



Analysis of The Influence of Hedonic Digital Lifestyle on Consumptive E-Shopping Behavior of Generation Z Through E-Commerce Applications

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Abstract

This research aims to analyze the influence of a hedonic lifestyle on consumptive behavior in purchasing clothes via e-commerce among students. The author uses a quantitative research approach as a procedural step in this research. The author uses the Estok Navitte Cowan formula to determine the sample used. For the sampling process, the author used a non-probability sampling technique. The next technique used was quota sampling, with a total of 30 students. The author uses surveys as a way to collect data and chooses questionnaires as a tool to collect the necessary data from research subjects. The Likert scale was used in this research. Researchers use Google Forms as a tool for collecting data for research. The author uses the data analysis method of recall and data categorization. Based on the research results, it shows that the hedonic lifestyle adopted by respondents is partially in the high category. Both aspects of activities, interests, and opinions related to the research object can help construct a hedonistic lifestyle. In this research, aspects were found that could construct a dominant hedonic lifestyle, such as shopping, being interested in fashion, and thinking about products. Consumer behavior in purchasing clothes in e-commerce carried out by respondents is in the high category. The types of consumer behavior in the high category are impulsive purchases and irrational purchases. These two types of consumer behavior can occur because respondents look for symbols of satisfaction and pleasure attached to clothing in e-commerce. However, the level of waste in purchasing clothes through e-commerce is low.

Keywords: Hedonic Lifestyle, Consumptive Behavior, Purchasing, E-Commerce, Students.

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1. Introduction

Humans have a multitude of unique phenomena that need to be discussed in more depth. One phenomenon that can be discussed is the phenomenon of consumption [1]. Humans consume objects to maintain their lives. Every individual always needs material objects and services to provide biological satisfaction in his life. Technological developments such as the internet make it easy for people to access their consumption needs [2]. The internet is a system where humans can interact with other humans without having to meet in person [3]. So the presence of the internet can help the transaction process in consumption by being carried out flexibly, anytime, and anywhere. Indonesia is a country that is quite fast at providing internet [4]. There is an increase in internet users every year. From 2017 to 2022, there was a recorded increase of 30% in the number of internet users in Indonesia. Internet penetration indirectly changes the existing structure in Indonesia [5]. The internet connects Indonesian people with people of different social and demographic backgrounds in a system [6]. This system is called globalization. One of the impacts felt by the Indonesian people from globalization is that there is a change in consumption patterns from conventional to online stores. E-commerce has become a new form of social consumption space. Shopee is a mobile marketplace that exists in Indonesian society [7]. The existence of this platform in Indonesian society is due to several factors. E-commerce excels in the most memorable brand categories, price and product aspects, shipping and logistics, and the largest number of daily visitors [8].

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are three indicators of hedonic motivation in shopping: discounts, following peer groups, and following trends. When someone does the activity of shopping for clothes, there are six values that an actor looks for [12]. These six values include politeness, culture, self, social communication, spirituality, and happiness [13]. However, of these six values, research results show that consumers have a tendency to apply hedonic values. Hedonic values such as following trendy clothing culture and wearing clothes to gain social status are carried out at a high level [14]. So they ignore the element of modesty in how they dress. This is confirmed by previous studies in the city of Bandung, which stated that a person's motivation for shopping for clothes is to gain social recognition among peers [15].

Hedonic motivation in shopping, if done continuously, will turn into a hedonic lifestyle [16]. A hedonic lifestyle is a person's way of living, where this method is carried out based on the values and culture that he receives through social processes [17] [18]. It can be seen that the hedonistic lifestyle spreads across various commodities, especially clothing [19]. Human lifestyle patterns, such as activities, interests, and opinions that involve pleasure, will influence the act of consuming clothes [20]. People who adopt a hedonistic lifestyle prioritize feelings of pleasure over rationality in making decisions [21]. So decision-making in terms of clothing consumption can be consumptive in nature [22]. This consumptive nature can take the form of impulsive purchases, prices, and quantities that exceed limits and are irrational [23] [24]. In modern times, the acceleration of technological growth means that human consumption can be carried out indirectly [25]. Consumption can be done using an application system, which has an impact on the emergence of new consumption patterns. Even though there is a new system for online consumption, hedonic elements are still found in this system [26] [27]. Even actors can be exposed to higher hedonic elements than conventional stores. Of the many types of online stores, Shopee is one of the e-commerce sites that has many superior features and attractive promotions [28]. So the presence of e-commerce can cause satisfaction and the emergence of hedonic elements in e-commerce. The student group is the group that most often engages in hedonic behavior, especially consumption of clothing [29]. The group of students who are early adults is vulnerable to lifestyle changes [30] [31]. Those who previously received formal education for approximately twelve years are always regulated by their study schedule and how they dress [32]. However, when they are in college, they will be free to choose how to dress according to their individual preferences. It is not uncommon for peers to have an influence on how each individual dresses.

