

What Driving Someone to Be an Impulse Buyer? Examining the Consumption Behavior of Indonesian Consumer

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Keywords: Hedonic Motivation, Browsing, Impulse Buying.

Abstract: Online shopping is currently a trend in Indonesia. One of buyer's motivations to shop online is hedonic motivation. Previous researches show that mobile commerce will tend to escalate consumers' impulse buying behavior. However, there are limited researches which focus on factors to play a role in consumers' impulse buying in mobile commerce. This research aims at examining the influence of hedonic motivation on impulse buying. Theoretically, this research examines hedonic motivation and browsing as the two main predictors to influence consumers' impulse buying in mobile commerce. This research takes buyers of online store Bibli.com as its respondents. The research results show that hedonic motivation directly, positively influences consumers' desire to buy impulsively, while hedonic motivation indirectly influences consumers' desire to buy impulsively through browsing.

1 INTRODUCTION

Technology advancement and information flow make the Indonesians more open to global knowledge. The rapid growth of internet network indirectly brings new phenomena or new lifestyles to people who like to use internet facilities. Digital and internet technology development has significantly influenced the Indonesians, making internet something inseparable from their life. One business or trade which utilizes internet facility as media is e-commerce. Trust is an important determinant for consumers in using e-commerce (Hillman & Neustaedter, 2017). One form of e-commerce is online store which brings new phenomena or new lifestyles to the society with online shopping. The society prefers spending their time to shop online to directly visiting shops to buy their desired goods.

With the rapid development of wireless technology and high penetration of cellular device utilization, mobile commerce is one of the most popular channels for shopping (Wu & Wang, 2005). *Asosiasi Penyelenggara Jasa Internet Indonesia (APJII)* has released data in December 2017 showing that mobile commerce has contributed 46% to e-commerce sales in the year. The dynamic development of cellular application and technology in mobile commerce requires marketers to understand

consumers' behavioral pattern deeper in marketing their products online. In comparison with other e-commerce, mobile commerce provides services with interesting abilities such as convenience of viewing product location, clarity of product description and delivery supported by cellular device (Kourouthanassis & Giaglis, 2012). Previous researches have reviewed some researches of mobile commerce such as easiness level of technology adoption (Liebana-Cabanillas, Marinković, & Kalinić, 2017), consumer trust level in m-commerce (Lin, Wang, Wang, & Lu, 2014) and post-purchase experience (Tojib & Tsarenko, 2012). The research conducted by Pousttchi, Tilson, Lyytinen, & Hufenbach (2015) shows that there are some gaps of research which continuously develop, since mobile commerce is highly dynamic. The research is confirmed by Lee et al. (2014), stating that m-commerce will escalate impulse buying because of its characteristics, such as high interactivity and convenience.

The National Online Shopping Day (Harbolnas) is an annual activity held together by e-commerce stores in Indonesia every the twelfth day of December with support of a number of partners, such as telecommunication, bank, logistic and media industries players. Harbolnas is held in 2012 for the first time under initiative of Lazada Indonesia, Zalora, Blanja, PinkEmma, Berrybenka, and Bukalapak and

is currently the seventh year, by involving more than 250 e-commerce stores. The value of transactions in 2018 Harbolnas is up to Rp 6.8 trillion, increasing 45% from that in previous year. The majority of consumers shop using mobile commerce in their participation in Harbolnas, as may be viewed in 2018 showing that mobile commerce contributes 70% to e-commerce sales. The high penetration of mobile commerce in Harbolnas makes it an appropriate context to explore consumers' impulsive buying in mobile commerce.

Fashion is one of the favorite products sold through online platform. The research conducted by Ladhari, Gonthier, & Lajante (2019) shows that young consumers, particularly ladies, like clothing products sold online. Consumers who are motivated to have appearance pursuant to the latest trends take it important for their lifestyle, particularly for women. Through fashion, a person may show his/her social status to others, in line with the research conducted by Alalwan, Dwivedi, Rana, Lal, & Williams (2015) that hedonic motivation is a strong predictor of buying intention. The existence mobile commerce considerably facilitates consumers with hedonic shopping style, which is shopping for special pleasure regardless of the benefit of a product bought.

