

Hedonic Browsing Behaviour and Its Impact on Impulsive Buying Among Generation Z

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Abstract

This research investigates the changing dynamics of digital consumer behavior, specifically examining how Generation Z's participation in hedonic browsing activities influences their tendency towards impulsive online purchasing. This study employs a purposive sampling method, targeting Generation Z individuals who have recently made online purchases. A total of 195 respondents were surveyed, using a structured questionnaire to assess their hedonic browsing behavior, positive emotional responses, and tendencies towards impulsive buying. The findings reveal a strong statistical significance in the relationship between hedonic browsing behavior and impulsive buying behavior. Hedonic behavior, characterized by leisurely and pleasure-seeking online activities, significantly increases the likelihood of impulsive purchases. Furthermore, the study highlights the crucial mediating role of positive emotions in this relationship, indicating that the emotional states elicited by hedonic activities directly influence spontaneous buying decisions.

Keywords: Hedonic Browsing Behaviour, Positive Emotion, Impulsive Buying Behaviour

Introduction

The digital revolution has profoundly reshaped digital consumer behavior. This evolution is particularly evident within the gen-Z demographic, a key segment of the Indonesian digital consumer base. Gen-Z have been instrumental in the transition from traditional to online shopping, a shift reflecting not just a change in purchasing platforms but also a deeper evolution in consumer shopping experiences, significantly influenced by the digital age. The large youth gen Z population in Indonesia has been influencing the country's market trends and socio-cultural landscape. They are a key demographic for businesses are central to shaping future economic and social trends in the country.

Today's digital consumer behavior is intricately linked to impulsive buying, largely due to the unique characteristics of the digital shopping environment and the evolving habits of consumers. The digital era has made shopping more accessible than ever. Consumers can browse and purchase products with just a few clicks, at any time and from any location. This ease of access reduces the time between the desire to purchase and the actual purchase, thereby increasing the likelihood of impulsive buying.

The advent of the digital era has significantly altered consumer behavior, especially among younger generations such as Generation Z. This demographic, known for its tech-savviness and digital nativity, has shown distinct purchasing patterns influenced by the online environment. Central to this changing landscape is the concept of hedonic browsing – leisurely and pleasure-seeking online activities, which play a critical role in shaping consumer behavior. Hedonic browsing, as defined by Hirschman and Holbrook (1982), involves seeking pleasure and emotional gratification in shopping experiences. This behavior is characterized by a non-goal-oriented approach driven by the search for entertainment or emotional fulfillment.

In recent years, there has been a growing interest in understanding how hedonic browsing influences consumer purchasing decisions, particularly impulsive buying behavior. Impulsive buying, characterized by spontaneous and immediate purchase decisions, adds complexity to the digital consumer landscape. Studies have demonstrated that hedonic browsing significantly increases the likelihood of impulsive purchases (Shahpasandi, Zarei, & Nikabadi, 2020; Kim & Eastin, 2011). Moreover, the role of positive emotions in this process has been emphasized, with scholars such as Bagozzi et al. (1999) and Oliver (1997) highlighting that positive emotions enhance consumer satisfaction and play a crucial role in decision-making processes, particularly in impulsive buying scenarios.

Despite the existing body of research, there remains a noticeable gap in the literature regarding a comprehensive examination of how hedonic browsing and positive emotions collectively influence impulsive buying behavior, especially among Generation Z. While previous studies have explored various dimensions of online shopping, including the impact of website quality and promotional strategies, the specific interplay between hedonic browsing behavior, positive emotional responses, and impulsive purchasing decisions remains underexplored.

This research aims to bridge this gap by examining the relationship between hedonic browsing behavior and impulsive buying behavior in Generation Z, with a focus on the mediating role of positive emotions. The study's findings indicate a strong statistical significance in this relationship, highlighting the crucial mediating role of positive emotions and providing new insights into the dynamics of digital consumer behavior.

Literature Review

Hedonic Behaviour

Hedonic behavior in online shopping, as initially conceptualized by Hirschman and Holbrook (1982), emphasizes the intrinsic enjoyment and emotional fulfillment that consumers derive from the shopping experience, contrasting with the goal-oriented nature of utilitarian shopping. This behavior is especially prevalent in the online shopping context, where leisurely and exploratory approaches focus on the pleasure of the experience rather than on acquiring specific items. Additionally, the impact of hedonic behavior on deepening consumer engagement, increasing time spent on e-commerce platforms, and fostering consumer loyalty and repeat visits has been extensively discussed. Based on the understanding that hedonic behavior in online shopping, characterized by pleasure-seeking and leisurely browsing, can lead to impulsive purchase decisions, the research by scholars like Rook (1987) and Verhagen and van Dolen (2011) is particularly relevant. They have suggested that the enjoyable and exploratory nature of hedonic browsing increases the propensity for impulsive buying. Consequently, the following hypothesis is developed:

H1: Hedonic behavior in online shopping significantly influences impulsive buying behavior

Positive Emotion

The role of positive emotions in consumer behavior, as explored by Oliver (1997) and Bagozzi et al. (1999), illustrates their importance in enhancing consumer satisfaction, loyalty, and decision-making processes. In the digital shopping environment, the influence of website design and aesthetics on evoking positive emotional responses is significant, impacting consumer behavior and purchase decisions. Eroglu et al. (2003) demonstrate that website atmospherics, such as layout and interactivity, play a crucial role in influencing consumers' emotional states. Further research by Hirschman and Holbrook (1982), which emphasizes the emotional gratification derived from hedonic activities, and the findings of Childers et al. (2001), who linked such behaviors to heightened emotional states, this hypothesis is proposed: H2: Hedonic behavior in online shopping significantly influences the elicitation of positive emotions

Impulsive Buying Behavior

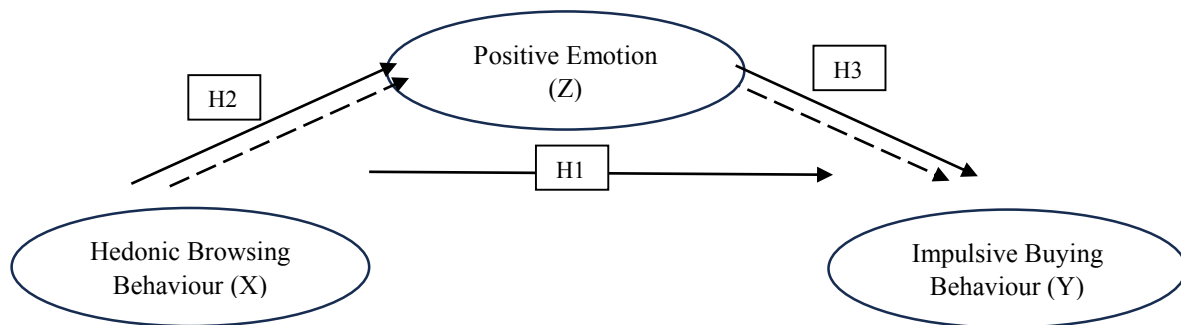
Impulsive buying behavior, characterized by spontaneous and unplanned purchase decisions, has been a focal point in consumer research, with studies by Rook (1987) emphasizing its emotional and spontaneous nature. The online shopping environment provides a unique context for impulsive buying, as noted by Verhagen and van Dolen (2011), with factors like ease of access, anonymity, and an extensive range of choices facilitating such behavior. Recent research, explores the connections between hedonic browsing, positive emotions, and impulsive buying behavior, suggesting that the pleasure and emotional satisfaction derived from online browsing can act as triggers for impulsive purchases. Drawing from the insights of Bagozzi et al. (1999), who highlighted the impact of emotions on consumer behavior, and Eroglu et al. (2003), who demonstrated the role of website-induced emotions in shopping decisions, the following hypothesis is formulated:

H3: Positive emotions experienced during online shopping significantly influence impulsive buying behavior,

Incorporating the perspective of Zhang et al. (2014), who explored the relationship between online shopping emotions and purchasing behaviors, and the theoretical framework of emotion-mediated consumer behavior, this hypothesis is proposed:

H4: Positive emotion mediates the impact of hedonic behavior on impulsive buying behavior in online shopping.

Based on the hypothesis development that has been carried out, a conceptual framework was built. This conceptual framework is designed to examine the relationship between Hedonic Behaviour, Positive Emotion, and Impulsive Buying Behaviour



METHOD

The research population for this study consists of Generation Z individuals who have made online purchases of predetermined branded products. The sampling technique employed is purposive sampling, where the sample will be selected from the population based on the following criteria:

1. The respondent belongs to Generation Z.
2. The respondent has made at least one online purchase in the last month for a predetermined branded product.

The number of samples used in this study is determined using the method from Hair et al. (2010), where the number of samples is obtained by multiplying the number of indicators by 10. Therefore, the formula for the sample size in this study is 150 respondents (15 indicators x 10). To anticipate any limitations and errors, an additional 30% is added to this number, making the total number of respondents in this study 195. In the questionnaire, a screening question will inquire about the second purposive sampling criterion. If a respondent does not meet these requirements, the questionnaire will be terminated immediately, and the respondent will not need to complete any further questions. The researcher will distribute the questionnaires until the required number of respondents is met.