2. Research Methods

The author uses a quantitative research approach as a procedural step in this research. Quantitative research is research that recognizes that human actions can measure social reality using a variety of reliable instruments and ends with the right statistical analysis to find answers to a phenomenon. The author uses the Estok Navitte Cowan formula to determine the sample used. For the sampling process, the author used a non-probability sampling technique. The next technique used was quota sampling with a total of 30 students. The author uses surveys as a way to collect data and chooses questionnaires as a tool to collect the necessary data from research subjects. The Likert scale was used in this research because this type of scale is commonly used in closed survey methods. Researchers use Google Forms as a tool for collecting data for research. The author used several data analysis methods in this research: validity and reliability tests, descriptive statistics, the SEM (Structural Equation Model) method, and data recall and categorization. This validity test uses Pearson product moment correlation. The reliability test is used to measure the degree of consistency of the data in the questionnaire, which is an indicator of the variable. Data can be said to be reliable if there are similarities in the data at different times. In this research, the author used validity and reliability tests in the pre-research process by testing all statement indicators on 30 students according to the researcher's criteria. If all statement items are declared valid and reliable, then the statement items are used until the end of the research as a tool for collecting data from research subjects. If there are items that are invalid or unreliable, the statement item will be discarded.

3. Results and Discussion

Based on the research results, it appears that the majority of respondents have a high level of activity. The frequency distribution results stated that as many as 300 carried out activities at a high level. This indicates that high levels of activity can shape lifestyles, including hedonic lifestyles. because those who lead hedonistic lives will engage in material activities and be highly visible to others. The form of activity carried out at a high level can form a hedonic lifestyle. For example, in the item spending any amount of money for fun activities, 243 people. Hedonistic individuals will experience false consciousness and not use rationality when acting. They will look for pleasure, which is manifested in various activities that are seen by many people. Through activities that are widely seen by their peers, individuals will gain prestige among their peers because they have formed a self-image that is in line with their group's consumption patterns. The more individuals engage in activities that seek pleasure with high intensity, the more they describe their hedonistic lifestyle. High levels of activity will be carried out by consumers who have a hedonistic lifestyle. Because consumers who have a hedonic lifestyle will engage in enjoyable activities that have a high level of similarity to their community.

Based on the research results, it appears that the majority of research respondents have a high level of interest in a hobby. The results of the frequency distribution stated that as many as 268 people had a high level of interest. An actor's interest in something can be a symbol of his identity. Each individual can determine their choice of lifestyle according to psychological, social, and physical aspects. If someone finds an interest that suits them, then they carry out that interest regularly so that their identity is formed. Students who have high-intensity interests will adopt a hedonistic lifestyle to fulfill aspects of their identity. Individuals who have a high interest in shopping activities will adopt a high-hedonic lifestyle by expecting a symbol of social recognition in their social environment. The results on the interest dimension are proof of the existence of the consumerist society theory among students. Students who are research respondents have interests related to hedonic lifestyles. The research findings state that respondents have a high level of interest in hedonic consumption. So they have an orientation to consume with the aim of marking the self-existence they want to achieve.

Based on the research results, it appears that the majority of research respondents have a high level of hedonic opinion. The results of the frequency distribution stated that as many as 267 people had a high level of hedonic opinion. It can be seen that the research respondents' views on various phenomena show a high level of hedonic elements. Individuals respond to various phenomena according to the results of their thoughts and experiences. If they have interacted with a hedonic environment, an individual will imitate and express the same response or opinion as their environment. Because opinions are born from knowledge, knowledge is obtained through social interaction, and this influences subsequent social actions. When interacting with fellow humans, the first thing that often gets attention is clothing. With the clothes we wear, we can construct ourselves with aspects of markers that exist in society. For example, when we wear formal shirts and jackets, most people will see us as people who are professional and have formal skills. Marking values like these are what cause a culture of dressing to emerge in society. The higher the hedonic opinion in the environment, the more a hedonic lifestyle will emerge in the individual. This is in line with previous research, which states that opinions are the result of the interpretation of an object. If an individual has received a high level of pleasure stimulus, then this will construct each individual's mental structure to behave in a highly hedonic way. In this research, the hedonic opinions expressed by research respondents show that they have a hedonic orientation in their consumption activities and are in line with the theory of consumerist society. This theory makes the statement that consumption culture is experiencing homogenization. So people consume based on the value inherent in the commodity. Hedonic opinion can be interpreted as an externalization of the state of society. And it can be concluded that when many people adopt hedonism, individuals tend to follow suit.

