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The Effect of Hedonic Shopping and Utilitarian Values on Impulse Buying Moderated by Gender on the Marketplace

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Abstract

This study aims to determine the effect of hedonic shopping and utilitarian values on impulse buying in the marketplace and also to determine the role of gender in moderating this influence. The type of research used was descriptive quantitative, namely a causal associative research. The population in this study are consumers who have shopped at the marketplace. The number of samples taken were 150 people. The sampling technique used in this study was purposive sampling technique. Data was collected through an online survey and analyzed by using SEM-PLS through the SmartPLS application version 3.0. The results show that hedonic shopping and utilitarian values have a significant influence on impulse buying while gender does not moderate the effect of hedonic shopping or utilitarian values on impulse buying.

Keywords: Hedonic Shopping Value; Utilitarian Value; Impulse Buying; Marketplace

Introduction

The development and advancement of communication technology makes the internet a very important thing for society. The sophistication of internet technology can facilitate various individual activities both in social interaction and in fulfilling needs effectively and efficiently. According to research from the company *We Are Social* (2020), internet users continue to grow every year. In 2019, there were 171.17 million or 64.8% of Indonesia's population using the internet as a tool to search for information and knowledge. Meanwhile, in 2020 there were 196.7 million or 73.7% of total users of the total population of Indonesia (APJII, 2020). The high enthusiasm of the community in using the internet causes changes in people's behavior patterns as a form of adaptation and adjustment to change. One of them is the emergence of a new shopping style, namely online shopping by utilizing an online shopping platform or marketplace as an intermediary between sellers and buyers without requiring face-to-face interaction between the two. This trend is proven by the continuous emergence of marketplaces to meet the interests and needs of the internet user community.

The higher the numbers of consumer purchases in the marketplace, of course, the more shopping experiences experienced by consumers, and it is possible for impulse buying to occur (Utami, 2010: 46).

This shopping experience can be influenced by various factors in purchasing decisions based on cognitive and affective aspects. According to Kotler and Armstrong (2008), purchasing decisions are related to consumer doubts in buying products. This behavior will eventually make the customer have a shopping experience. This shopping experience is grouped into hedonic values and utilitarian values. Hoffman and Novak (1996) explain the importance of utilitarian and hedonic values in the online shopping environment. Hedonic values are more affective because they are related to fun, entertainment, and interest, while utilitarian values are more cognitive because they are related to function and usefulness (Kim and Estin, 2011). It is the higher values, whether they are hedonic (e.g. pleasure in shopping) and/or utilitarian values (e.g., good quality products at low prices) that trigger impulsive buying behavior. Thus, impulsive buying behavior is positively influenced by hedonistic and utilitarian values (Floh and Madlberger, 2013).

This is supported by research conducted by Gültekin and Özer (2012) which found that hedonic motives and their dimensions such as adventure, satisfaction, and ideas have a positive impact on impulse buying. In addition, according to research conducted by Widagdo and Roz Kenny (2021), hedonic shopping motivation has a positive and significant effect on impulsive buying. In line with that, research conducted by Tyrv ainena Karjaluoto and Saarij arvi (2020) concluded that hedonic shopping value affects purchasing decisions. Horváth and Adigüzel (2017) investigated the relationship between hedonic shopping motivation and impulse buying in developing countries, and the result shows that hedonic shopping motivation is significantly related to compulsive or impulsive buying. Meanwhile, research conducted by Cahyono (2017) examined the effect of hedonic motives on impulse buying concluded that hedonic value does not have a direct influence on impulse buying, as consumers have usually planned in advance before buying the products.

Consumers who have high impulsivity, however, have not only hedonic values but also possess utilitarian values. When customers find an item they need but does not plan to buy, the impulsive buyer will see the value of the item and will have the intention to buy. Utilitarian value-oriented consumer will choose products efficiently based on rational reasons before making a purchase (Holbrook and Hirschman in Anderson et al, 2012:14). According to Blythe (2005:45), utilitarian value is a consumer's assessment of the functional attributes of a product. This is reinforced by research conducted by Yi and Tun-Min Catherine Jai (2019) which concluded that utilitarian value has an effect on impulse buying. However, according to Cahyono (2017) utilitarian value does not have a direct influence on impulse buying, because the variable does not significantly affect the impulse buying variable.

