

# shopping enjoyment and experience full 1

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# SHOPPING ENJOYMENT, SHOPPING EXPERIENCE AND IMPULSE BUYING ON SPORT SHOES AMONG THE GENERATION Y

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## ABSTRACT

For many months, the restrictions imposed by the government of Indonesia to control the Covid-19 pandemic have changed the way consumers shop their necessities from conventional shops to online shops. Along with the advancement of information communication technology and the vast network of logistic distribution, retail shops are moving from conventional shops to online shops, thus, the online shopping businesses seem to dominate the conventional shops. However, with the massive vaccinations in progress and declines in Covid-19 infection rates, the government have been relaxing restrictions on social gatherings, lockdowns, and mass mobility, including the opening of malls and other public places by the second quarter of 2021. This opportunity is responded by resuming many business activities to a new normal with strict health protocols. As a result, shoppers are returning to malls, and shop owners are launching marketing campaigns to attract buyers.

The aim of this study is to examine the influence of shopping enjoyment and in-store shopping experience on impulse buying among the Generation Y while browsing in-store limited edition sport shoes. Limited edition sport shoes are purchased by the Generation Y sport fans as collectible items which become a symbol of social identity embedded to that generation. Previous studies noted that the Generation Y often conducted unplanned shopping while hanging out in the malls. With the new normal in-store shopping opportunity, it is expected that shopping enjoyment will stimulate the urge to buy impulsively among the Generation Y.

As this is a quantitative research, the data are collected using questionnaires which are distributed to 300 respondents. The questionnaire gathers data on shopping enjoyment, impulse buying tendency, in-store browsing, and impulse buying from the Generation Y. Then, the data are processed with a smart PLS software to obtain the validity and reliability tests, and to prove the hypothesis test. The results show that shopping enjoyment and impulse buying tendency have a positive significant impact on in-store browsing, and in-store browsing has a positive significant impact on impulse buying. However, the variable of shopping enjoyment brings more impact to impulse buying than the variable of impulse buying tendency.

Keywords: *Shopping enjoyment, shopping experience, impulse buying tendency, impulse buying, sport shoes, generation Y*

## I. INTRODUCTION

Every generation in its times has its own characteristics which are different and diverse. Its various faculties or even its differences can be a general description about how they behave daily. One generations that plays important roles in the business world today is the Y generation. This generation has been using many advance communication technologies such as social media and email regularly. The rapid development of the technology has caused every marketer to come up with the right strategy on targeting their potential markets - namely the Y generation.

According to the US census agency (2016), the Y generation refers to those who were born between 1982 and 2000. Based on their birth years, the Y generation are very keen with smartphones, so to speak, the smartphones cannot be separated from their grasp and internet becomes their major need. In other words, the Y generation is a generation that is nurtured in the era of internet booming. The general characteristics of the Y generation can be considered as having more open communication pattern compared to the generations before it, being fanatic users of social media and highly affected life by the technology development, and also being more open to the politics and economics, which makes them likely look very reactive to the environmental changes that happen around them and have more tendency to seek wealth (Lyons, 2004).

Accenture Research shows that one of the unique characteristics of the Y generation is tending to have a greater curiosity of a product, so that, it makes them want to buy and try new products to fulfill their senses of curiosity (Wiose, 2017). Consumptive behavior of generation Y, which is active in social media and exposing the items they buy, will boost their consumptive confidence. Because with social media such as Instagram and Facebook, they can see the current shoes purchase trends, and of course, this is used by companies to promote their products such as sneakers. However, survey in America itself shows that even though the Y generation prefer browsing catalogues online, but more of them purchase offline or coming to the store.

An unexpected disturbance has happened to disrupt the world as a whole since early 2020, the pandemic of Covid-19. For many months, the whole world has contained the normal activities to slow down the spread of the pandemic. In Indonesia, restrictions imposed by the government of Indonesia to control the Covid-19 pandemic have changed the way consumers shop their necessities from conventional shops to online shops. Along with the advancement of information communication technology and the vast network of logistic distribution, retail shops are moving from conventional shops to online shops, thus, the online shopping businesses seem to dominate the conventional shops. With the massive vaccinations in progress and declines in Covid-19 infection rates, the government have been relaxing some restrictions on social gatherings, lockdowns, and mass mobility, including the opening of malls and other public places by the second quarter of 2021. This opportunity is responded by resuming many business activities to a new normal with strict health protocols. As a result, shoppers are returning to malls, and shop owners are launching marketing campaigns to attract buyers. The event of Hari Raya Idul Fitri, which coincides with the re-opening of public places, also triggers the impulse buying, especially garments and sport shoes.

