

## **Heavy Social Media Use and Hedonic Lifestyle, Dan Hedonic Shopping Terhadap Online Compulsive Buying**

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### **Abstract**

The development of the e-commerce business is currently showing significant growth. In addition, there are many millennial generations who behave consumptively. This of course did not appear out of nowhere, but with the development of the internet and social media. The increasing use of social media has led to compulsive buying behavior. This study aims to determine the effect of heavy social media and hedonic lifestyle in explaining how consumers make purchases. This study uses a quantitative approach using explanatory. The sample was selected as many as 125 respondents from the Bandung School of Administrative Sciences. The results showed that there was an influence between the two variables, namely heavy social media use and hedonic lifestyle on compulsive online purchases. This research also has implications for companies to review advertising through social media, given that currently social media users are higher, especially in today's younger generation.

**Keyword:** Heavy Social Media Use, Hedonic Life Impulse Buying

### **Introduction**

The presence of social media such as Facebook, Twitter, Instagram and other applications has become the main tool for maintaining and developing interpersonal relationships (Fox, 2015). Social media which is increasingly magnified during the isolation of the current pandemic, is not only about nurturing relationships but also offering consumers various social information sharing options, postings and offers on products and services. The widespread use of social media in recent years stems from young people's perception that these platforms offer convenience, cost-effectiveness and are always available. According to Tarka, P (2020) social media can also stimulate various senses through text, images, videos, etc. and

provide information that teenagers find interesting and fun. The fact that many young people spend a lot of time every day on their online social networking accounts is claimed to be a normative part of growing up in the digital age (Stockdale & Coyne, 2020). In addition, online shopping has also been considered a modern activity where products and services are very easy to find online.

Several studies on consumer behavior, recently stated that "shopping as work" and can provide pleasant comfort, so many researchers are investigating and trying to understand current consumption activities. Research by Lee et al (2016), for example, states that consumers who use the platform are proven to engage in compulsive buying. In addition, today's shopping motivation has become a tendency, especially in the millennial generation to satisfy their needs and pleasures. The study of Kyriou et al (2020) found that each person will behave differently in making purchases. He further said that the younger generation

tends to often make purchases based on their emotions, so many purchases are made compulsively.

Compulsive buying is a phenomenon where consumers shop not to fulfill a need, but rather an uncontrollable emotional urge. The fulfillment of this consumption desire generally leads to a psychological state that can lead to pleasure in shopping. But in reality, this negative effect in compulsive buying has resulted in consumers to spend a lot of money so that they fall into debt behavior (Iriani, S, 2020). This study aims to determine how big the influence of heavy social media and hedonic lifestyle in explaining their influence on the compulsive behavior of students in the city of Bandung. This study focused on the highest age range, namely 20-25 years old students of the Bandung High School of Administrative Sciences. In addition, another consideration is because at that age they (students) are categorized as mature enough to make purchasing decisions.

## Literature Review

### *Heavy Social Media Use and Online Compulsive Buying*

Social media such as Facebook, Twitter and Instagram are virtual communities where users can create individual public profiles, interact with friends and meet other people based on similar interests (Griffiths, 2013). Although social media plays an important role in maintaining and expanding individuals' social networks in the modern era, there is increasing evidence that some individuals spend so much time on these online platforms that they exhibit symptoms of addiction (Griffiths, 2013). Heavy social media use is defined as excessive use of social media. According to Kyros, et al, (2020) Excessive use of social media has led to various adverse outcomes especially for young people (Wang et al., 2015). For example, those who overuse the platform have been shown to engage in compulsive buying, both online and offline (Pahlvansharif & Khanekharab, 2017).

Compulsive buying is a widespread phenomenon in which shopping is not about making ends meet (Singh & Nayak, 2015), but rather an uncontrollable urge to relieve tension (Maccarrone-Eaglen & Schofield, 2019). Unpleasant events/moods will be a trigger for compulsive buyers who seek relief in making purchases regardless of their temporary effects. In terms of the underlying causes, Xu and Tan (2012) state that excessive use of social media occurs when social networks are viewed by individuals as an important mechanism for relieving stress, loneliness, or depression. In this regard, empirical evidence also suggests that excessive use of social media is particularly problematic for young people who are most likely

to develop addictive tendencies.