Kusumowidagdo (2010) states that gender also affects impulsive shopping behavior. Apriani (2008) stated that gender is an inherent trait of men and women that is shaped by social and cultural factors, thus the assumption of social roles between men and women is born. This is in accordance with research conducted by Yang and Lee (2010) which states that men tend to shop based on utilitarian values and women tend to shop on hedonic values. However, different results are shown by the research of Davis et al. (2013) which states that basically there is no difference based on gender or gender of consumers in shopping impulsively. According to Worth, Smith and Mackie (1992), both men and women like to shop impulsively, but the difference is that male consumers prefer a product with a masculine image in shopping, while female consumers prefer products with a feminine image.

With the inconsistency of the results of several previous studies, this topic is interesting to study. In addition, there are not too many studies that discuss the effect of hedonic shopping and utilitarian values on impulse buying in a marketplace context. Researchers tried to add gender as a moderating variable based on previous researches which stated that gender had an influence on impulse buying and that gender differences caused different consumer spending values, while other studies stated that men and women had the same shopping value in doing impulsive shopping, the only difference was the type of product purchased. Therefore, there is a need for further research related to the effect of hedonic shopping and utilitarian values on impulse buying moderated by gender in the marketplace with hope that it can help explain relationship between variables.

Literature Review

Impulse Buying

Impulse buying can be interpreted as buying behavior that is not planned and without prior consideration and prioritizes emotional over rationality to buy a product or item (Rook, 1987). This behavior provides strong feelings and experiences for consumers in the form of pleasure and excitement which then resulted in forming the hedonic value. In contrast to that, Solomon and Robolt (2009) stated that a person's impulsive behavior is not only influenced by emotions but is often based on rationality in the form of needs. This means that the impulsive behavior carried out by consumers is also influenced by the value of benefits or utility value provided by a product or item. In addition, according to London and Bitta (1998) impulse buying is also influenced by gender. Gender differences can also create different reasons for consumers to behave impulsively. This statement is in line with research conducted by Yang and Lee (2010) which stated that women tend to be oriented towards hedonic values while men tend to see utility values.

The Effect of Hedonic Shopping Value on Impulse Buying

Several previous studies were conducted to determine the relationship between hedonic shopping value and impulse buying. According to Park et al. (2006), the value of hedonic shopping plays an important role in impulse buying activities. This happy desire arises from within a person because shopping can relieve fatigue from various daily activities. This behavior provides strong feelings and experiences for consumers in the form of pleasure and excitement so that a hedonic value is formed (Babin et al, 1994). Based on research conducted by Gültekin and Özer (2012), there is a positive influence of hedonic motives on impulse buying. Based on the description above, the first hypothesis can be drawn:

H1: Hedonic shopping value has a significant effect on impulse buying

The Effect of Utilitarian Value on Impulse Buying

Several previous studies were conducted to determine the relationship between utilitarian value and impulse buying. When a consumer finds an item he or she needs but does not plan to buy, the impulsive buyer can see the value of the item and will have the intention to buy. In other words, impulsive customers will feel satisfied to make purchases with utilitarian shopping values (Chung, Song and Lee, 2017). Solomon and Rabolt (2009) say that impulse buying is not completely irrational but is often based on the needs or rationality of the consumer, in other words, this behavior leads to utilitarian value. Utilitarian shopping value occurs when consumers get the product they need, and this value increases when consumers get the product with minimal effort (Lee, Kim, and Fairhurst, 2009). This is in line with research conducted by Rezaei, Ali and Amin (2016) which concluded that utilitarian value has a significant effect on Impulse Buying. Based on the description above, the second hypothesis can be drawn:

H2: Utilitarian value has a significant effect on impulse buying

The Effect of Hedonic Shopping Value on Impulse Buying Moderated by Gender

According to Park et al. (2006), the value of hedonic shopping plays an important role in impulse buying activities. However, there are other factors that can moderate impulse buying. Loudon and Bitta (1993) revealed that the factors that influence impulsive buying are gender. The gender referred to in this study is the difference in the effect of spending between men and women. According to research conducted by Djafarova, Elmira and Tamar Bowes (2020), women tend to have the influence of hedonic value or hedonic shopping value when doing impulse buying while men do not. Based on the description above, the third hypothesis can be drawn as follows:

