

UNDERSTANDING THE EFFECT OF HEDONIC SHOPPING VALUE ON IMPULSIVE BUYING BEHAVIOURS IN YOUNG ADULT WOMEN THROUGH THE CASE OF MIDNIGHT SALE

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ABSTRACT

Primarily in big cities, the trend of shopping centers conducting midnight sales have become a part of its business vernacular. First and foremost, the purpose of this midnight sale is to sell old merchandise. It is also a strategy for promotions. Usually, this program begins at night until early morning. From these midnight sales, women are the key target market and represent the majority of the consumers. Coming with the assumption that women tend to be more consumptive, one of the reasons that supported the claim would be relied upon to the whole notion that women might have more spontaneous shopping tendencies. This tendency for consumptive behavior is known as impulsive buying behavior. One of the internal factors of impulsive buying behavior is value. This additional value can lead to that sense of motivation in consumers before their purchase where the type of motivation can be categorized as hedonic shopping value. More importantly, the purpose of this study was to determine the effect of hedonic shopping value on impulsive buying behavior on young adult women. This study uses a quantitative method with a simple linear regression analysis method, which is to test the extent of the causal relationship between the hedonic shopping value variable as the independent variable (IV) and the impulsive buying behavior as the dependent variable (DV), which is applied to 112 samples consisting of women with the age range of 25 - 35 years. The results of this study indicate that there is a significant influence shown by the hedonic shopping value on impulsive buying behavior with an R Square value of 0.509, meaning that the hedonic shopping value which affects impulsive buying behavior is 50.9% and 49.1% is affected by other factors that are not examined.

Keywords: Impulsive buying behavior, hedonic shopping value, young adulthood woman.