RESULT AND DISCUSSION

The characteristics of respondents in this study will be described based on gender, residential province, occupation and monthly income. Respondents' characteristics can be explained as follows:

Table 1. Respondents' Demographic

Characteristics	Category	Quantity	Percentage
Gender	Male	73	37.4%
	Female	122	62.6%
Residential Area	Java	151	77.4%
	Sumatra	22	11.3%
	Kalimantan	17	8.7%%
	Sulawesi	5	2.6%
Monthly Expenses	<3 million	76	38.9%
	3-5 million	81	41.5%
	>5 million	38	19.4%

Source : Data processed (2023)

The demographic and socioeconomic characteristics of the respondents in this study are varied and provide a comprehensive overview of the sample population. In terms of gender, the distribution leans towards females, who constitute 62.6% of the respondents, amounting to 122 individuals. In contrast, males represent a smaller proportion of the sample at 37.4%, with 73 male respondents participating in the study. This gender disparity indicates a higher engagement or representation of females in the context of this research.

Geographically, the majority of the respondents reside in Java, with 151 individuals from this region making up 77.4% of the total sample. This significant representation suggests that Java is a key area of focus in the study. Other regions include Sumatra, contributing 11.3% with 22 respondents; Kalimantan, with 17 respondents representing 8.7% of the sample; and Sulawesi, which has the least representation at 2.6%, amounting to 5 respondents. This distribution highlights the diverse geographic spread of the respondents, though with a strong concentration in Java.

Regarding monthly expenses, the data reveals varied spending patterns among the respondents. A substantial portion, 38.9% or 76 individuals, report monthly expenses of less than 3 million, indicating a significant segment of the population with lower expenditure. The largest group in terms of monthly spending falls within the 3-5 million range, encompassing 41.5% of the sample, or 81 respondents. This suggests that a moderate level of monthly expenses is most common among the participants. In contrast, the segment with monthly expenses exceeding 5 million is the smallest, comprising 19.4% of the respondents, totaling 38 individuals. This variation in monthly expenses provides insight into the economic backgrounds and spending behavior of the sample population.

In this research, the Structural Equation Model - Partial Least Square (SEM-PLS) approach was utilized for data analysis. This analysis was conducted in two primary phases: firstly, evaluating the Outer Model, followed by an analysis of the Inner Model. The initial phase, assessing the Outer Model, involved testing the validity and reliability of the research instrument. This included examining construct validity, which consists of loading factors, and evaluating reliability through measures such as Cronbach's alpha and composite reliability. According to Abdillah & Jogiyanto (2015), a loading factor value greater than 0.50 is considered a standard for convergent validity. Items failing to meet this standard are typically

excluded from the research model. However, in this study, all items displayed loading factor values above 0.05, indicating that they were suitable for inclusion.

Regarding the reliability of the variables, each met the established criteria, with Composite Reliability and AVE values exceeding 0.70 as outlined by Hair et al. (2011).

Table 2. Outer Loading, AVE & Composite Reliability

Variables	Indicators	Outer Loading	AVE	Composite Reliability
Hedonic Browsing Behaviour (HBB)	HBB1	0.718	0.606	0.860
	HBB2	0.826		
	HBB3	0.814		
	HBB4	0.750		
Positive Emotion (PE)	PE1	0.874	0.619	0.890
	PE2	0.869		
	PE3	0.789		
Impulsive Buying Behaviour (IBB)	IBB1	0.787	0.716	0.882
	IBB2	0.814		
	IBB3	0.776		
	IBB4	0.750		
	IBB5	0.813		
	IBB6	0.761		
	IBB7	0.826		

Source : Data processed (2023)

SEM-PLS, in this context, serves a similar purpose to covariance-based SEM (CB-SEM). Consequently, based on the analysis of the outer model, all items in this study have been determined to be both valid and reliable.