H3 : Gender significantly moderates the effect of hedonic shopping value on impulse buying

The Effect of Hedonic Utilitarian Value on Impulse Buying Moderated by Gender

Sometimes, the consumer finds the item he needs but does not plan to buy, and in this kind of situation, the impulsive buyer will see the value of the item and has the intention to buy. In other words, impulsive customers will be satisfied by the value of utilitarian shopping (Chung et al, 2017). Solomon and Rabolt (2009) stated that impulse buying is not completely irrational but is often based on the needs or rationality of the consumer, in other words, this behavior leads to utilitarian value. Loudon and Bitta (1993) revealed that the factors that influence impulsive buying are gender. According to research conducted by Yang and Lee (2010), men tend to have an influence on utilitarian values when doing impulse buying while women do not. Based on the description above, the following hypothesis can be drawn:

H4 : Gender significantly moderates the effect of utilitarian value on impulse buying

Conceptual Framework

Based on the explanation above, the empirical model in this study is presented in the following figure:

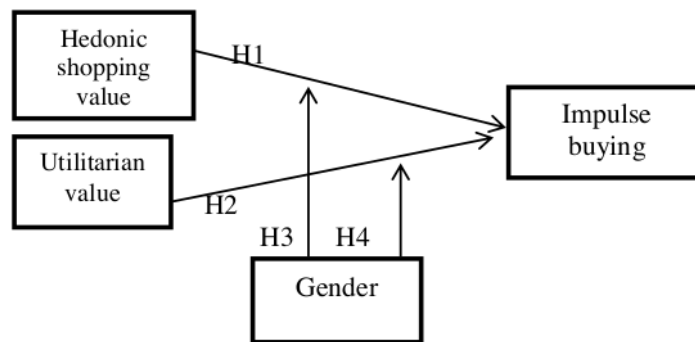


Figure 1. Conceptual Framework

Method

This study uses a causal associative approach. Data collection was carried out by utilizing the online questionnaire application on google form. Respondents come from various demographics in terms of gender, age, and occupation. Questionnaires were distributed to respondents using purposive sampling technique, a total of 150 respondents' answers were used in this study. Measurement of variable indicators adopted from previous research, namely impulse buying from Rook (1987); hedonic shopping value from Arnold and Reynold (2003) and Solomon (2009); and utilitarian value from Ferrand and Vecchiadini (2002) and Chaudhuri and Holbrook (2001). All items were evaluated using a five-point Likert scale, ranging from 1=strongly disagree to 5= strongly agree. For gender as the moderating variable, category 1 and 2 were used. Data was analyzed using SEM-PLS (Structural Equation Modeling-Partial Least Equation) which was operated through the SmartPLS application.

Characteristics of Respondents

This study collected responses from 150 respondents. Because it uses an online questionnaire form via google form, all questions can be set to be "mandatory", so that respondents answer all the questions asked. Characteristics of respondents vary widely, the results are as follows: Female respondents are still dominant (60%) compared to men. The majority of respondents are between 19-24 years old (40%) and are students (46%). The average income is below 2,000,000 per month (52%). Complete data can be seen in the following table:

Table 1. Characteristics of Respondents

Variable	Description	Sum	%
Gender	Male	60	40%
	Female	90	60%
Age	<19 Years	28	18.7%
	19-24 Years	60	40%
	25-35 Years	51	34%
	>35 Years	11	7.3%
Occupation	Student	69	46%
	Civil servant	11	7.3%
	Businessman	15	10%
	Private employees	32	21.3%
	Temporary employees	15	10%
	Unemployed	8	5.4%
Monthly Income	< Rp 2.000.000	78	52%
	Rp 2.000.000 to Rp 5.000.000	44	29.3%
	Rp 5.000.000 to Rp 10.000.000	18	12%
	> Rp 10.000.000	10	6.7%
Marketplace Choice	Shopee	124	82,7%
	Tokopedia	17	11,3%
	Lazada	3	2%
	Bukalapak	3	2%
	Blibli.com	2	1,3%
	Bhinekka	0	0
	Ralali	0	0
	JD.ID	1	0,7%

Results and Discussion

Measurement Model (Outer Model)