According to Beatty and Ferrel (1998), impulse buying tendency is the tendencies (1) to experience spontaneous and sudden urges to make on the spot purchases and (2) to act on these felt urges with little deliberation or evaluation of consequence. This definition states that impulse buying tendency as a tendency to buy spontaneously with a sudden urge to make an on-the-spot purchase, and then act on that urge with less consideration or evaluation of the consequences. There are many factors to stimulate impulse buying, but the most outstanding ones are shopping enjoyment and shopping experience.

Beatty and Ferrel (1998) define "Shopping enjoyment is defined as the pleasure one obtains in the shopping process". This definition states that shopping pleasure as a pleasure obtained in the process of shopping so that by this definition, in line with the findings of the basic theory of many other studies. Some other basic theory of shopping enjoyment include Grayson (1999) in Bong (2010), who define shopping enjoyment as the recreational places that is obtained from expenditure activities, and as a form of experience from the shopping process that consumers enjoy, it is not a satisfaction that obtained from buying products or services. The intended enjoyment is a pleasure in the shopping process, while pleasure is enjoyment that considers shopping as a recreational shopping.

In-store browsing, which is considered as an activity that shaping shopping experience, is an activity of looking for products that consumers want to buy, either online or coming to the store. Beatty and Ferrell (1998) stated that the combination of personal intention behavior and the efforts made by store management through in-store stimuli provide convenience and enjoyment to consumers to browse stores (in store browsing) in order to find products and services other than recreation, where consumers sometimes come across items they didn't plan to buy but are interested in buying anyway. Jones, et al. (2003) stated that impulse buying is an individual purchase made without any tendency to buy previously (unintended), done immediately (immediate or spontaneous), and without any deep thought (unreflective) (Flight & Scherle 2012).

The indicators of this study derive from articles by Beatty and Ferrel (1998) and Badgaiyan, Verma and Dixit (2016), that are commonly cited by other studies on impulse buying. Based on the article of Beatty and Ferrell's (1998), the indicators of shopping enjoyment are:

1. Time for shopping, which is the time spent by consumers to take advantage of their free time.
2. Recreational shopping, which is a shopping process that is considered by customers as a recreation.

In their article, Beatty and Ferrell (1998) explains the indicators for impulse buying tendency as:

1. Cognitive, the element focusing on conflicts that occur in individual cognitive which include:
  - a. Not considering the price and usability of a product
  - b. Not evaluating a product purchase
  - c. Do not compare the product to be purchased with products that may be more useful.
2. Emotional, the element focusing on the emotional state of the consumer which includes:
  - a. The emergence of a feeling to immediately make a purchase.
  - b. Feeling happy and satisfied after making a purchase.

In their article, Beatty and Ferrell (1998) explain several indicators to measure in-store browsing, including the following:

1. Time frequency, defined as the time spent in the process of looking at goods.
2. Looking at goods, defined as an initial orientation in shopping that the intention to buy has not yet appeared.
3. Focus on finding the purchased item, defined as the purpose of shopping only to find the item that you really want to buy.

Beatty and Ferrell (1998) describe the indicators to measure the felt urge to buy impulsively as:

1. Number of sudden urges that arise to buy impulsively.
2. Not planned to purchase.
3. The desire to buy after looking at goods.
4. No strong urges.
5. Sudden urges that arise to buy impulsively

According to Badgaiyan, Verma and Dixit (2016), there are two dimensions to assess impulse buying which consist of:

1. Cognitive Aspects, the cognitive aspect meant in here is the lack of consideration and planning elements in the purchases made.

2. Affective Aspect, the affective aspects include emotional impulses that suddenly rise the feelings or desires to make purchases based on heart desires, which simultaneously include feelings of pleasure, joy and even disappointment and regret after buying without planning.

