

Factors That Determined E-Purchase Decision in Fashion Industry for Gen Y and Z

Rejeki Widyasari¹, Ni Made Florentina², Tantri Anggraini³, Rano Kartono⁴, Arta Moro Sundjaja⁵

^{1, 2, 3, 5} Business Management Program, BINUS Business School Master Program,

⁴ Doctor of Research In Management Program, BINUS Business School

Bina Nusantara University, Jakarta, Indonesia, 11480

¹wie.wie.d@gmail.com, ²el.florentina@yahoo.com, ³anggrainitantri@gmail.com, ⁴rano.kartono@binus.ac.id

⁵asundjaja@binus.edu

ABSTRACT

This study aims to determine factors that impact e-purchasing decisions in fashion products for Gen Y and Gen Z. This statistical parametric study adopted a method that uses a multiple linear regression in which the data processed by SPSS program. The method used in the form of a standardized questionnaire with Likert scale was used to gather data consisting of 20 questions organized on the basis of indicators and measurements derived from each variable. Based on Hair et. al (2014) with ratio 10:1, the total sample size was 200 respondents and questionnaire is distributed to respondents with accidental sampling technique. The result showed that the value of

R-squared is 32.8% and the factors that determined

e-purchase decisions in the fashion industry for Gen Y and Gen Z are utilitarian motivation and sales promotion.

Keywords

Hedonic motivation, utilitarian motivation, characteristic of social media, sales promotion, purchasing decision online.

Article Received: 10 August 2020, Revised: 25 October 2020, Accepted: 18 November 2020

Introduction

Nowadays, as an alternative to the traditional market, electronic purchasing or e-purchase has become a popular way to purchase products in many countries due to its unique advantages. E-purchase is a new trend in the field of e-Business and will undoubtedly be the future of the purchase industry in the world (Chaturvedi, 2014). Many businesses use their official website to offer and sell their products/services online. In regards to digital purchasing, the Indonesian market shows optimistic projections. Indonesia is one of the countries with the highest number of internet users in the world; around 184.94 million out of the country's total population of over 308 million were active internet users as of December 2019 (Statista, 2020) and around 65% of total Indonesian internet users are dominated by users in the Java Area with around 37.3% are located in DKI Jakarta based on research by the Indonesian Internet Service Providers Association (APJII) in 2017.

Based on a study in January 2020 by Alvara Research Center, most people in Jakarta who use the internet in the past 6 months (82.7%) consume internet between 1-3 hours (39.1%) and 4-6 hours (36.3%). Interestingly, the intensity of Gen Y (born in 1980 – 1994) and Gen Z (born in 1995 – 2010) consuming the internet is the most compared to other generations. As shown in Figure 1, internet users are dominated by Gen Y (26 - 40 years) and Gen Z (15 - 25 years). These generations have done many activities related to their daily lives such as search information and purchase products or services through any e-commerce platform (Suhartini, 2013).

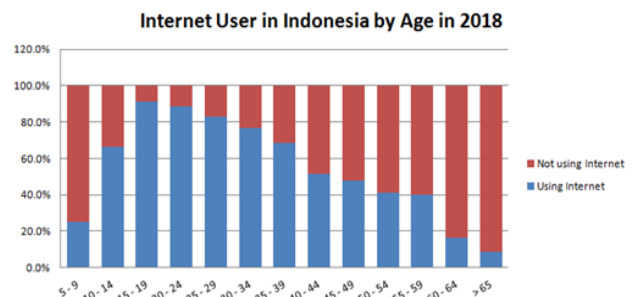


Figure 1: Data internet users by age for 2018

(Source: APJII, 2019)

Traditional marketing and management of the fast fashion industries are also experiencing a revolution because of the emergence of e-commerce (Wei & Zhou, 2013). Marketplaces for fashion are becoming competitive, where the fashion industries need to constantly change their models at a minimum every season of the year (Molendijk, 2017). In research done by Alvara Research Center (2020), products that mostly buy through e-commerce platforms by Gen Y and Z are fashion, then followed by electronics, such as computer/laptop, handphone.