1. Results of Individual Item Reliability Test

Table 2. Loading Factor Value

Variables	Statement	Loading Factor	Criteria
Hedonic shopping value	I feel shopping on the marketplace is an interesting and special experience	0,775	Valid
	I feel very happy when I shop on the marketplace	0,708	Valid
	I feel shopping on the marketplace is a must or synonymous with me	0,814	Valid
	I share product information that is sold on the marketplace with friends or relatives	0,797	Valid
	I feel happy to be able to interact directly with sellers on the marketplace regarding product information	0,813	Valid
	I often shop together with friends or relatives on the marketplace	0,774	Valid
	I feel shopping on the marketplace is entertainment in itself to overcome boredom	0,853	Valid
	I shop at the marketplace to pamper myself so that my mood will be better	0,883	Valid

	To me, shopping on the marketplace is a way to relieve stress (self healing)	0,753	Valid
	I shop on the marketplace to keep up with current trends	0,763	Valid
	I shop at the marketplace because I'm interested when I see ads on social media or mass media	0,795	Valid
	I shop when there is a new product available on the marketplace	0,814	Valid
	I feel happy when I help other people buy products on the marketplace		
	I feel happy when I buy gifts for others on the marketplace	0,814	Valid
	I feel happy when I recommend products sold on the marketplace to other people	0,833	Valid
	I am enthusiastic when shopping on the marketplace when there are discounts (discounts)	0,875	Valid
	I like shopping at marketplaces that provide certain offers such as free shipping or product-saving packages at lower prices	0,854	Valid
	I shop at the marketplace because the price of the product is cheaper than other places	0,836	Valid
	I feel that my social status will increase when I buy products on the marketplace		
	I imagine other people's positive or negative reactions when I buy a marketplace product	0,866	Valid
		0,886	Valid
		0,896	Valid
Utilitarian value	I shop on the marketplace to save the money I spend	0,860	Valid
	I buy products on the marketplace with the cheapest prices	0,850	Valid
	I buy high quality products		
		0,848	Valid
	I choose products that can simplify my daily activities	0,903	Valid
	I really rely on the quality of the products I buy on the marketplace	0,759	Valid
	I have to buy a certain product in the marketplace and it can't be replaced with another product	0,769	Valid
	I buy products on the marketplace based on needs not wants	0,739	Valid
	I buy a very important product on the marketplace to fulfill a need		
		0,902	Valid
Impulse buying	I don't plan before shopping on the marketplace	0,864	Valid
	I immediately shopped the first time I saw a product on the marketplace	0,831	Valid
			Valid
	I decided to shop on the marketplace in a very fast and short time	0,822	Valid
	I don't care about other things that get in the way when shopping on the marketplace	0,808	Valid
	I feel excited when I shop on the marketplace	0,815	Valid
	I feel obsessed with immediately buying and owning products on the marketplace by spending some or all of the money I have	0,800	Valid
	I buy products on the marketplace without thinking twice	0,853	Valid
	I tend to buy products on the marketplace because I just like the product but don't really need it	0,806	Valid

By using the SmartPLS application, it can be seen in the picture above that all variable indicators have a loading factor value > 0.70 (Abdillah and Jogiyanto, 2014). Therefore, these indicators are valid and then used as items in model testing in this study.

2. Results of Discriminant Validity Test

The discriminant validity test was carried out using the average variance extracted (AVE) value. At this step, the first condition that must be met is that the AVE value must be greater than 0.50. In Table 3, it can be seen that the AVE value of all variables is > 0.50 so that the first condition is fulfilled. Based on data on table 3, we can conclude that all items met the condition, therefore all items are valid and can be used to test this research model.

3. Results of Internal Consistency Test

Table 3. Quality Criteria

Variable	AVE	Composite Reliability	Cronbach's Alpha
Hedonic Value (X1)	0,675	0,976	0,975
Utilitarian Value (X2)	0,690	0,947	0,935
Impulse Buying (Y)	0,681	0,945	0,933

The composite reliability value of each variable is greater than 0.70 as the cut-off value. Likewise for Cronbach's alpha value has been in accordance with the recommended value (> 0.70). Therefore, the internal consistency was concluded to have been met.