Based on these variables, this study constructs the hypothesis as follows:

H1: It is suspected that there is a significant impact of shopping enjoyment on in-store browsing of sport shoe products for generation Y consumers.

H2: It is suspected that there is a significant impact of impulse buying tendency on in-store browsing of sport shoe products for generation Y consumers.

H3: It is suspected that there is a significant impact of in store browsing on felt urge to buy impulsively of sport shoe products for generation Y consumers.

H4: It is suspected that there is a significant impact of felt urge to buy impulsively on impulse buying of sport shoe products for generation Y consumers.

The research framework is depicted in Figure 1.

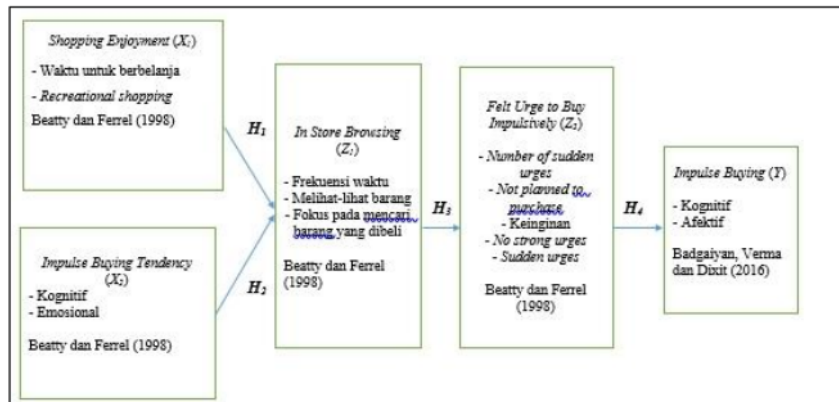


Image 1. Research framework

## II. RESEARCH METHOD

This study follows the quantitative research procedure. Quantitative research emphasizes theory testing through measuring research variables using statistical procedures (Jogiyanto and Abdillah, 2015). Quantitative research methods are also used to find new concepts or hypotheses by first developing propositions and hypotheses and then testing with quantitative data method until finally arriving at the findings in the form of new hypotheses or tested hypotheses (Ferdinand, 2014). This study uses explanatory research with a quantitative approach, because in this study the method used is the explanatory method. Explanatory research aims to explain the relationship between two or more variables (Silalahi, 2009). This study will examine whether shopping enjoyment, impulse buying tendency affect impulse buying with in store browsing and felt urge to buy impulsively as intervening variables.

Populations can be organisms, people or groups of people, communities, organizations, goods, objects, events or reports, all of which have characteristics and must be defined specifically and not ambiguously (Silalahi, 2009). The population in this study are consumers of the Y generation. Research sample is a subset of the population, consisting of several members of the population. This subset is taken because in

some cases it is not possible to examine all members of the population, therefore a representative of the population is called a sample (Ferdinand, 2014). In this study, the sampling technique is using non-probability sampling. Non-probability sampling is a sampling technique that does not provide equal opportunities to all units in a selected population as the research sample. This sampling procedure explains that the researcher selects or takes samples from a population whose information is not known (Jogiyanto and Abdillah, 2015, p.65). The sampling technique used is purposive sampling, which according to Ferdinand (2006) is a way of making decisions based on certain criteria. The number of sample in this study is up to 350 people.

The data for analysis in this study are obtained from the primary data. Primary data are collected from the distribution of questionnaires in the field to the Y generation sport shoes consumers in Surabaya. The data collection procedure in this study is to ask store visitors inside major malls in Surabaya to fill in the research instrument in the form of a questionnaire. Questionnaires are an efficient data collection mechanism if it is clear what is required and how to measure the variables of interest (Silalahi, 2009). In this study, the method of filling out the questionnaire is using the Likert scale method. By using a Likert scale, respondents indicate their choices and opinions about a statement by choosing number one to five. The Likert scale used is a scale of 5 (Cooper & Schindler, 2008), with categories as follows:

- Strongly Disagree (SD) : Score 1
- Disagree (D) : Score 2
- Neutral (N) : Score 3
- Agree (A) : Score 4
- Strongly Agree (SA) : Score 5

This study uses SmartPLS software to process and analyze the data. Data processing techniques follows the SmartPLS procedures: the outer model test, inner model test, and hypothesis test.