Inner Model Analysis

The next stage of data analysis is Inner Model Analysis or commonly known as Hypothesis Testing. The path coefficient is used to test the significance level. Furthermore, this study will examine the role of the Positive Emotion as the mediating variable in the indirect effect between Hedonic Behaviour towards Impulsive Buying Behaviour. The following are the hypothesis results:

Based on the hypothesis testing results test in Table 3, it can be concluded as follows:

Table 3. Hypothesis Testing

Hypothesis	T statistic	P Values	Result
H1: Hedonic Behaviour → Impulsive Buying Behaviour	13.912	0.000	Supported
H2: Hedonic Behaviour → Positive Emotion	8.751	0.000	Supported
H3: Positive Emotion → Impulsive Buying Behaviour	4.406	0.000	Supported
H4: Hedonic Behaviour → Positive Emotion → Impulsive Buying Behaviour	3.907	0.000	Supported

Source : Data processed (2023)

This result indicates a strong statistical significance in the relationship between Hedonic Behaviour and Impulsive Buying Behaviour. The T statistic value of 13.912, which is

substantially higher than the typical threshold for significance, and a P value of 0.000 (less than the standard alpha level of 0.05), strongly supports the hypothesis that Hedonic Behaviour positively influences Impulsive Buying Behaviour.

This outcome demonstrates a statistically significant influence of Hedonic Behaviour on Positive Emotion. The high T statistic value of 8.751 and a P value of 0.000 confirm the hypothesis that engaging in Hedonic Behaviour leads to an increase in Positive Emotion.

The findings show a significant statistical relationship between Positive Emotion and Impulsive Buying Behaviour. With a T statistic of 4.406 and a P value of 0.000, the hypothesis that Positive Emotion positively affects Impulsive Buying Behaviour is strongly supported.

This result supports the hypothesis that Positive Emotion mediates the relationship between Hedonic Behaviour and Impulsive Buying Behaviour. The T statistic of 3.907, combined with a P value of 0.000, indicates a significant mediating effect, confirming that the path from Hedonic Behaviour through Positive Emotion to Impulsive Buying Behaviour is statistically significant.

Discussion

H1. Hedonic Browsing Behaviour and Impulsive Buying

The first hypothesis of this study tests the significance of the impact of hedonic browsing behavior on online impulsive buying behavior, is accepted. This study shows that hedonic browsing significantly affects the urge to buy impulsively. This effect is influenced by factors like interpersonal influence, visual appeal, and portability, demonstrating that hedonic elements enhance the online shopping experience, leading to impulsive purchases (Nazirah et al, 2022). Furthermore, hedonic shopping motivation is closely tied to exploratory information seeking, where an increase in pre-purchase browsing time correlates with a higher frequency of online buying (Kim & Eastin, 2011). The role of cognitive and affective responses is also crucial; hedonic browsing positively affects flow and shopping experience, consequently increasing the likelihood of impulse buying (Shahpasandi et al, 2020). Moreover, the perceived value derived from online reviews, encompassing both utilitarian and hedonic aspects, further bolsters browsing behavior and impulsiveness (Zhang, 2018). This body of evidence supports the hypothesis that hedonic browsing behavior has a significant impact on online impulsive buying behavior, highlighting the complex interplay of emotional, cognitive, and contextual factors in online consumer behavior.

H2. Hedonic Behaviour and Positive Emotion

The second hypothesis of this study tests the significance of the impact of hedonic behaviour on positive emotion, is accepted. Hedonic behavior significantly affects positive emotion in marketing through a variety of mechanisms that enhance consumer engagement and satisfaction. Primarily, it involves creating emotionally resonant experiences that evoke pleasure and enjoyment. For instance, in retail settings, integrating hedonic attitudes and anticipated emotions has been shown to foster deep emotional engagement with brands or products, thereby influencing consumer loyalty (Taylor et al, 2016). This is because hedonic elements like aesthetically pleasing environments and engaging shopping experiences trigger positive emotions, strengthening the consumer-brand bond. In younger consumers, hedonic

values resonate strongly, leading to positive emotional responses due to increased novelty seeking and responsiveness to stimulating, pleasure-inducing promotional activities. The concept of hedonic consumption further amplifies this effect by focusing on multisensory, fantasy, and emotive aspects of product usage, which are key in eliciting positive emotional responses (Hirschman & Holbrook, 1982). In service marketing, such as leisure services, the perceived service quality and hedonic values are instrumental in creating enjoyable and emotionally satisfying experiences, leading to positive word-of-mouth and customer loyalty (Wu et al, 2015). Additionally, in the apparel sector, the interplay of hedonic consumption with impulse buying tendencies highlights how pleasure and excitement derived from discovering new styles or spontaneous purchasing contribute to positive emotional experiences among consumers (Park & Kim, 2008). Overall, hedonic behavior in marketing significantly influences positive emotion by providing pleasure-centric, engaging, and emotionally stimulating experiences, which are crucial in shaping consumer attitudes, loyalty intentions, and purchasing behaviors.