In today's ever changing and competitive market climate, it has become important for retail managers to clearly understand and predict what are the factors that impact on consumers' purchase decisions. Consumers are also motivated by internal and external factors in their e-purchase decision-making processes. (Belch and Belch, 2003). In previous studies, it was found that consumers who get strongly motivated, tend to lead to consumptive behavior (Dawson and Kim, 2010). Generally, purchase decision motivation has two types, intrinsic (hedonic) and extrinsic

(utilitarian) (Wahab et al., 2018). From previous research, Yuldinawati (2015) and Kasnaeny, et al (2013) found hedonic motivation and utilitarian variables simultaneously had a significant influence on consumer purchase decisions in normal economic conditions.

In general, 79.2% of Indonesian people consume social media networking and they can spend around 3 hours per day based on the survey with data 2019 from Alvara Research Center (2020). The result from previous research done by Khatib (2016) and Hassan (2018) indicated characteristics of social media is one kind of external influence that has an impact on e-purchasing decisions. Consumers will follow their favorite brands' accounts on social media and during accessing social media, customers will get updates, ideas and also review about products and it will trigger to customer's purchase decisions. Other scholars also said that customers have a high degree of knowledge of promotional offers and always search for them, which is why sales promotion is important predictors of customer's e-purchase decisions (Ajibola, 2019).

The topic has been long investigated in many studies with different independent variables and also different business factors for each study impacted to one dependent variable which is customer e-purchasing decision. Thus, this study is designed quite differently from previous researches in which the researchers combine internal consumers' motivation (hedonistic and utilitarian motivations) and external influence (characteristics of social media and sales promotion tools) to consumers' e-purchase decisions, especially for fashion products with focusing on generation Y and Z as the most users on the internet. This research tried to find out the internal and external factors affecting e-purchase decisions of fashion products.

Literature Review

The theoretical framework refers to the title of this research which aims at examining and testing the impact that hedonic motivation (HM), utilitarian motivation (UM), characteristics of social media (CSM) and sales promotion (SP) have on e-purchasing decision (PD).

2.1 Purchase Decision

The consumer is the process of making decisions and physical activities carried out by individuals when evaluating, obtaining, using or disposing of goods and services are various definitions of consumer purchasing decisions. Purchasing decisions (City et al., 2016). Post-purchase is a matter that should be a very important concern because the buyer is not only buying an item but after the market is also one of the concentrations of the purchase selection and this is also a consumer behavior (City et al., 2016). So, electronic purchasing is a process of decision making activities in online purchasing.

This research considers the meaning of Engel, Blackwell & Miniard with consumer purchasing decision-process model (Jha, 2018). There are five stages of the decision process stage: (Yuldianawati, 2015).

a. Problem recognition, consumer realizes a necessity triggered by the internal or external stimuli that activates the motivation to meet the perceived needs.

b. Search for alternatives, consumers seek information from the personal (family, friends), commercial (advertising, web sites), the public (media) and experimental (product usage experience).

c. Alternate evaluation, consumers evaluate various alternatives, looking for specific benefits of the product, and consumers see each product attributes that particularly characterize them that could attract attention.

d. Purchase decision, consumers form a preference in making a decision to buy within an assorted selection of products.

e. Post-purchase behaviour, the consumer's satisfaction or dissatisfaction with a product will affect the subsequent purchase behavior.



Figure 2: Decision Process Stage

(Source: Yuldinawati, 2015)

2.3 Hedonic Motivation (HM)

Hedonic motivation is a shopping motivation that is based on the emotional needs of individuals which are primarily intended for pleasure and comfort (Saeed & Paracha, 2019). Hedonic motivation will be created with a desire to purchase for someone who is really easily influenced by the latest models and it will become a lifestyle for someone to meet their daily needs. The type of consumption of people with a hedonic lifestyle involves using products to fulfill fantasy and satisfy emotions, in satisfying their needs more with often using emotional criteria rather than logic in evaluating brand choices (Wahyuningsih, 2014). Hedonic consumers assume shopping as an enjoyable and pleasant activity and at the end of this activity they will purchase or buy something new on a regular basis (Mafini, 2014).