### III. RESEARCH RESULT AND DISCUSSION

#### Outer Model Test

The outer model test in this study will be used to test the validity and reliability. The validity test includes the convergent validity test and the discriminant validity test. Meanwhile, the reliability test will include composite reliability

#### Convergent Validity

The results of data processing from the convergent validity test can be known through the loading value. Through the loading value, the validity of the data can be known in order to measure the accuracy of the indicator. The measurement results that have been declared valid can be used to carry out further analysis in this study. The indicator is considered valid if the result of the loading value is  $> 0.70$ .

Information:

- X1 : Shopping enjoyment
- X2 : Impulse buying tendency
- Z1 : In store browsing
- Z2 : Felt urge to buy impulsively
- Y : Impulse buying

Table 1. Convergent Validity

	X1	X2	Z1	Z2	Y
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<b>2</b>					
X1.1	0.791				
X1.2	0.788				
X1.4	0.680				
X1.6	0.594				
X2.1		0.771			
X2.3		0.694			
X2.4		0.786			
X2.5		0.733			
Z1.1			0.767		
Z1.2			0.711		
Z1.3			0.691		
Z2.1				0.771	
Z2.3				0.765	
Z2.4				0.691	
Y1					0.772
Y2					0.683
Y3					0.653
Y4					0.755
Y5					0.675
Y6					0.751
Y7					0.708
Y8					0.749
Y9					0.643
Y10					0.760

Table 1. above shows that all loading values of all indicators for every variable, namely shopping enjoyment (X1), impulse buying tendency (X2), in store browsing (Z1), felt urge to buy impulsively (Z2) and impulse buying (Y), have met the minimum validity value of 0.50 - 0.60. The results of the loading values from X1.1 to Y10 have met the minimum value, so it can be concluded that the indicators in this study are valid, which means that the indicators used are appropriate and in accordance with the research topic.

### Discriminant Validity

Discriminant Validity can be seen from three tests, namely cross loading, latent variable correlations and the AVE value.

Table 2. Cross Loading

Indicator	X1	X2	Z1	Z2	Y	Remark
X1.1	0,791	0,417	0,385	0,303	0,289	Valid
X1.2	0,788	0,459	0,421	0,344	0,405	Valid
X1.4	0,680	0,248	0,286	0,248	0,149	Valid
X1.6	0,594	0,177	0,372	0,447	0,227	Valid
X2.1	0,350	0,771	0,325	0,340	0,446	Valid
X2.3	0,302	0,694	0,280	0,280	0,432	Valid
X2.4	0,370	0,786	0,313	0,346	0,469	Valid
X2.5	0,370	0,733	0,292	0,379	0,447	Valid
Z1.1	0,380	0,302	0,767	0,490	0,419	Valid
Z1.2	0,475	0,327	0,711	0,278	0,204	Valid
Z1.3	0,254	0,247	0,691	0,334	0,266	Valid
Z2.1	0,446	0,316	0,440	0,771	0,409	Valid
Z2.3	0,298	0,310	0,421	0,765	0,348	Valid

<b>Z2.4</b>	0,367	0,424	0,365	0,816	0,574	Valid
<b>Y1</b>	0,365	0,533	0,453	0,495	0,772	Valid
<b>Y2</b>	0,246	0,406	0,318	0,380	0,683	Valid
<b>Y3</b>	0,284	0,435	0,284	0,369	0,653	Valid
<b>Y4</b>	0,251	0,448	0,254	0,395	0,755	Valid
<b>Y5</b>	0,279	0,318	0,328	0,473	0,675	Valid
<b>Y6</b>	0,276	0,507	0,269	0,378	0,751	Valid
<b>Y7</b>	0,255	0,364	0,277	0,422	0,708	Valid
<b>Y8</b>	0,267	0,455	0,225	0,421	0,749	Valid
<b>Y9</b>	0,311	0,398	0,300	0,356	0,643	Valid
<b>Y10</b>	0,234	0,442	0,254	0,385	0,760	Valid

Based on Table 2, all cross-loading values of each item when compared to others has a greater value, so it can be stated that all items are valid. Therefore, there is no need for items to be removed or discarded. Valid indicates that the measuring instrument used in this study is appropriate, therefore the data can be used for further testing.