Consumers shop because they are motivated by hedonic desire or economic reason, such as pleasure, fantasy and social or emotional pleasure. Consumers who feel they find unique product according to their personal perception tend to buy (Whitley, Trudel, & Kurt, 2018). Consumers tend not to regret that they buy hedonic product in their leisure time, so that mobile commerce highly supports buying other than basic needs (Chiou & Ting, 2011). When a consumer has hedonic motivation, products he/she buys without a plan is called impulse buying. Yim, Yoo, Sauer, & Seo (2014) confirm the argument by proving that consumers' hedonic motivation influences impulsive buying behavior. Impulse buying phase starts when a consumer is searching for information online or browsing. Consumers who like shopping have higher tendency to search for information of certain product. Based on information obtained, a desire to possess such product will arise and lead to buying decision. Hedonic consumers tend to search for information with which they may feel pleasure in checking visual elements in online store. Younger or adolescent consumers tend to have higher impulse buying behavior than older consumers. Based on the explained phenomena, the researcher is interested to investigate the influence of consumers' hedonic motivation on impulse buying with online store

during Harbolnas moment with browsing as variable correlation mediator.

2 LITERATURE REVIEW

2.1 Impulse Buying

Research related to impulse buying is started by Stern (1962) who defines impulse buying as a deviant buying from normal buying pattern. Stern (1962) classifies four types of impulse buying, namely pure impulse buying, reminder impulse buying, suggestion impulse buying and planned impulse buying. Pure impulse buying means a deviant buying from normal buying pattern, which may be stated as novelty/escape buying. Reminder impulse buying occurs when a person remembers his/her previous experience with a product when he/she sees it, when a consumer sees such product and is spontaneously aware that there is no stock of product so that buying occurs. Suggestion impulse buying occurs when a consumer has no previous sufficient knowledge of a new product, and consumer sees such product for the first time and visualizes a necessity to buy such item. Planned impulse buying occurs when a buyer buys something that he/she does not plan to buy but takes advantage of product promotion. The four types of impulse buying make the same conclusion that all of the purchases are non-intentional. Researches on impulse buying continuously develop, until Piron (1991) defines it as unplanned buying resulted from exposure to stimulus and decision at the moment. Impulse buying behaviors are often resulted from particular stimulus during shopping process (Floh & Madlberger, 2013). Meanwhile, during impulse buying process, consumer feels or pays attention to stimulus, assimilates it and reacts (Huang, 2016a, 2016b)

2.2 Correlation between Variables

2.2.1 Hedonic Motives and Impulse Buying

Hedonism emphasizes basic philosophy of enjoying life and avoiding sadness (Murray, 1964). Hirschman and Holbrook (1982) describe hedonic shopping as fantasy and various types of emotional experience derived from buying product. Consumer may have fantasy about having a product (Baumeister et.al., 1994). Consumer may experience emotional stimulus after hedonic shopping experience. In this view, hedonic buying consists of emotions such as cheerfulness, jealousy, fear, passion and pleasure. Emotion is a phenomenon related to motive

(Hirschman and Holbrook, 1982). Moreover, Hirschman and Holbrook (1982) state that emotional passion may become consumer's base of motive in some product categories such as book, game, food, sport activities and clothing and lead to hedonic buying. Since hedonic buyers have different motives, such consumer is asserted to satisfy various expectations (Arnold and Reynolds, 2003). Babin, Darden and Griffin (1994) state that buying has more meaning than only to possess such product. For success, retailers focus on buying pleasure since consumer's hedonic experience is important for competitive advantage. Although retailers attempt to distinguish themselves from pleasure, there is academically limited study which investigates consumer's buying activities because of hedonic motive and reason (Arnold and Reynolds, 2003).