Based on the research results, it appears that the majority of research respondents have a high level of hedonic lifestyle. The frequency distribution results stated that as many as 257 people had a high level of hedonic lifestyle. A hedonic lifestyle always prioritizes desires over needs. So that research respondents generally adopt a lifestyle according to their interests that can satisfy them. As with how they dress, as many as 201 people of the research respondents had a tendency to wear different clothes. So 217 people of the research respondents have an interest in being fashionable. When wearing clothes, apart from functioning to cover body organs, clothes can fulfill a social function for the wearer. The people will gain status and social recognition when interacting with peers and wearing clothes that comply with the norms that apply there. So that, based on their expected status, individuals will get satisfaction from these interests. Satisfaction is obtained from the value of the signs and symbols attached to each interest. Every lifestyle that is carried out with interest will indirectly give someone an identity. So that the hedonic symbol in identity obtained through interest will trigger the emergence of a hedonic lifestyle. This is in line with previous research, which stated that the dimension of interest is the main trigger in a hedonic lifestyle. The results of this study state that both activities, interests, opinions, and hedonic lifestyles are at a high level. The high hedonic lifestyle can be caused by several factors, such as peers and increasing consumption space in the respondent's environment. So it is not surprising that individuals will easily carry out consumption activities. This research strengthens the theory of a consumerist society where a person consumes based on the sign value and symbol value of commodities. This is in line with the hedonic lifestyle carried out by research respondents. They carry out a lifestyle (consumption pattern) based on things they find enjoyable. However, there are still items used to describe hedonic lifestyle variables that are not relevant to research respondents. So it is hoped that future researchers can further develop this concept.

Based on the categorization results, it appears that the majority of research respondents have a high level of impulsive buying behavior for clothing in e-commerce. Frequency results stated that as many as 267 people made impulse purchases of clothes in e-commerce at a high level. It can be seen that research respondents generally make impulse purchases of clothing commodities in e-commerce at a high level. The high rate of impulse buying of clothing is due to the various symbols attached to the products being sold. The symbol is created so that those who see it can be persuaded to consume the symbol and buy the product. The symbol of satisfaction in the product is created because there is a value, an image, that the producer inserts into the product being made. Without realizing it, e-commerce parties always insert signs through various kinds of advertisements. We can find these advertisements in various media, such as television, YouTube, social media, e-commerce, or even billboards. This

aims to make people aware and persuaded to shop on e-commerce. Impulse buying will be directly proportional to consumer behavior. If impulse purchases are made at a high level, then the level of consumer behavior will also be high. A person's consumptive behavior will be directly proportional to their impulse buying. This research is different from previous research, where this research focuses on consumer behavior in e-commerce while previous research focuses on clothing consumption in conventional stores. The presence of this research is proof that impulse purchases can occur in online stores. This research provides a new synthesis of consumerist society theory. The theory of consumerist society explains that people will consume continuously because of the value they want to obtain through commodities. Among the many commodities, clothing is a commodity that has many values and symbols. When the clothing product is on a buying and selling platform that has a lot of hyper-reality, false awareness will easily spread in society. So impulse buying in a consumerist society can occur.

Based on the categorization results, it appears that the majority of research respondents have a low level of wasteful clothing buying behavior in e-commerce. The results of the frequency distribution stated that as many as 266 people made wasteful purchases of clothes at a low level. As seen in this research, respondents generally still have the awareness to buy goods according to their needs. This is because the category of wasteful behavior in purchasing clothes in e-commerce is in the low category. Wasteful behavior can occur if individuals buy goods in large quantities. Even though wasteful purchases of clothing occur at a low rate, the act of waste is still considered consumptive behavior. Because there are wasteful buying items that construct consumer behavior, including YWB6 (still buying clothes even though the price is expensive) and YWB7 (spending a lot of money when shopping for clothes). Consumer behavior is characterized by buying at high prices and buying goods that do not match their use value. So even though the results of the wasteful buying categorization are at a low level, there are other waste items that construct consumer behavior. The findings of this study reveal that waste does not occur at a high rate among respondents. These findings illustrate that acts of waste do not often occur in consumerist societies. In a consumerist society, it is revealed that consumption occurs with high intensity. However, this does not apply to this study.