Table 3. Latent Variable Correlations

Variable	X1	X2	Z1	Z2	Y
<b>X1</b>	<b>1.000</b>	0.467	0.519	0.474	0.389
<b>X2</b>	0.467	<b>1.000</b>	0.406	0.451	0.601
<b>Z1</b>	0.519	0.406	<b>1.000</b>	0.517	0.419
<b>Z2</b>	0.474	0.451	0.517	<b>1.000</b>	0.575
<b>Y</b>	0.389	0.601	0.419	0.575	<b>1.000</b>

Table 3. shows the latent variable correlations of a construct which are better than other constructs, so that through these results all constructs can be declared as valid, meaning that the construct is in accordance with this study (Ghozali, 2014).

Table 4. AVE Value

Variable	AVE	Remark
<b>X1</b>	0,515	Valid
<b>X2</b>	0,558	Valid
<b>Z1</b>	0,524	Valid
<b>Z2</b>	0,616	Valid
<b>Y</b>	0,513	Valid

Table 4. reveals the results of the Average Variance Extracted (AVE) for each variable. The results of the AVE for the four topics have the value over 0.50, so that through these results, it is known that all variables can be declared as valid which means they are appropriate.

### Composite Reliability

The last stage of the outer model test is composite reliability which is used to measure the reliability of a construct. If the composite reliability value shows a number  $> 0.70$ , then the construct is reliable, otherwise if the number shows a result  $< 0.70$  then the construct is not reliable.

Table 5. Composite Reliability

Variable	Composite Reliability	Remark
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X1	0,808	Reliable
X2	0,834	Reliable
Z1	0,767	Reliable
Z2	0,828	Reliable
Y	0,913	Reliable

Table 5. shows all composite reliability values of higher than 0.70, that indicates all variables can be declared reliable so the measuring instrument used in this study can be trusted because of its consistency.

Table 6. Cronbach Alpha

Variabel	Cronbach Alpha	Keterangan
X1	0,682	Reliable
X2	0,735	Reliable
Z1	0,552	Reliable
Z2	0,689	Reliable
Y	0,894	Reliable

Table 6. above shows the results of the Cronbach Alpha value which is basically used to support and strengthen the reliability test in the PLS. All variables can be declared reliable because the Cronbach Alpha values are more than 0.6 and the in-store browsing variable is still acceptable or quite reliable as the Cronbach Alpha value is more than 0.5.

### Inner Model Test

The inner model test assessment is carried out by looking at the R-square value which can define how much impact the independent variables have on the dependent variable.

Table 7. R-square

Variable	R-square
In store browsing	0.304
Felt urge to buy impulsively	0.267
Impulse buying	0.330

Table 7. shows that in store browsing is influenced by two variables, namely shopping enjoyment and impulse buying tendency. When viewed from the R-square value of 0.304, it can be interpreted that the effect is 30%. When viewed from the value, this effect is relatively small because the closer the value to 1, then, more perfect the effect is, while felt urge to buy impulsively is influenced by in-store browsing and has an R-square value of 0.267 so that the effect is quite small. Impulse buying has an R-square value of 0.330 so that it can be interpreted as having an influence of 33% and its effect is not too big.

### Hypothesis Test

The hypothesis test of this study was determined based on the T-statistical value. The significance level used is 5% with a significant T-statistic value of 1.96. The T-statistic value that shows a number more than 1.96 then the hypothesis is accepted, and vice versa if the T-statistic value shows a number less than 1.96 then the hypothesis is rejected

Table 8. T-Statistik

	Original Sample	Mean	Standart Deviation	T-Statistics
X1 → Z1	0,421	0,422	0,050	8,484
X2 → Z1	0,209	0,216	0,052	4,057
Z1 → Z2	0,517	0,521	0,047	10,902
Z2 → Y	0,575	0,578	0,040	14,318

Table 8. shows that:

- Shopping enjoyment has a significant impact on in-store browsing, with a T-statistic value > 1.96, which is 8.484. <sup>5</sup> The first hypothesis in this study is not rejected.
- Impulse buying tendency has a significant impact on in store browsing, with a T-statistic value > 1.96, which is 4.057. The second hypothesis in this study is not rejected.
- In store browsing has significant impact on felt urge to buy impulsively, with a T-statistic value > 1.96, which <sup>1</sup> is 10.902. The third hypothesis in this study is not rejected.
- Felt urge to buy impulsively has a significant impact on impulse buying, with a T-statistic value > 1.96, which is 14.318. The fourth hypothesis in this study is not rejected.