In line with the concept of hedonic motives, Tauber (1972) does not consider shopping as only to buy. Whether or not their shopping perspective is only to buy, consumers should go shopping just like they need the product. On the contrary, consumers go shopping since they want to spend time with friends, follow trend and new discount, require passion and sense satisfaction, and get involved in physical activities for personal and social motives. Arnold and Reynolds (2003) state that hedonic motive is similar to utilitarian motive, aiming at making shopping an activity to settle a duty. Consumer's motivation and emotion are a strong predictor in encouraging to perform impulsive buying (Akram et al., 2017). Impulse buying frequently occurs now in traditional retail, so that it is interesting to discuss research on behavior in online media.

Lo, Lin, & Hsu (2016) find that individual's motivation plays an important role in impulse buying behavior. On the contrary, hedonic motives' mission is to make consumers have fun, fantasize and get passionate (Arnold and Reynolds, 2003). The literatures (Piron, 1991; Rook, 1987; Hausman, 2000) confirm that impulse buying satisfies many hedonic desires. Moreover, Ramanathan and Menon (2006) confirm that the reason behind impulse buying is hedonic satisfaction. Herabadi et al., (2009) find significant relationship between hedonic motives and impulse buying. Arnold and Reynolds (2003) emphasize the importance of hedonic motives in case of impulse buying and state that there must be research focusing on relationship between types and intensity of hedonic motives and impulse buying. In this view, there is conceptual study supporting relationship between hedonic motives and impulse buying (Peck and Childers, 2006). Therefore, Bloch and Richins (1983) state that impulse buying is not

only for promotional activities in store. The researches conducted by (Cobb and Hoyer, 1986; Hausman, 2000; Rook, 1987; Rook and Fisher, 1995; Thompson, Locander and Pollio, 1990; Ramanathan and Menon, 2006) acknowledge the influence of hedonic motives on impulse buying. Hedonic motives' shopping behavior related to shopping experience quality is correlated with buying intention (Wakefield and Baker, 1998).

Arnold and Reynolds (2003) state that hedonic motives are related to experience in store and customer satisfaction. Consumer's impulsive buying tendency is caused by vulnerable emotion, so that such irrational buying serve to be a form of self-satisfaction (Darrat, Darrat, & Amyx, 2016). The SOR (Stimulus-Organism-Response) framework of reference plays an important role in impulse buying (Chan, Cheung, & Lee, 2017). Huang (2016) confirms that SOR plays an important role in impulse buying behavior, since buying is easily influenced by stimulus and encouragement from oneself, such as motivation. Impulse buying is included in a behavior which does not need careful consideration, since psychological urge causes instant decision making (Sharma, Sivakumaran, & Marshall, 2010). Based on the description above, the first hypothesis is:

H₁: hedonic motives influences impulse buying

2.2.2 Hedonic Motives and Browsing

Many consumers just go shopping without any buying intention since they want to escape from their house or office (Berman and Evans, 2007). In this case, Bloch et al., (1989) report that even if shopping is deemed as only to buy product, it may be described as buying, collecting information and pleasure. Therefore, besides buying, consumers go shopping to spend time by searching for and find information of product and its price (Bloch et al., 1989). Therefore, browsing is consumer's checking of front view (Jarboe and Mc Daniel, 1987) and product (Bloch and Richins, 1983; Bloch et al., 1989) without buying intention but only for pleasure and or collecting information (Bloch and Richins, 1983; Bloch et al., 1989). Moe (2003) emphasizes that consumer may, without buying intention, perform "hedonic browsing" motivated by their hedonic motive and shopping experience, considering that hedonic browsing is experimental and mostly results in impulse buying (Moe, 2003). Bloch and Richins (1983) state that consumer who browses has more knowledge in product categories than non-buyer. In addition, it is to improve their knowledge of product and their curiosity motive that make them satisfied

with product browsing (Moe, 2003). Browsing contributes to self-price (Bloch and Richins, 1983). In addition, browser may attract peers and may become trend setter (Jarboe and McDaniel, 1987).

