationship between research variables. So that the hypothesis in this study can be supported based on the results of data processing that has been done; this proves that there is a

potential impact of hedonic shopping motivation on impulse purchases. This indicates that if hedonic shopping motivation increases, impulse purchases in consumers will increase. Impulse buying on the brand 'Something' through the TikTok platform driven by hedonic shopping motivations is more often done by the younger generation and women. The results of this study are in accordance with research conducted by Dey & Srivastava (2017), stating that the intensity of hedonic purchases in the younger generation positively has an influence on indicators of hedonic spending value. In addition, based on respondents' responses, this study shows that positive emotions are one of the supporters of hedonic shopping motivation that has the potential to make impulse purchases. These results are different from Andriani and Harti's (2021) research, which suggests that positive emotions do not have a significant effect on impulse purchases.

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