### ***Hedonic Lifestyle***

Lifestyle according to Iriani, S.S (2020) is a pattern in which humans express their activities, interests and behavior. Consumers with a hedonic lifestyle in satisfying their needs, more often use emotional criteria than logic in purchasing either products or services (Nurlinda, R, 2018). The consumption type of people with a hedonic lifestyle involves the use of products to fulfill fantasies and satisfy emotions (Prastia, F, 2013). According to Risius, A (2019), for consumers with a hedonic lifestyle, shopping is an adventure to get recognition from their social group. According to \* hedonic lifestyle is a person's lifestyle regarding how they spend time, money, buying activities and attitudes. A person's lifestyle in spending money makes a trait and characteristic. In the hedonic lifestyle, the factors that

influence it are the trends and climate offers on social media that are consumed by consumers. \* stated that to see this can be described by the way how he activities, interests, and opinions. In enjoying purchases, consumers generally always want to look striking with a luxurious way of life without even having to spend a lot of money. \* suggested several indicators in explaining the hedonic lifestyle, namely responding to an offer from an advertisement, buying the latest product model, buying a popular brand, and having confidence in the brand being purchased is a good brand.

### ***Online Compulsive Buying***

The term compulsive buying refers to the consumer's pleasure in making a purchase or an irresistible urge to buy (Setiadi, I, 2015). According to Sucidaha, I (2019) purchases like this don't make sense because they are based on emotional or non-essential purchases. It is mostly driven by negative events or emotions and is often associated with psychological, social, and financial consequences (Yulia, H, 2016; Ummah & Rahayu, 2020). Empirically, the phenomenon of compulsive buying is quite well documented in the consumer behavior literature. The findings suggest that such tendencies are exacerbated by Internet use as well as addiction to using it. More specifically, Zayusman & Septrizola, (2019) reports that certain characteristics of internet use appear to compel consumers to compulsively buy.

### ***Pengaruh Heavy Social media use terhadap Online compulsive buying***

The tendency of consumers to make compulsive purchases has received much attention in empirical research (Kyros, et al, 2020). Previous research has suggested that excessive internet users can lead to compulsive buying behavior. The presence of social media and the internet today has made it easier for consumers to search and buy products or services without limits and have access that can be used through their smartphones (Mueller, et al, 2011). In addition, the features presented in the form of credit cards and payment methods have been widely available to meet every consumer need. Empirical findings state that this tendency has led to a lot of consumer behavior in making compulsive purchases by spending a large amount of time and money (Pahlvansharif et al, 2017). Pahlvansharif et al, (2018) stated that high internet users with social media showed significantly higher compulsive buying. Based on this, the following hypotheses were developed:

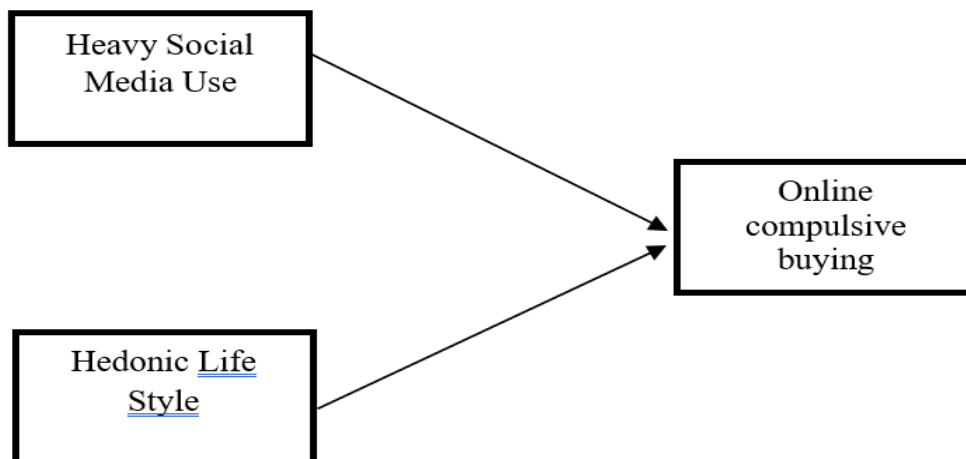
**H1.** Heavy social media has a positive relationship with online compulsive buying.