Beatty and Ferrell (1998) state that individual and situational factors influence browsing. The studies (Jarboe and McDaniel, 1987; Bloch et al., 1989; Cox et al., 2005) emphasize the effect of hedonic motives on browsing (Arnold and Reynolds, 2003). One reason of browsing is to satisfy pleasure motive (Bloch et al., 1986). Consumer shops with hedonic motives like browsing (Chebat, Gélinas-Chebat, and Therrien, 2005) and happily checks visual elements in online store (Cox et al., 2005). The same for this view, Kim and Kim (2008) add that consumers who like to shop instead of they who do not, have higher browsing tendency. Many motives such as differentiation, stimulation and social interaction (Tauber, 1972) are related to shopping concept without planned buying such as for pleasure and shopping to collect information (Bloch and Richins, 1983).

Consumer who considers shopping as pleasure is deemed as consumer who allocates more time to shop and search for information (Bellenger and Kargoankar, 1980; Bloch and Richins, 1983). This perspective reveals that browsing is important for retailer (Bloch et al., 1989). With regard to increasing time spent by consumer with retailer, their amount and possibility of spending will also increase (Donovan et al., 1994; Wakefield and Baker, 1998). In other words, consumer may, without plan to buy, spend time with store to search for products, so that the consumer may perform impulse buying (Bloch et al., 1989). In addition, Hirschman (1980) reports that some buying activities may be useful and some other activities may be derived from hedonic motives. Although Bloch et al., (1986) confirm that in daily life, consumers with both motives are related; but the research finds that hedonic motives influence browsing more. A person with hedonic motivation is very sensitive to browsing which has implication for impulse buying (Park, Kim, Funches, & Foxx, 2012), which means that when searching through browsing, consumer is easily interested in goods because of exposure to stimulus. Based on the explanation, the second hypothesis is:

H₂: hedonic motives influences browsing

2.2.3 Browsing and Impulse Buying

A modern transportation system formation will increase the amount of leisure time for consumers and

result in consumers' increased mobility (Tauber, 1972). For this reason, consumers prefer shopping in their leisure time. Consumers' way to access information in online environment is to browse in websites, which is the first phase of searching for information and making decision (Rowley, 2002). Browsing is something important, a process for consumers to obtain information they need or recreation in online stores. More specifically, Park et al. (2012) explore the effect of browsing on consumers' impulse buying behavior. Bloch and Richins (1983) define browsing as checking merchandise in store to search for information and or recreational purpose without direct buying intention and divide it into two, namely recreational and search activities, of which example includes searching in stores to collect information or lounging.

The time consumers allocate for browsing and the amount of buying they make are positively related (Iyer, 1989). Moreover, the time spent for browsing will increase the exposure rate. When browsing intensity increases, the stimulation to get exposed to product may increase and consumers may feel how they need such product (Jarboe and McDaniel, 1987). In line with this view, browsing occurs as the result of stimulus exposure instead of the result of buying motive (Moe, 2003). Bellenger et al., (1978) report that browsing may become the reason of unplanned instant buying behavior. In addition, Rook (1987) identifies that after consumers browse, they feel sudden and strong encouragement to buy. Informative web with attractive display makes stimulus for consumers to buy impulsively (Rezaei, Ali, Amin, & Jayashree, 2016). The research conducted by Verhagen & Van Dolen (2011) shows that online store with interesting display and communication application provider, which will be easily understood by consumers, significantly influences impulse buying tendency.

In line with this finding, Park and Lennon (2006) state that consumers may perform impulse buying after browsing in shopping center or via store. Interaction occurring in internet encourages consumers to perform impulse buying, because of stimulus which has them attracted (Xiang, Zheng, Lee, & Zhao, 2016). According to Bloch et al., (1989), consumers without buying intention may enter a store and perform impulse buying (Jarboe and McDaniel, 1987; Bloch et al., 1989; Beatty and Ferrell, 1998), while browsing when they find promotional information in the store and of new product (Bloch et al., 1989). Therefore, consumers' browsing behavior in store or consumers' window-shopping may influence impulse buying. Consumers'

browsing will influence consumers in performing impulse buying (Zheng, Men, Yang, & Gong, 2019). Based on the explanation above, the third hypothesis is:

H₃: browsing influences impulse buying

The researcher concludes that in mobile commerce, the definition of hedonic motives is similar to that of browsing, which is to obtain information and for recreation. Therefore, in this research follow the study conducted by Park et al. (2012) and see hedonic motives and browsing as sign motivation, which influences impulse buying behavior. In literature, browsing serves to be mediator between many variables (such as shopping pleasure and buying desire) (Beatty and Ferrell, 1998). In this research, browsing mediating role may be formulated as hypothesis based on theoretical background in formation of H1, H2, and H3 (Baron and Kenny, 1986). Based on the analysis above, the fourth hypothesis is:

H₄: Browsing is mediator between hedonic motives and impulse buying

3 RESEARCH METHOD

This research employs descriptive method and quantitative approach. There are three variables used in this research, namely hedonic motivation, browsing, and impulse buying. This research is conducted to analyze and test the influence of hedonic motivation on impulse buying through browsing as mediator. The population number might not certainty identified, therefore the determination of samples using the Bernoulli formula (Zikmund et al., 2010). If it is difficult to define population proportion, then the $p = q = 0.5$ approach is used. In this study the confidence interval used was 95% or $\alpha = 0.05$ so that $Z\alpha = 1.96$ and an acceptable estimate was 10%, so that a sample of 97 respondents could be obtained, consisting of 45 men and 52 women. This research was conducted in the Semarang using purposive sampling. The use of purposive sampling is appropriate because the number of Blibli consumers could not certainty identified, hence respondent could be selected through a screening question in the research questionnaire. This technique is chosen since it is the best way to obtain information relevantly. This research takes one mobile commerce store used by many consumers to buy fashion products, Blibli.com. Questionnaire is used in this research, with the respondents are confirmed first to have ever

bought via mobile commerce, so that appropriate respondents are to fill the questionnaire. The path analysis is employed to analyze the pattern of relationship between variables, aiming at examining direct and indirect influence of independent variable on dependent variable. Influence or causality model is employed in this research and regression analysis is employed for technical analysis using SPSS 21.

4 RESULT

4.1 Regression Test Result

The research results show that the normality, heteroscedasticity and linearity tests have complied with the requirements, so that they may be followed with regression test. The test result is obtained through two-phase regression analysis, constituting regression between hedonic motives on browsing and regression between hedonic motives and browsing on impulse buying. There are two structural similarities explained in the following sub-structural equation:

Sub-structural equation 1

$$\text{browsing} = \beta_1 * \text{hedonic motives} + \epsilon$$

Sub-structural equation 2

$$\text{impulse buying} = \beta_1 * \text{hedonic motives} + \beta_2 * \text{browsing} + \epsilon$$

The results of the regression analysis in Table 1 show that the results of the goodness of fit test shown in Table 1 of the Anova F test show the significance of F count 0,000, so that these results indicate that this model is fit as interpretation of the research. Meanwhile, coefficient table also shows that with a beta value on the standardized coefficient of 0.621, and with a calculated T value of 7.731 and a p-value/sig. 0,000. So hedonic motives positively and significantly affect browsing.

Table 1. Sub-structural Test Results 1

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	1322,976	1	1322,976	59,765	,000 ^b
Residual	2102,962	95	22,136		
Total	3425,938	96			

a. Dependent Variable: browsing

b. Predictors: (Constant), hedonic_motives

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	24,354	2,024		12,034	,000
hedonic_motives	,545	,070	,621	7,731	,000

a. Dependent Variable: browsing

Table 2 shows that the coefficient of determination R², which shows the value of 0.386, means that 38% of browsing is influenced by hedonic motives.

Table 2. R² Structural Testing Results 1

Model Summary				
Mo del	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.621 ^a	.386	.380	4,705

a. Predictors: (Constant), hedonic_motives

The result of regression analysis in Table 3, value anova result shows F count significant of 0.000, so that the test result shows that this model is fit to comply with the principle.