Hypothesis Testing

To determine the significance level of the path coefficient, the t value (t-value) generated by running the Bootstrapping algorithm is used to determine whether the proposed hypothesis is accepted or not. At a significance level of 0.05, the hypothesis will be supported if the significance level is below 0.05 (5%).

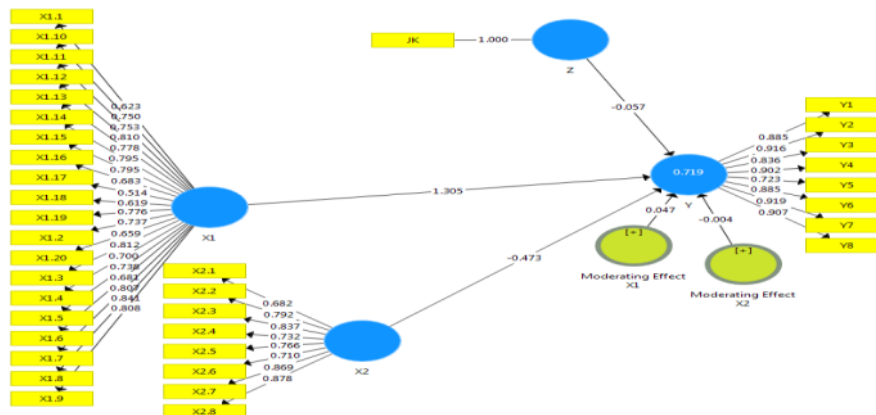


Figure 3. Inner Structural Model

Table 4. R Square value

Variabel	R Square
Impulse Buying (Y)	0,719

In principle, this research uses one dependent variable which is influenced by other variables. The results shows the R Square value of 0.719 or 71.9%, this means that the hedonic shopping value and utilitarian value variables can substantially explain the impulse buying variable with a level of 71.9% while the rest is influenced by other factors.

Table 5. Results of Structural Model Test

Effect Between Variables	Coeffisien	T Statistics	P Value	Evidence
Hedonic Value -> Impulse Buying	1.305	7.486	0,000	Significant
Utilitarian Value -> Impulse Buying	-0,473	2.525	0,012	Significant
Gender*Hedonic Value -> Impulse Buying	0,047	0.274	0,784	Insignificant
Gender*Utilitarian Value -> Impulse Buying	-0,004	0.022	0,982	Insignificant

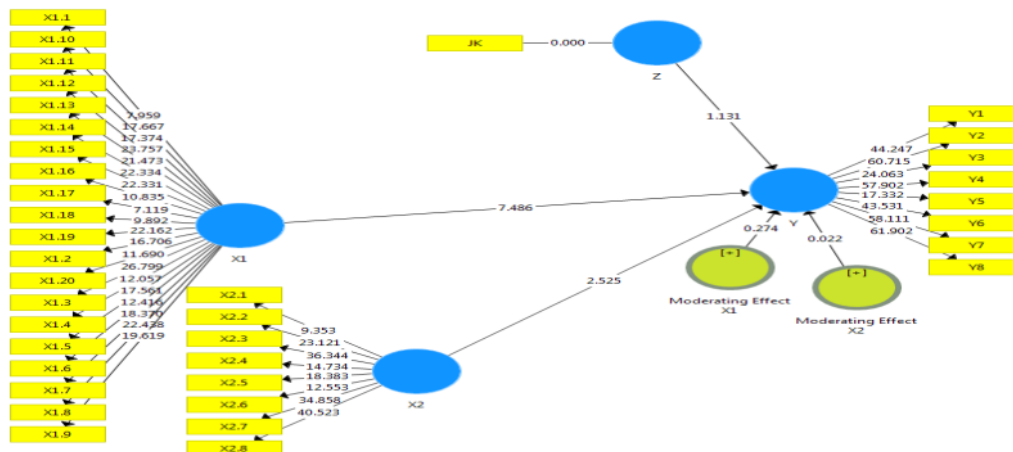


Figure 4. Results of Bootstrapping Test on SmartPLS

The first hypothesis (H1) in this study states "hedonic shopping value has a significant effect on impulse buying". Through hypothesis testing with PLS, the test results show the coefficient value is 1.305 with a p-value of 0.000 which is smaller than 0.05 so it can be said that the effect of hedonic shopping value on impulse buying in the marketplace means is in accordance with hypothesis 1 (therefore, hypothesis 1 is accepted).