### ***Pengaruh Hedonic lifestyle terhadap Online compulsive buying***

In each person, of course, has a shopping style in their own way (Zhang, K, 2019). A person's way of life to express themselves with patterns of action that distinguish one from another through shopping styles. The shopping lifestyle is also closely related to the

development of increasingly advanced times and technology (Zheng, X, 2019). Hedonic lifestyle is a lifestyle that refers to how a person lives and how he spends his money and time in making purchases. Based on previous research conducted by Sucidha, I (2019) stated that hedonic lifestyle can lead to compulsive buying behavior. Based on this, the second hypothesis was developed as follows:

**H2.** Hedonic lifestyle has a positive relationship with online compulsive buying.



**Figure 1. Conceptual Framework**

**Source:** Iriani, S (2020) ; Pahlevansharif & Khanekharab (2017)

## Research Method

This study uses a quantitative method approach using multiple regression analysis techniques. The primary data in this study was in the form of a questionnaire that was given directly to the respondents as many as 125 respondents by distributing it online through the link provided where the link directed the respondent to fill out the questionnaire. The population in this study was sampled using an incidental sampling technique, which is a technique that was chosen by chance which already has criteria (Sekaran & Bougie, 2017). In this case, the respondents are students at private universities in the city of Bandung with criteria ranging from 20-25 years of age. Meanwhile, secondary data was collected from several publications either through journals and books. The technique used in measuring the variables uses a five-point Likert scale from 1 (strongly disagree) to 5 (strongly agree). The data collected from the questionnaires were analyzed using multiple linear regression analysis using SPSS 26 for window software.

### Measures

#### *Heavy social media*

As stated by PahlvanSharif, S., & Yeoh, K. K. (2018) that heavy social media is a high use of social media, or in another sense it is addictive. In measuring heavy social media items, we adopt from the research of Pahlevansharif & Khanekharab, (2017) where in this study it was measured by eight items developed by Mueller et al. (2011). However, in this study, we only adopted 4 items to match the phenomenon among students. Each measurement is measured by a Likert scale of 1 to 5.

#### *Hedonic Lifestyle*

Praetia, F. E. (2013) defines that hedonic lifestyle is a pattern in which humans express

their activities to satisfy their needs. The consumption type of people with hedonic style involves using products to fulfill their fantasies and satisfy their emotions. In this study, we measure 4 items adopted from (Prastia, F. E. 2013)

### **Online Compulsive Buying**

Compulsive behavior is behavior in which consumers make purchases based on momentary emotions. Empirically the phenomenon of compulsive buying has increased when the presence of e-commerce is easily accessible. This study uses 3 items adopted from Sucidaha, I (2019)

## **Results and Discussion**

Data from the responses of 125 respondents showed that 22% were male and 78% female.

**Tabel 1. Respondent Profile**

<b>Respondent Profile</b>		<b>Persentase</b>
Gender	Male	22%
	Female	78%
Age	20- 35 year	84%
	25 - 30 year	10%
	> 30 thn	6%
Major	Business administration	65%
	Public administration	35%

(2) Respondents in this study are consumers whose average age is > 20 years and not more than 50 years old.

Source: Processed data (2022)

Table 1 shows that the respondents above indicate that the majority of respondents/consumers who use websites or applications a lot are women when compared to men. This also shows that women tend to do a lot of buying activities via the internet and looking for various discounts on a product and service, product promotions and trends. Looking at the age of the respondents, it is found that the age range of 20-35 is more dominant, this acquisition shows that this generation uses social media more. Based on the majors in the high school of administrative science, the majors in business administration are obtained which are more dominant. After it is known based on the respondents, then a descriptive analysis is carried out to find out how much the respondents' responses to the variables studied are, while the tests are as follows:

**Tabel 4. Descriptif analysis**

<b>No</b>	<b>Variable</b>	<b>Persentase Rata-Rata Skor</b>	<b>Conclusion</b>
1	Heavy social media use	77,67%	Baik
2	Hedonic lifestyle	74,17%	Baik
3	Online compulsive buying	73,81%	Baik

Source: Processed data (2022)

Of each item distributed through online questionnaires, table 2 shows that the results of descriptive analysis of variables heavy social media use, hedonic lifestyle and online compulsive buying are in the good category.