Table 3. Sub-structural Test Results 2

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1812,183	2	906,091	188,142	.000 ^b
	Residual	452,704	94	4,816		
	Total	2264,887	96			

a. Dependent Variable: impulse_buying

b. Predictors: (Constant), browsing, hedonic_motives

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
		1	(Constant)	35,070		
	hedonic_motives	.232	.042	.325	5,522	.000
	browsing	.533	.048	.656	11,138	.000

The coefficient table also shows that the beta value on the standardized coefficient in the hedonic motives column is 0.325 and with a calculated T value of 5.522 and p-value/sig. equal to 0,000 which means that hedonic motives positively and significantly affect impulse buying. While the coefficient table also shows that the beta value of the standardized coefficient in the browsing column is 0.656 and the calculated T value is 11.138 and the p-value/sig. 0,000. So browsing positively and significantly influences impulse buying.

Table 4. Results of R² Structural Testing 2

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.894 ^a	.800	.796	2,195

a. Predictors: (Constant), browsing, hedonic_motives

Based on the results of the regression analysis shown in Table 4 shows that the results of the goodness of fit test of the coefficient of determination R², which shows the value of 0.800 which means the

impulsive purchase is influenced by browsing and hedonic motives.

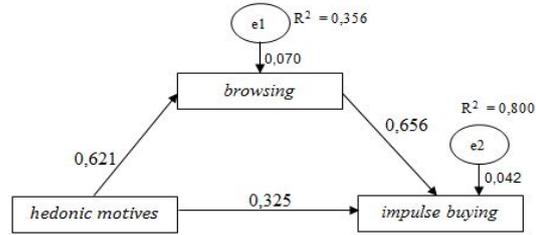


Figure 1. Correlation between Variables

The direct influence of hedonic motives on impulse buying is 0.325, while the indirect influence of hedonic motives through browsing on impulse buying is 0.621 x 0.656 = 0.407376. The direct influence is higher than the indirect influence.

The test of hypothesis 1 shows that hedonic motives influence impulse buying empirically with a coefficient of 0.325, t count value of 5.522 and p-value / sig. value of 0.000. The result of t count is above cut value with degree of freedom (n-k; 97-2 = 95) of 1.98, and its sig./p-value value is below cut value of 0.05, with p-value of 0.000. From the values above, researchers conclude that hypothesis 1 which shows that H₁: hedonic motives influence impulse buying is empirically accepted.

The test of hypothesis 2 shows that hedonic motives influence browsing empirically with a coefficient of 0.621, t count value of 7.731 and p-value / sig. value of 0.000. The result of t count is above cut value with degree of freedom (n-k; 97-2 = 95) of 1.98, and its sig./p-value value is below cut value of 0.05, with p-value of 0.000. From the values above, researchers may conclude that hypothesis 1 which shows that H₂: hedonic motives influence browsing is empirically accepted.

The test of hypothesis 3 shows that browsing influences impulse buying empirically with a coefficient of 0.656, t count value of 11.138 and p-value / sig. value of 0.000. The result of t count is above cut value with degree of freedom (n-k; 97-2 = 95) of 1.98, and its sig./p-value value is below cut value of 0.05, with p-value of 0.000. From the values above, researchers conclude that hypothesis 3 which shows that H₃: browsing influences impulse buying is empirically accepted.

The test of hypothesis 4 shows that browsing is the mediator between hedonic motives and impulse buying based on Sobel test empirically with t count value of 7.427178025 and p-value / sig. value of 0.000. The result of t count is above cut value with degree of freedom (n-k; 97-2 = 95) of 1.98, and its sig./p-value value is below cut value of 0.05, with p-

value of 0.000. From the values above, researchers may conclude that hypothesis 1 which shows that H_4 : browsing is the mediator between hedonic motives and impulse buying is empirically accepted with partial mediation category.