Based on the research results, it appears that the majority of research respondents have a high level of non-rational behavior when buying clothes through e-commerce. The results of the frequency distribution stated that as many as 264 people made irrational purchases of clothes on Shopee at a high level. The high rate of irrational purchases of clothing in e-commerce is due to the current era of consumerism, in which consumers consume a commodity not based on its use value but on the symbol attached to the product being sold. The symbol of satisfaction in the product is created because the values, images, and various symbols are inserted by the manufacturer in the product being made. Symbols such as pleasure and satisfaction with the product can increase the quantity of purchases because buyers experience false awareness and do not use their rationality. In this research, the author found several examples of irrational purchases, such as buying clothes because they were interesting to collect, 177 people, buying clothes because the product could improve their self-image, 178 people, and buying clothes with elements. Favorite was done by 271 people. High irrational purchases reflect a person's consumptive behavior. This is supported by previous research, which shows that irrational purchases will describe consumer behavior because they emphasize the symbol of satisfaction attached to an object. The findings of this research strengthen the theory of a consumerist society. The theory of consumerist society states that people consume based on the values and symbols of commodities. This is in line with the irrational purchases made by research respondents.

Based on the categorization above, it appears that the majority of research respondents have high levels of consumer behavior. The frequency results stated that as many as 266 people had high levels of consumer behavior. Numerous factors can contribute to a person's high level of consumptive behavior. The high level of a person's consumptive behavior can be caused by the individual's age, type of job, income and economy, and lifestyle. Consumptive actions are related to a person's lifestyle and socio-economic status. Someone who has a high income tends to consume more than someone who has a low income. So people who have high incomes have more access to determine their lifestyle. The results of this research support the theory of a consumerist society. In this theory, consumption is carried out because of the seduction process, so consumption is carried out based on symbol value. Likewise, research results show that consumer behavior occurs at a high rate because of the presence of desired symbols. Based on the results of data processing, it can be concluded that the exogenous variable in this study (hedonic lifestyle) has a significant influence on the endogenous variable (consumptive behavior). This can be seen in the t-count statistical results of 43, which is a number greater than the t-table (1.96), as well as the loading factor value of 0.8, which is more than 0.6. So the hypothesis H0 is rejected, and the conclusion is that the exogenous latent variable hedonic lifestyle has an influence on changes in consumptive behavior in purchasing clothes through e-commerce among research respondents.

The hedonic lifestyle variable has a loading factor value of 0.8. The loading factor value on this variable is positive, meaning that this value shows that there is an interrelated relationship between hedonic lifestyle and consumer behavior. The higher the hedonic lifestyle adopted, the higher the consumptive behavior of purchasing clothes through e-commerce. There is an R-Square value of 0.7, which means that a hedonic lifestyle influences consumptive behavior in purchasing clothes through Shopee e-commerce among research respondents by 70%. A

hedonic lifestyle has a P-value lower than 0.001. So a hedonic lifestyle has a significant influence on consumer behavior. The regression coefficient shows 0.85, meaning that if the hedonic lifestyle increases by 1%, then consumer behavior will increase by 85%, assuming other dimensions are constant. After testing the hypothesis, this research found that a hedonic lifestyle has a positive and significant influence on consumer behavior when purchasing clothes via e-commerce among respondents. One indicator that triggers consumer behavior is lifestyle. Lifestyle includes consumption patterns in terms of activities, interests, and opinions about an object. Current consumption patterns are not based on biological needs but rather on symbols of satisfaction attached to goods. So consumption patterns are based on fulfilling the symbolic value of goods, not their use value. The consumption pattern adopted by a hedonic lifestyle is that it prioritizes symbols of satisfaction rather than exchange value and use value. Wearing branded clothes and buying them at high prices is an example of a consumption pattern in a hedonic lifestyle. Symbols of luxury and prestige in clothing are often sought by students to increase their social status among their peers. In the end, consumption patterns implemented in a hedonic lifestyle can form a symbol of a person's identity.