There are categories of hedonic motivation as stated by Yuldinawati (2015), including:

a. Idea, purchases something to stay abreast of the latest trends, new products or innovations that are taking place today.

b. Gratification, purchases something to reduce bad thoughts, relieve stress, and indulge oneself.

The individual characteristics of things that affect consumers during their buying journey, especially their final purchasing decisions, are the motivations of those consumers who will shape a company's brand or product perception. Motivation of purchasing decisions, according to some authors, is divided into utilitarian and hedonic motivation (Karim & Tajibu, 2019). Hedonic motives, including emotional motives, are caused by suggestions, thought associations, imaginary imagery, imitating them differently from others, feeling proud, romance, attracting hearts and so on (Mufarrohah, 2016). Results in previous studies, hedonic variables affect the purchasing decision of Starbucks Coffee Trans Studio Mall Bandung (City et al., 2016). The Hedonic motif also has a positive effect on purchasing decisions at Excelso Plaza Marina (Fuadiyah & Hidayat, 2016). From this explanation, the hypothesis can be determined as follows:

Hypothesis 1: *Hedonic motivation positively and significantly affects e-purchasing decision.*

2.3 Utilitarian Motivation (UM)

Utilitarians' motivation is when someone will shop and someone feels they are benefiting from a product that they want (Soebandi & Sukoco, 2015). Characterizes the utilitarian motivation of e-purchasing decisions based on convenience, information availability, cost saving and product selection (Chakraborty, 2019). Utilitarian is defined as the value that a customer receives from the functionality of a product purchased (Chen, 2017). This motivation is based on objective thinking. Therefore, utilitarian motivation is motivation where consumers make purchasing activities really need or want to get the benefits of the product itself (Cholifaturrosida, 2018). Under time pressure, Godinho et al., (2016) argue individuals make decisions based on a specific collection of characteristics, allowing choices that are more utilitarian (Basso, K & Duschitz, C, 2019).

Kim (2006) in O'Brien (2010) explores two dimensions for Utilitarian Motivation:

- a. Efficiency refers to the needs of customers to save time and resources.
- b. Achievement refers to the task relevant to purchase orientation where progress is achieved.

Utilitarian motives will substantially affect online purchasing decisions, while the hedonic motives that will probably emerge are the enjoyment gained by browsing and shopping on the internet (Varadaraj & Charumathi, 2019). Utilitarian motivation can be characterized as decisions based on critical thinking, rational, effective decisions, goal-oriented, and affect customer satisfaction (Hati & Utami, 2019). In utilitarian choices, it is recognized that individuals understand the majority of characteristics required for decision making, allowing for the emergence of decision making heuristics), which causes time pressure to reduce the level of choice delay (Basso, 2018). This is consistent with the opinions of Kasnaeny, et al (2013) where they stated that there are many motives from utilitarian motivation that can influence purchasing and customer decisions. From this explanation, the hypothesis can be determined as follows:

Hypothesis 2: *Utilitarian motivation positively and significantly affects e-purchasing decision.*

2.4 Characteristics of Social Media (SCM)

In addition, there are other studies that show that the characteristics of social media seem to be very influential on various purchasing and consumer decisions. advances in the field of communication in the world today have been seen clearly in various fields one of which is advertising, web sites, as well as one that is included in social networking sites very quickly spreading this greatly affects the community and behavior (Khatib, 2016). Consumer decision making is strongly influenced by social media. Social media also influences consumer behavior during the stages of the purchasing decision process. This was quoted from, Khatib (2016) would like to know the exact function that played by the characteristics of social media at different levels of

consumer purchasing decisions and as a result. There are characteristics of social media variables that influence electronic purchasing decisions, they are:

- a. Easy to use, easy to understand, operate and flexible to access, and find users need
- b. High credibility, the quality of being trustworthy or believable

Another factor influencing electronic purchasing decisions besides hedonic and utilitarian motivations is community: social media. current use of social media can have the power to influence consumer purchasing decisions (Solomon, et al, 2010). The characteristics of social media in e-purchasing decisions are ease of use, broad engagement and involvement, enjoyment and entertainment during use, ease of communication of information to the public and high degree of credibility (Khatib, 2016). Social media allows consumers to share content, write recommendations, and review products and companies. Consumers tend to trust reviews from people they know, friends and trusted family members to get credible social media. Research conducted by Google (2012) which targets the UK, US, France, Germany, Japan, Canada and Brazil shows that in these countries social media functions as a channel that helps build brand awareness, consideration, and intentions early in the buying channel (Hewage & Madhuhansi, 2019). From this explanation, the hypothesis can be determined as follows:

Hypothesis 3: *Characteristics of social media positively and significantly affects e-purchasing decision.*

2.5 Sales Promotion (SP)

Offering incentives in a certain period is a form of promotion that drives consumer desires (Martha et al., 2019). By attracting consumers' attention and influencing purchasing decisions is one of the forms and benefits of sales promotions (Hanasya, 2018). Many businesses rely on sales promotion in order to develop and enter new markets, establish a positive brand identity, provide information, increase and increase revenue and add value to their products or services and distinguish themselves from competitors (Hanasya, 2018). As for tips for entrepreneurs to provide promotions is one of them by providing incentives in various forms, such as price discounts, discount coupons, rebates / refunds, bundling, exchange offers, loyalty points, giving free product samples, etc (Ajibola, 2019 & Essays, 2018). Other sales promotions also exist flash sales.

The popular method used for sales promotion (Fernanda, 2019):

- a. Price Discounts, consumers like discounts because consumers benefit from direct price discounts from a product.
- b. Free Shipping, this promo makes consumers do not need to spend extra money on shipping costs to the consumer.
- c. Flash Sales, this promo similar with price discounts, but this promo only happened for a short period of time around 3 hours.
- d. Buy more and Save More, this promo makes consumers feel guilty because of the price and this promotion can help the seller to sell more stock.

An important component in marketing campaigns to inspire and stimulate a more rapid and effective response (consisting of the number and speed of purchases) to the sale of certain products or services is promotion (Hanaysha, 2018). Ngolanya et al. (2006) argue that consumers can act quickly, especially if sales promotion tools can also be used by consumers to delay making purchases (Ajibola, 2019). To increase the number of purchases in the short term or to improve relationships between long-term customers Sales promotions are diversified in various ways, one of which sellers can use customer promotions (Sukamto et.al, 2019). Previous studies have reported that sales offers in terms of promotions have a significant positive effect on consumer purchasing decisions (Hanaysha, 2018); (Eleboda, 2017); (Ajibola, 2019). From this explanation, the hypothesis can be determined as follows:.

Hypothesis 4: Sales promotion positively and significantly affects e-purchasing decision.

Analysis Model, it will be clear that the research would analyze and assess whether these variables X1, X2, X3, X4, and X5 have a positive impact on Y. In this context , this study will investigate whether the variable hedonic motivation, utilitarian motivation, characteristics of social media and sales promotion have a positive influence on the e-purchasing decision in fashion industry. On the basis of the literature review mentioned above, the following research model can be described:

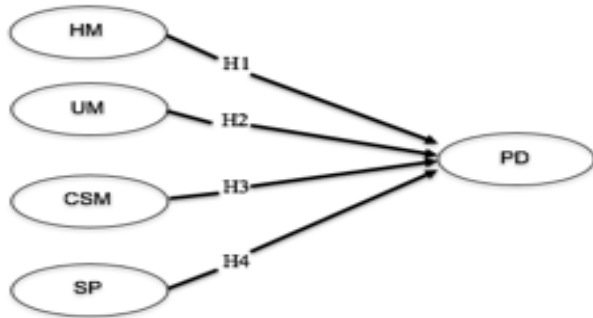


Figure 3: Research Model

Research Methodology

The purpose of this research is to explore the impact of hedonic motivation, utilitarian motivation, characteristics of social media and sales promotion on customer e-purchasing decisions for fashion products. In this study, the authors used quantitative research methods. According to Sugiyono (2016: 13) Quantitative research methods can be interpreted as a research method based on positivism philosophy, used to check specific populations or samples, data collection using research instruments, quantitative / statistical data analysis with the aim to test hypotheses that have been set. A quantitative research fit to complete this research. The questionnaire for this research contained many measures of hedonic motivation, utilitarian motivation, characteristics of social media, sales promotion and e-purchasing decisions. The sampling method in this study is accidental sampling by giving questionnaires to respondents through private messages WhatsApp and Instagram chat application. According to (Sugiyono, 2009: 85), accidental sampling is a sample determination technique based on coincidence, it's respondents who accidentally meet with researchers who are

suitable as data sources can be used as samples. Respondents that can fill our questionnaires if they meet the two criterias: (1) respondents in category gen Y around 26 - 40 years old and Z around 15 - 25 years old and (2) respondents purchase fashion products through e-commerce platforms. The researchers use 5-points Likert Scale to measure four independent variables and one dependent variable. Data validity testing is performed using SPSS v.25 software.

The operations of the variables are important to establish the questionnaire so that each reader of this article understands the study more easily. This also eliminates the variable being analyzed as a reference structure for explaining the issue to be disclosed. All measures are of an ordinary scale in the application of this variable.

Construct	Indicator	Items	References
Hedonic Motivation (HM)	Gratification	I purchase fashion product to fulfill my inner satisfaction. I purchase fashion product to make my feelings better.	Yuldinawati(2015)
	Idea	I purchase fashion product when it looks good to be used by someone. I purchase trendy fashion product to make me looks fashionable.	
Utilitarian Motivation (UM)	Efficiency	I purchase fashion product whose price is comparable to the quality of fashion product. I purchase fashion product through e-commerce platform because it can save time.	O'Brien (2020)
	Achievement	I purchase fashion product in the e-commerce platform according to my needs. I prefer to purchase fashion product that are comfortable to wear than the model of fashion.	
Characteristics of Social Media (SCM)	Easy of Use	I easily get the link of e-commerce platform in social media account of the brand fashion. I easily get update about fashion product in social media account of	Khatib (2016)

Sales Promotion (SP)	High Credibility	the brand fashion. I use social media to find newest information about fashion product. I trust to product information that posted in social media account of the brand fashion.	
	Price Reduction	Sales promotion affects me in determining the fashion product that I want to purchase. I purchase more fashion products when there are sales promotions.	Hanaysha (2018), Ajibola (2019), Essays (2018)
	Shipping Cost Promotion	I choose to purchase fashion product through e-commerce platform that is currently offering promo.	
E-purchasing Decision (PD)	Purchase Decision	I choose to purchase fashion product when there are sales promotion. I purchase fashion product after I was sure with my choice. Purchase fashion product through e-commerce platform is the right choice.	Yuldinawati (2015)
	Post Purchase Decision	The ease in purchasing fashion product through e-commerce platform has an effect on the next purchase decision. Satisfaction after purchasing fashion product through e-commerce platform has an effect on the next purchase decision.	