4.2 Discussion

The result of hypothesis 1 which shows that hedonic motives influence impulse buying is empirically acceptable. This shows that the higher a person's hedonic motives, the higher the impulse buying is. This may explain in detail that hedonic motives activity like shopping may relieve stress, relieve negative mood, incite happy feeling, encourage spirit, give an adventure effect, make one feel like exploring new world, make one forget about problems faced and is empirically proven to improve impulse buying activities like spontaneous buying without shopping plan, buying because of emotional urge, buying while disregarding consequence which may arise, quick product buying, buying with promotion offer, buying other product while the product you desire is out of stock, desirous of buying other item than the main buying target, desirous of buying item unrelated to shopping objective, tendency to buy other items than shopping target.

The result reveal that in hedonism, enjoying life and avoid sadness, fantasy and various types of emotional experience derived from buying a product encourage emotional stimulus after hedonic buying experience. In such view, hedonic buying consists of emotions such as cheerfulness, jealousy, fear, passion and pleasure (Murray, 1964; Hirschman and Holbrook, 1982; Baumeister et al., 1994). Consumer which experiences emotional stimulus after hedonic buying experience has emotional process such as cheerfulness, jealousy, fear, passion and pleasure so, that emotional passion may become consumer's base of motive in some product categories such as book, game, food, sports and clothing which lead to hedonic buying (Hirschman and Holbrook, 1982).

This research conforms to research conducted by Darrat et al., (2016) that hedonic motivation serves an important role in impulsive buying decision. Moreover, the researches conducted by (Herabadi et al., 2009; Arnold and Reynolds, 2003; Peck and Childers, 2006 Bloch and Richins, 1983; Arnold and Reynolds, 2003) find a significant correlation between hedonic motives and impulse buying, emphasizing the importance of hedonic motives in impulse buying. The researches show relationship between type and intensity of hedonic motives and impulse buying, which is related to experience in

store and customer satisfaction. Consequently, consumer who goes shopping with hedonic motives is likely to buy product without prior intention.

The result of hypothesis 2 which shows that hedonic motives influence browsing is empirically supported. This shows that the higher a person's hedonic motives, the more the browsing with mobile commerce are. This may explain in detail that hedonic motives activity like shopping may relieve stress, relieve negative mood, incite happy feeling, encourage spirit, give an adventure effect, make one feel like exploring new world, make one forget about problems faced and is empirically proven to improve the impact of browsing such as forgetting problems and feeling relaxed, killing time or during having a rest, view products online for pleasure, and get full of spirit, such as playing game.

Such finding indicates that averagely, blibli.com consumers shop in the application casually unintentionally. This research conforms to the finding of Bloch et al., (1989) which shows that even if shopping may be deemed only to buy product, it may be described as buying, collecting information, and pleasure. This is also explained in the findings (Jarboe and Mc Daniel, 1987; Bloch and Richins, 1983; Bloch et al., 1989; Moe (2003) which show that browsing is consumer's checking of front view of product without support of strong intention. Such activity is performed only for pleasure and or collecting information. Moreover, the findings emphasize that consumer may, without buying intention, perform hedonic browsing under motivation of hedonic motive and benefit of their shopping experience. Therefore, hedonic browsing activities/behaviors mostly result in impulse buying (Moe, 2003). Another finding of Bloch and Richins (1983) also shows that consumer who browses has more knowledge in terms of product categories than non-buyer. In addition, it is to improve their knowledge of product and their curiosity motive that make them satisfied with product browsing (Moe, 2003).

The result of hypothesis 3 which shows that browsing influences impulse buying is empirically accepted. This shows that the higher a person's browsing the higher the impulse buying is. This may explain in detail that browsing activity may make one forget his/her problems and feel relaxed, kill time or during having a rest, view products online for pleasure, and get full of spirit, such as playing game and is empirically proven to improve impulse buying activities like spontaneous buying without shopping plan, buying because of emotional urge, buying while disregarding consequence which may arise, quick

product buying, buying with promotion offer, buying other product while the product you desire is out of stock, desirous of buying other item than the main buying target, desirous of buying item unrelated to shopping objective, tendency to buy other items than shopping target.