### **Validity and Reliability test**

Validity and reliability tests were conducted to measure the extent to which these

three variables were valid and reliable. Questionnaires have been distributed to 125 respondents

using question items regarding Heavy social media use, Hedonic lifestyle and Online compulsive buying variables. The results show that each variable item has a value above 0.5 which means that the three variables are valid. This means that every question in this study is valid. The reliability tests are as follows:

**Tabel 4.** Reliability test

Variable	Cronbach Alpha (>0,70)	Conclusion
Heavy social media	0,741	Reliabel
Hedonic lifestyle	0,752	Reliabel
Online compulsive buying	0,724	Reliabel

Source: Processed data (2022)

The results obtained from this study indicate that in addition to being valid, each item is reliable or can be relied upon. This is if each variable has a CA above 0.6 then each variable is feasible.

#### *Normality and Multicollinearity Test*

Normality test is conducted to determine the distribution of data or variables, whether the data is normally distributed or not. The normality test is attached as follows:

**Tabel 5.** Normality test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		125
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	1.06319280
Most Extreme Differences	Absolute	.044
	Positive	.033
	Negative	-.044
Test Statistic		.044
Asymp. Sig. (2-tailed)		.158 <sup>c</sup>
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Source: Processed data (2022)

In table 5 it can be seen that the significance value is  $0.158 > 0.05$ . So it can be concluded that the data used is normally distributed. The multicollinearity test is as follows:

**Tabel 6.** Multicollinearity test

Coefficients <sup>a</sup>			
	Model	Collinearity Statistics	
		Tolerance	VIF
1	Heavy social media use	.650	1.818
	Hedonic lifestyle	.738	1.354
a. Dependent Variable: Online compulsive buying			

Source: Processed data (2022)

In table 6. it can be seen that the independent variable has a tolerance value of less than 0.10. The value of Variance Inflation Factor (VIF) also shows that the independent



variable has a VIF value of not more than 10. So it can be concluded that the independent variable does not occur multicollinearity.

### **Regression Test**

**Tabel 7.** Regression test

Model	Unstandardized Coefficients		Standardized Coefficients	
	B	Std. Error	Beta	t sig.
1 (Constant)	.975	2.183		1.756 .656
Heavy social media (X1)	.454	.071	.476	3.108 .000
Hedonic lifestyle(X2)	.656	.117	.419	5.714 .000

Dependent Variable: Online compulsive buying Source: Processed data (2022)

From the output above, it is known that the intercept and regression coefficient values can be formed so that a multiple linear regression equation can be formed as follows:

$$Y = 0.975 + 0.454 X1 + 0.656 X2 + e$$

The above equation can be interpreted as follows:

$a = 0.975$ , meaning that if the variables involved in heavy social media and hedonic lifestyle are zero, online compulsive buying will be worth 0.975 units, thus it can be seen that the regression lines intersect the Y axis at the point 0.975.

$b1 = 0.454$  means that if heavy social media increases by one unit while the other variables are constant, then online compulsive buying will increase by 0.454 units.

$b2 = 0.656$  means that if the hedonic lifestyle variable increases by one unit while the other variables are constant, online compulsive buying will increase by 0.656 units.

From the values above, it can be seen that the t-count value obtained by the Heavy social media variable is  $3.108 > t$  table (1.985), in accordance with the hypothesis testing criteria that  $H_0$  is rejected and  $H_a$  is accepted. This means that partially, heavy social media variable significantly affect online compulsive buying. Hedonic lifestyle obtained  $5.714 > t$  table (1.985), in accordance with the criteria for testing the hypothesis that  $H_0$  is rejected and  $H_a$  is accepted. This means partially, the Hedonic lifestyle variable has a significant effect on online compulsive buying.