The second hypothesis (H2) in this study states "utilitarian value has a significant effect on impulse buying". Through hypothesis testing with PLS the test results show the coefficient value is -0.473 with a p-value of 0.012 which is smaller than 0.05, so it can be concluded that there is an influence of utilitarian value on impulse buying in the marketplace which means that it is in accordance with hypothesis 2 (therefore, hypothesis 2 is accepted).

The third hypothesis (H3) in this study states "*gender significantly moderates the effect of hedonic shopping value on impulse buying*". Through hypothesis testing with PLS, the results show the coefficient value is 0.047 with a p-value of 0.784 which is greater than 0.05 so it can be concluded that gender does not moderate the effect of hedonic shopping value on impulse buying in the marketplace, which means it is not in accordance with hypothesis 3 (therefore, **hypothesis 3 is rejected**).

The fourth hypothesis (H4) in this study states "*gender significantly moderates the effect of utilitarian value on impulse buying*". And the results of testing hypothesis show a p-value of 0.982 which is greater than 0.05 so it can be concluded that gender does not moderate the effect of utilitarian value on impulse buying in the marketplace, which means it is not in accordance with hypothesis 4 (therefore, **hypothesis 4 is rejected**).

Discussion

The Effect of Hedonic Shopping Value on Impulse Buying in Marketplace

The findings of this study reveal that hedonic shopping value has a significant effect on impulse buying. This means that the stronger the hedonic shopping value, the stronger the impulse buying of the consumers who shop at the marketplace. This result is in line with research conducted by Gültekin and Ozer (2012) which stated that hedonic shopping value has a positive and significant effect on impulse buying. Impulse buying behavior is formed because the consumers feel happy and enthusiastic about shopping at marketplaces that provide certain offers such as free shipping or product-saving packages at lower prices, product prices are cheaper than other places, mamand discounts. For some people, shopping activities (particularly online shopping) can help relieve fatigue due to various daily activities, as shopping itself has become a hobby for them (Babin et al, 1994). This behavior provides strong feelings and experiences for consumers in the form of pleasure and excitement so that a hedonic value is formed. This is in line with the findings in this study, in which consumers feel that shopping in the marketplace is an interesting experience and is also a must for them.

Meanwhile, according to Swarbrooke and Horner (2007), shopping activity can also occur when a consumer's need for certain items is sufficient for the time and money allocated to travel to a store or when a consumer needs attention, wants to be with friends, wants to meet people who share similar interests, feel the need to practice, or just have some free time. In accordance with that theory, the findings of this study state that customers feel happy when they are going shopping with friends or relatives, sharing product-related information, helping to buy products, buying gifts and recommending products. Dittmar and Drury (2000) also stated that hedonic needs arise as a result of consumer motivation in making purchases, such as pleasure and temporary escaping from their routine. Those studies are supported by this result which found that some customers see shopping activity as an entertainment to overcome boredom, pamper themselves so that the consumer's mood becomes better, and also as a way to relieve stress (self healing). Meanwhile, Yu and Bastin (2017) stated that someone who is shopping to satisfy their hedonic value, aims to get praise from others. In results, consumers with impulsive behaviour concern with the positive or negative reactions of others when buying products and with the occurrence of higher social status when buying goods in a marketplace.

The Influence of Utilitarian Value on Impulse Buying in the Marketplace

The findings of this study reveal that utilitarian value has a significant effect on impulse buying. This means that the stronger the utilitarian value, the stronger the impulse buying. This is in line with research conducted by Rezaei et al. (2016) which stated that utilitarian value has an effect on impulse buying. Consumers with utilitarian value shop impulsively to save money or costs incurred by buying goods or products at the lowest price (Ferrand and Vecchiadini, 2002).

Solomon and Rabolt (2009) also stated that impulse buying is not completely irrational but is often based on the needs or rationality of the consumer, in other words, this behavior leads to utilitarian value. In line with the findings of this study, a person purchases on the marketplace is also based on their needs for which products are purchased to facilitate their daily activities. In addition, consumers buy products based on product quality at the lowest possible price but with high quality. This means that consumers get the product they need, and this utilitarian value increases when consumers get the product with minimal effort (Lee, Kim, and Fairhurst, 2009).