The reason is internet browsing activity will increase the amount of consumer's leisure time and lead to consumer mobility improvement. From the phenomena, consumers often prefer shopping during their leisure time, which also indicates that consumers' way of accessing information in online environment is to browse in websites, which is the first phase of searching for information and making decision (Rowley, 2002). In line with the research conducted by Bloch and Richins (1983), Park et al. (2012) who explore the effect of browsing on consumers' impulse buying behavior define browsing as "checking merchandise in store to search for information and or recreational purpose without direct buying intention" and divide it into two, namely recreational and search activities, of which example includes searching in stores to collect information or lounging.

The result of hypothesis 4 which shows that browsing is mediator between hedonic motives and impulse buying is empirically accepted. This shows that through browsing, hedonic motives' influence effectively improves consumers' impulse buying behavior. This is also shown from the result of Sobel test, that browsing is partially effective to mediate hedonic motives' influence on impulse buying. This also confirms that without browsing, it is possible that hedonic motives will not influence impulse buying. However, when there is browsing activity, it will make hedonic motives' influence on impulse buying consistent.

This research conforms to the studies (Jarboe and McDaniel, 1987; Bloch et al., 1989; Cox et al., 2005) which emphasize that one of the reasons of hedonic motives' effect on browsing is to satisfy satisfaction motive. Consumers who shop with hedonic motives will check visual elements in online store and consumers who like to shop have higher tendency to browse than they who do not (Chebat, Gélinas-Chebat, and Therrien, 2005; Cox et al., 2005; Kim and Kim, 2008). Consumers who shop without buying plan may spend time with online store to browse products, so that they may perform impulse buying. Although it is confirmed that in daily life, consumers with both motives are related to each other, but the researches find that hedonic motives influence browsing more (Bloch et al., 1989; Bloch et al., 1986).

The time allocated by consumers to browse and the amount of buying they make are positively related (Iyer, 1989). Moreover, the time spent for browsing will increase exposure intensity. When browsing intensity increases, the stimulation to get exposed to product may increase and consumers may feel how they need such product (Jarboe and McDaniel, 1987). In line with this view, browsing occurs as the result of exposure to stimulus instead of the result of buying motive (Moe, 2003). Bellenger et al., (1978) report that browsing may become spontaneous unplanned buying behavior. In line with this finding, the researches conducted by (Bloch et al., 1989; Park and Lennon, 2006) state that consumers may perform impulse buying after browsing with shopping center.

5 CONCLUSION

From the results of this research, researchers may conclude that hedonic motives may effectively increase browsing activities and impulse buying behavior. Therefore, most of bli.bli.com consumers with high hedonic motives frequently perform browsing activities which leads to impulse buying behavior. Based on this, it is evident that browsing effectively mediates hedonic motives' influence on impulse buying, even with stronger influence than hedonic motives' influence on impulse buying. Therefore, browsing serves a strategic role in understanding the correlation between hedonic motives and impulse buying behavior.

5.1 Implication

This finding proves that browsing serves to be mediator of correlation between hedonic motives and impulse buying behavior. This research confirms previous findings, particularly those of researches conducted by (Moe, 2003; Arnold and Reynolds, 2003; Chebat, Gélinas-Chebat, and Therrien, 2005; Cox et al., 2005; Park and Lennon, 2006; Kim and Kim, 2008) which show how important hedonic motives and browsing activities is, which unconsciously stimulate impulse buying behavior, showing that hedonic reasons and motives make a person a hedonic browser aiming at satisfying many hedonic desires and reasons behind impulse buying. However, the findings in their researches are separated. Therefore, the findings of this research confirm that through browsing, hedonic motives' influence and impulse buying behavior will often occur to consumers, instead of direct influence.

The research results give an overview, particularly to manager of mobile commerce such as blibli.com, to make features in the content of blibli.com as effective and attractive as possible in order to have better impact to buyers with hedonic motives to make impulse buying. The higher the impulsive buying, the better the marketing performance of mobile commerce company blibli.com. is.

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