### **Coefficient of Determination Test**

In this study, the determinant coefficient ( $R^2$ ) is a tool used to measure how far the model's ability to explain the variation of the dependent variable. The results of the determination coefficient test are as follows:

Predictors: (Constant), Hedonic lifestyle, Heavy social media  
 Dependent Variable: Online compulsive buying

**Tabel 8.** coefficient of determination test

Model	R	R Square
1	.527 <sup>a</sup>	.679

From the results of the table above, the coefficient of determination is 0.679, which means that the influence of the two independent variables on the dependent variable is 67.9%.

Meanwhile, 32.1% or the rest is influenced by other variables not examined.

## **Discussion**

### ***The effect of Heavy social media on Online compulsive buying***

This study aims to assess the relationship between heavy social media or addiction to using social media on compulsive online purchases, as well as to examine how big the effect is. The findings in this study state that the heavy social media variable (x1) shows a positive relationship so that the hypothesis can be accepted. This implies that the tendency of people of generations who are in the age range of 20-35 who often use social media to have high compulsive buying behavior. This finding is also consistent with previous research which states that the use of certain characteristics and the excessive amount of time spent on their smartphone can lead to compulsive buying (Pahlevansharif & Khanekharab, 2017; Zheng, Yang, Liu, et al., 2020). Internet use for young people is currently so high, they can generally get various accesses in searching for information, both news, services and products (Mueller, et al., 2011).

The existence of this relationship may be due to user information available on social media and various e-commerce platforms that allow companies to continuously serve various advertisements for products and services that match the characteristics of users, and can provoke users to compulsive consumption. Likewise with the research conducted by Zheng, Yang, Zhou, et al. (2020) suggested that the effect of social media use on compulsive online purchases is similar to the impact of conventional media such as TV on consumer behavior.

### ***The influence of Hedonic lifestyle on impulse buying***

It is known that the Hedonic lifestyle (x2) variable has a significant influence on consumer purchasing decisions in social media. It can be seen from the good responses of respondents regarding clothing products in online applications that are suitable for use for activities, given that everyone has a different lifestyle, then this lifestyle will affect consumer consumption culture. As stated by Fauziyyah & Oktafani, (2018) lifestyle will affect a person's desire to behave and ultimately determine consumption choices. From the results of research conducted by previous researchers, Sucidha, (2019) that lifestyle has a significant influence on impulse buying. Previous research is in line with research conducted at this time that the shopping lifestyle variable has an effect on impulse buying in online shopping applications.

Hedonistic values in consumers can create behavior that affects the tendency to make purchases. According to Tarka & Harnish, (2021) emotions and moods can lead to compulsive buying behavior, especially in the use of e-commerce on digital platforms. The

results of the study show that hedonistic lifestyle has a positive effect on compulsive buying. Given that lifestyle has become a trend among young people, it is predictable that compulsive buying will increase. This study found that consumer orientation on hedonic attitudes, especially on lifestyle, can produce a positive influence which then spurs compulsive buying. In short, although a hedonic lifestyle orientation may lead to happiness, it refers to compulsive buying. The results of this study are in line with research conducted by Sucidha (2019) that hedonic attitudes have a strong relationship with compulsive buying behavior.



## Conclusions, Suggestions and Managerial Implications

Based on the results of research and discussions that have been carried out in this study, it can be concluded that the two independent variables, namely Heavy social media use and Hedonic lifestyle have a positive influence on compulsive buying behavior. This research, however, is not without limitations. The research sample is based on one university in the city of Bandung, thus, it does not represent the entire student population as a whole. In addition, the majority of respondents are from Bandung. Further research is suggested to use a more representative sample. Another limitation is the use of self-report instruments. Furthermore, the cross-sectionality of the data limits the convincing causal conclusions that can be drawn from the results. Future research may apply a longitudinal approach or experimental design to provide more accurate evidence to explain the observed relationship and the underlying mechanism.

The heavy social media variable has now become a trend, where consumers tend to often use social media with a lot of time intensity. Marketers should be able to capture this by providing integrated advertising on e-commerce or frequently used platforms. In order for the company or organization to remain productive and competitive, several alternatives can be done where there are still many variables that affect compulsive buying that are not discussed in this study. For example, by establishing a business network, this can make it easier for business people to obtain information about product trends so that they can adapt products to developing trends, as well as build business performance capabilities by adopting technology, because nowadays every business is always integrated with adopted technology, especially in digital marketing.

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