## Discussion

### The Effect of Shopping Enjoyment on In Store Browsing

This study found that shopping enjoyment has a positive and significant impact on in-store browsing, with a statistical T value greater than 1.96, which is 8.484. Based on the highest mean value of shopping enjoyment and in store browsing variables, it can be said that the Y generation likes to use their free time by shopping and they can spend a lot of time while looking at the mall. By taking advantage of free time by shopping, the intensity to look around at the mall will be higher because it is influenced by the atmosphere in the mall, it can make someone to enter a store and have a look at the store.

This study supports the results of the research by Beatty and Ferrel (1998) and Kim and Kim (2008) about shopping enjoyment, so it can be concluded that shopping enjoyment has an effect on in-store browsing because when the customers enjoy shopping, they will have longer time doing in-store browsing.

### The Effect of Impulse Buying Tendency on In-Store Browsing

This study found that <sup>3</sup> impulse buying tendency has a positive and significant impact on in-store browsing, with a T statistic value greater than 1.96, which was 4.057. Based on the highest mean values of impulse buying tendency and in store browsing variables, it can be stated that the Y generation see something interesting while shopping, they buy it immediately, and they can spend a lot of time wandering at the mall. By spending a lot of time while wandering at the mall, they are likely attracted to a product that is in the store, and buy it impulsively, even though inijially there has been no intention to buy it, such as seeing new sport shoes models.

This study supports the <sup>3</sup> sults of a research by Beatty and Ferrell (1998) about impulse buying tendency. It can be concluded that impulse buying tendency has an impact on in-store browsing because the tendency will also appear while doing in-store browsing.

### <sup>1</sup> The Effect of In-Store Browsing on Felt Urge to Buy Impulsively

This study found that in-store browsing has a significant and positive impact on felt urge to buy impulsively, with a T statistic value greater than 1.96, namely 10.902. Based on the highest mean values of the variables **felt urge to buy impulsively** and **in store browsing**, it can be inferred that the Y generation can spend a lot of time while wandering in the mall and they feel a sudden urge to buy sport shoes. With more often time spend browsing at sport shoes stores in the mall, the Y generation consumers can feel a sudden urge to buy them because it is influenced by the environment around the store, such as discounts, promos, and also pressures from seeing many people buying products.

This study supports the results of research by Beatty and Ferrell (1998) and Mohan (2013) about in-store browsing. It can be concluded that in-store browsing has an impact on felt urge to buy impulsively because browsing goods in stores for a long time can cause a feeling to buy spontaneously without any prior intention.

#### **The Effect of Felt Urge to Buy Impulsively on Impulse Buying**

This study found that **felt urge to buy impulsively** has a significant and positive **impact on impulse buying**, with a statistical T value greater than 1.96, namely 14.318. Based on the highest mean value of **felt urge to buy impulsively and impulse buying** variables, it can be concluded that the Y generation feels a sudden urge to buy sport shoes and make purchases unplanned. With the sudden urge to buy sport shoes experienced by consumers, they tend to make unplanned purchases, which means they buy spontaneously when they have seen sport shoe products at the mall without any plans to buy beforehand.

This research is in accordance to the results of Beatty and Ferrell's (1998) research and Putri's (2018) research which conclude that felt urge to buy impulsively influences impulse buying. When people already have a desire to buy something, they will immediately buy without considering further the consequences of their actions after making the unplanned purchase.

#### IV. CONCLUSION

This study concludes that:

1. Shopping enjoyment has a significant positive influence on in store browsing of sport shoes among the Y generation.
2. Impulse buying tendency has a significant positive influence on in store browsing of sport shoes among the Y generation.
3. In store browsing has a significant positive influence on felt urge to buy impulsively of sport shoes among the Y generation.
4. Felt urge to buy impulsively has a significant positive influence on impulse buying of sport shoes among the Y generation.

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# shopping enjoyment and experience full 1

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