The hedonic consumption pattern, which always prioritizes elements as symbols of satisfaction in an object, is an example of consumption in a consumerist society. A consumerist society arises when many individuals or groups of people consume goods excessively and prioritize the desire for an object embedded in a commodity. This type of society often ignores the use and function of a commodity when consuming it. When consuming, individuals will prioritize comfort, pleasure, or even the prestige function of a commodity. To achieve this comfort, many people are willing to spend more money and do so continuously to achieve it. So, to raise their own image in society, hedonistic individuals emphasize their consumer culture, especially the use or purchase of objects. In the era of consumerist society, consumerist behavior is not immediately present in society. There are other parties who actively participate in this matter. One of the main causes of the spread of consumer behavior is the development of the internet. The current development of the internet can reduce human activities into a new system. Consumption activities that were only carried out in traditional markets a few decades ago can now develop into a virtual system called e-commerce. The presence of e-commerce has become a new form of consumption activity. It must be acknowledged that the presence of e-commerce makes it easier for Indonesian people to consume their activities. However, we need to know that in e-commerce, there is a capitalist system that makes individuals addicted to consumption activities, which turns into consumerist behavior. This capitalist system creates various kinds of codes in e-commerce so that buyers carry out transactions in this e-commerce. There is a similar definition of this code put forward by Berger, namely the culture code. The culture code is a secret structure that influences people's behavior so that their life or lifestyle pursues an existence in the object.

When shopping on e-commerce, there are many forms of seduction, such as persuasive advertising, discount promotions, and various forms of products sold with many variations. In the form of seduction in e-commerce, people are starting to be lulled and experience false consciousness. People will find it difficult to differentiate between commodities that are needs and those that are desires. For people who have a hedonistic lifestyle, they will automatically buy objects that have symbolic value that can satisfy and construct their identity, rather than their use value. When we consume an object, society consumes a symbol and, at the same time, can construct ourselves. So, to construct themselves according to existing social standards, people who have a hedonic lifestyle will carry out consumptive behavior in their various consumption activities. In student groups, it is often found among those who lead a hedonistic lifestyle. Because when they become students, many of them change their preferences and lifestyles. Some even adopt a hedonistic lifestyle to demonstrate their existence among their peers. To show their existence, hedonistic individuals carry out excessive consumption to be recognized as capable of doing this. The more often students consume in a hedonic lifestyle, it will be directly proportional to their consumptive behavior.

The findings of this research support Jean Baudrillard's consumerist society theory. Baudrillard said that society has shifted its consumption patterns based on the symbols of commodities. Each object has a sign value that has been constructed by the producer so that the item has the satisfaction that consumers are looking for. Apart from constructing satisfaction, capitalists often insert elements of identity or social class into commodities. So consumers consume an object not based on its use value but rather on the value of the sign or image attached to the commodity. Consumers are trapped in the false consciousness created by producers and slowly experience alienation, so that they unconsciously carry out consumptive actions when purchasing commodities. So the findings of this research strengthen previous research, which showed that a hedonic lifestyle can have an influence on consumer behavior when purchasing directly in stores. However, this research has the difference that a hedonic lifestyle can influence consumption in e-commerce.

4. Conclusion

The respondents' adopted hedonistic lifestyle falls into the high category, in part. Both aspects of activities, interests, and opinions related to the research object can help construct a hedonistic lifestyle. In this research, aspects were found that could construct a dominant hedonic lifestyle, such as shopping, being interested in fashion,

and thinking about products. Consumptive behavior in purchasing clothes through e-commerce carried out by research respondents is in the high category. The types of consumer behavior in the high category are impulsive purchases and irrational purchases. These two types of consumer behavior can occur because actors look for symbols of satisfaction and pleasure attached to clothing in e-commerce. However, the level of waste in purchasing clothes through e-commerce is low. The results of this research also strengthen the theory of consumerist society by Jean Baudrillard. Baudrillard said that currently people consume objects not because of the use value of an item, but rather because there is a sign value that every human being wants to achieve. Signs such as contentment, luxury, and social status are attached to the objects being marketed. Like other individuals, research respondents unconsciously carry out a hedonistic lifestyle that seeks satisfaction for themselves. They do something that satisfies themselves, such as behaving consumptively when buying clothes. This research has the result that a hedonic lifestyle has a significant, positive, and high influence on consumptive behavior in purchasing clothes via e-commerce.

Individuals are expected to pay more attention to their lifestyle and their level of spending on themselves. If you want to follow a trend, especially in clothing, it is hoped that people will react wisely and adapt to the norms that apply in society. Future researchers can refine and explore more broadly the concept of lifestyle. Because in this scientific work, the author only uses a few lifestyle indicators that construct hedonic behavior. For research in the field of sociology, you can explore the meaning of clothing among students using a qualitative approach. Can explore further consumer behavior in e-commerce using other sociological approaches. For e-commerce, it is hoped that security features in shopping will be increased. Considering that e-commerce has the largest number of users in Indonesia. For sellers who use e-commerce, it is hoped that they will improve and maintain the quality of the services provided. Prioritize the suitability and quality of the merchandise being sold. For e-commerce buyers, it is hoped that they will increase their awareness of fraud and product non-compliance. Buyers are expected to use rationality when shopping.

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