H3 Positive Emotion and Impulsive Buying

The third hypothesis of this study tests the significance of the positive emotion and impulsive buying, is accepted. Positive emotions, such as joy, excitement, and contentment, play a significant role in shaping consumer behavior. When consumers experience positive emotions during shopping, they are more likely to engage in impulsive buying. This relationship is characterized by the emotional arousal and pleasure that consumers experience, which often leads to spontaneous purchasing decisions.

In modern retail environments, positive emotion has been shown to significantly influence impulse buying behavior, partially mediating the effects of factors like merchandise, store atmosphere, and promotions. This indicates that when consumers are in a positive emotional state, they are more inclined to make impulsive purchases. Similarly, in apparel shopping, positive shopping emotions have been found to significantly influence impulsive buying behavior, highlighting the role of positive emotional experiences in driving spontaneous purchase decisions in this sector (Park & Forney, 2011).

Moreover, the relationship between positive emotion and online impulsive buying is also significant, with studies noting that economic development levels can moderate this relationship. This suggests a nuanced impact of positive emotions in online shopping contexts, where the ease and gratification of online purchases can amplify the influence of positive emotions on impulsive buying (Zhao et al, 2021). Additionally, website personality and the positive affect of emotion in Chinese social commerce settings have been shown to significantly impact online impulse buying, underscoring the influence of positive emotional states in digital purchasing environments (Akram et al., 2018).

H4. Positive Emotion Mediates the Effect of Hedonic Browsing Behaviour and Impulsive Buying

The fourth hypothesis of this study tests the mediation effect of positive emotion on the relationship between hedonic browsing behaviour and impulsive buying, is accepted. Positive emotion plays a mediating role in the relationship between hedonic browsing behavior and impulsive buying in marketing. This mediation occurs as hedonic browsing, driven by motives such as adventure, gratification, and idea, heightens positive emotional states, which in turn influence the likelihood of impulsive purchases. For instance, when consumers engage in

hedonic browsing, characterized by enjoyable and exploratory behaviors, they experience increased positive feelings. These feelings can significantly elevate the propensity for impulsive buying, particularly in environments where the shopping experience is designed to be pleasurable (Park & Forney, 2011).

However, the mediating effect of positive emotion is not always consistent across all contexts. In certain consumer segments, such as millennials, positive emotion does not significantly mediate the relationship between hedonic shopping motivation and impulsive buying. This suggests that while positive emotion is a crucial factor, its influence can vary based on specific demographic or contextual factors. Furthermore, hedonic and utilitarian desires significantly affect consumers' positive emotions, which subsequently influence their impulse buying behaviors. This relationship highlights the importance of the type of motivation—hedonic or utilitarian—in shaping the emotional responses that drive impulsive buying (Yi & Jai, 2020). Additionally, consumers' perceptions of utilitarian and hedonic value from activities like reading online reviews can enhance their browsing behavior, thereby positively affecting their urge to buy impulsively and their overall impulse buying behavior (Zhang et al, 2018).

CONCLUSION

This study offers insights into the dynamics between hedonic browsing behavior, positive emotions, and impulsive online buying behavior, particularly among Generation Z consumers. The findings clearly indicate that hedonic browsing behavior significantly influences impulsive buying behavior in an online context. This relationship is underpinned by the substantial statistical support, highlighting the strong link between engaging in online activities for pleasure and an increase in spontaneous purchasing decisions. Furthermore, the research establishes that hedonic behavior in online shopping notably elevates positive emotional states. This outcome emphasizes the importance of pleasure-driven and enjoyable browsing experiences in enhancing consumer satisfaction and engagement.

One of the study's key revelations is the pivotal role of positive emotions in catalyzing impulsive buying behavior. This underscores the influence of emotional states, such as joy and excitement experienced during shopping, in triggering impulsive purchase actions. Additionally, the research finds that positive emotions serve as a crucial mediator between hedonic browsing behavior and impulsive buying. This mediation highlights that positive emotional responses are instrumental in converting enjoyable browsing experiences into actual buying decisions.

The implications of these findings are particularly significant for retailers and marketers targeting the Generation Z demographic. The study suggests that creating online shopping environments that foster hedonic experiences can be an effective strategy to boost impulsive buying. Employing tactics that evoke positive emotions, through interactive and engaging content, can amplify this effect. While the study sheds considerable light on these relationships, it also opens avenues for further research, such as exploring long-term implications or investigating these dynamics across different demographic segments and retail contexts.

In conclusion, the study underscores the importance of understanding the relationships between hedonic browsing, positive emotions, and impulsive buying in the digital age. This

understanding is crucial for retailers and marketers who aim to effectively engage with digitally native consumers like Generation Z and optimize their online platforms to align with these consumers' shopping behaviors and preferences.

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