Gender Moderates the Effect of Hedonic Shopping Value on Impulse Buying on the Marketplace

The findings of this study revealed that gender did not significantly moderate the effect of hedonic shopping value on impulse buying. This means that there is no difference in impulse buying behavior based on gender between men and women. This is in line with research conducted by Davis et al. (2013) which stated that gender differences were not significantly able to moderate the relationship between hedonic shopping value and purchase intention, especially online. Men and women basically have the same hedonic value in impulsive shopping, but what distinguishes them is the type of product purchased. According to We Are Social (2020), they stated that men and women are equally fond of shopping, whereas men usually buy digital, electronic and fashion products online while women prefer kitchen utensils and fashion. However, this study is not in line with the research conducted by Zhang and Feng (2020) which stated that there are differences in consumer behavior where men tend not to be impulsive while women are impulsive.

Insignificant results occur because of the possibility of other factors that can moderate the effect of hedonic shopping value on impulse buying, namely the age where the most dominant age of the respondents in this study is the age of 19-24 years. Research conducted by Dey and Srivastaka (2017) states that young consumers tend to be hedonic in making impulse purchases. This is also in line with the findings in this study that consumers feel very happy when shopping with friends or relatives.

Gender Moderates the Effect of Utilitarian Value on Impulse Buying on the Marketplace

The findings of this study reveal that gender does not significantly moderate the effect of utilitarian value on impulse buying. This means that there is no difference in impulse buying behavior based on gender between men and women. Men and women do not specifically or do not have a utilitarian value tendency in shopping impulsively. This is in line with research conducted by Jackson, Stoel and Brantley (2011) which explained that there is no difference in a person's utilitarian value based on gender in shopping at a shopping center or mall. The results of this study indicate that men and women tend to have no difference in the value of utilitarian spending when shopping at shopping centers. However, it is different from the research conducted by Yang and Lee (2011) which states that there are differences in behavior where men tend to be utilitarian while women are not.

Insignificant results occur because there may be other factors that can moderate the effect of utilitarian value on impulse buying, namely in the form of income levels which based on the findings of dominant respondents having income levels below Rp 2.000.000. Research conducted by Handayani et al. (2021) states that the amount of income or the availability of money is able to moderate the effect of utilitarian value on impulse buying. Similarly, Beatty and Ferrell (1998) also found that the availability of money creates positive emotions for consumers and those positive emotions produce stimuli or stimuli to carry out impulse buying.

Conclusions

Hedonic shopping value has a significant effect on impulse buying. This means that the stronger a person's hedonic shopping value, the stronger the impulse buying. Consumers with hedonic shopping

values tend to attach importance to emotional factors in the form of pleasure, joy and satisfaction in doing impulse buying on the marketplace. In addition, utilitarian value has a significant effect on impulse buying. This means that the stronger the utilitarian value a person has, the stronger the impulse buying. Consumers who have strong utilitarian values tend to attach importance to the rationality aspect in the form of benefits and uses of products or goods purchased on the marketplace. However, gender does not moderate the effect of hedonic shopping value or utilitarian value on impulse buying. This means that there is no difference in the behavior of hedonic shopping value or utilitarian between men and women in term of impulse buying. Men and women have the same level of hedonic value in impulsive shopping on the marketplace. In addition, men and women have the same level of utilitarian value in impulse buying on the marketplace.

This research provides managerial implications for marketers or entrepreneurs, especially in the marketplace to pay attention to aspects of consumer hedonic value, namely by providing attractive offers and low prices, providing rewards for consumers who are able to invite others to shop on the marketplace, and continue to follow trends favored by consumers. In addition, for the utilitarian value aspect, marketers should pay attention to quality and competitive prices as well as product diversification. Besides that, the marketplace needs to pay attention that men and women are actually both impulsive but with different types of products so that this can increase sales volume.

Some limitations of this study, which provide opportunities for a further research include: there are no types of products and brands described in the study. The impulse buying variable can be explained by the hedonic shopping value and the utilitarian value of 71.9% each, the rest there are other factors that can affect impulse buying. And also, this study only involved a limited number of samples, namely 150 people considering the number of visitors to the marketplace is very high and further research is expected to increase the number of samples in order to get a picture of the results that are closer to the actual conditions.

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