Tabel 1: The Operations of the Variable

Researchers distributed questionnaires to respondents through an online channel with google forms and then distributed online by social media in June 2020 until July 2020. The researchers sent the questionnaire by sending private messages through WhatsApp and Instagram. The questionnaire was developed for six sections: the first one

describes demographic characteristics, the second until six related to hedonic motivation, utilitarian motivation, characteristics of social media, sales promotions and e-purchase decisions. A five-point Likert scale (1 strongly disagree to 5 strongly agree) was used in the second until six sections of the questionnaire to obtain the information to test the impact of hedonic motivation, utilitarian motivation, characteristics of social media, and sales promotion on consumer purchasing decision making through the internet. According to Hair et al., (2014) the sample size should be 100 or larger. As a general rule, the minimum number of samples is at least 5 times more than the total number of questions. For this research, there were 20 questions and we took ratio 10:1, so the total sample was 200 samples. The google form-based questionnaire for this research. Respondents were collected by sharing google form links with relevant online social media groups. There were 223 respondents collected, 23 responses were discarded because respondents never purchase fashion products through e-commerce platforms and the age is not in gen Y and Z, so that the remaining 200 respondents would continue to process data. Below are the profiles of respondents from this research.

Baseline Characteristics	N	%
Age		
15 - 26 years old	116	58,0
26 - 40 years old	84	42,0
Profession		
School Students	10	5,0
University Students	34	17,0
Employees	123	61,5
Entrepreneurs	11	5,5
Others (e.g. Housewife)	22	11,0
Expenses for fashion (IDR)		
< 500 thousands	63	31,5
500 thousands – 1 mio	89	44,5
> 1 mio – 5 mio	44	22,0
> 5 mio – 10 mio	4	2,0
> 10 mio	0	0,0
Product Fashion Favorite		
Apparel (Clothing line)	145	72,5
Footware/Sportware	35	17,5
Bag/Clutch	10	5,0
Watches	9	4,5
Jewelries	1	0,5

Table 2 : Profile of Respondent

According to the below chart, the majority is respondent Gen Y (58%). Around 61.5%, the respondent's occupation is employees. In terms of expenses related to purchasing fashion products, about 44.5% indicate that their consumption is between Rp 500,000 and Rp 1,000,000,

31.5% below Rp 500,000 and 22.0% in between Rp 1,000,000 and Rp 5,000,000. The favourite fashion products from the respondents are fashion related to clothing line, shoes, bags and jewelries.

Result And Discussion

4.1 Validity and Reliability Test

The validity test calculates the validity of the indicators. The indicator is valid if the value of pearson correlation (r) is higher than r table (Sugiyono, 2011). Next, the reliability test is performed when the variables are proven as valid with validity tests. The reliability test calculated the correlation between indicators and variables (Ghozali, 2018). The researchers use Cronbach Alpha > 0.60 as the scale to measure the reliability of variables. The results of all variables show that the Pearson correlation above the r-table 0.139 (df = 198) and the Cronbach's alpha is more than 0.6, it means all the variables are valid and reliable.

In addition, based on the mean value of the average value of each question. Research will analyze based on value average every question and group them into five categories with intervals 0.8. The result of the calculation of the mean value is the rating of the respondents from 20 questions is 35% higher category and 65% very high categories. It describes that respondents studied have a very high response to online purchasing decisions.

Variables	Indicators	Mean	Pearson Correlation	Cronbach's Alpha
HM	HM_1	3.71	0.816	0.791
	HM_2	3.49	0.856	0.790
	HM_3	3.43	0.790	0.795
	HM_4	3.55	0.782	0.789
UM	UM_1	4.56	0.524	0.802
	UM_2	4.50	0.590	0.800
	UM_3	4.30	0.579	0.819
	UM_4	4.18	0.664	0.810
CSM	CSM_1	4.36	0.632	0.801
	CSM_2	4.30	0.767	0.794
	CSM_3	4.21	0.794	0.792
	CSM_4	3.79	0.614	0.795
SP	SP_1	4.28	0.717	0.791
	SP_2	4.10	0.817	0.789
	SP_3	4.28	0.745	0.801
	SP_4	4.26	0.746	0.801
PD	PD_1	4.62	0.647	0.806
	PD_2	4.08	0.741	0.703
	PD_3	4.42	0.790	0.795
	PD_4	4.55	0.673	0.799

Table 3: Validity and Reliability Test

Based on Table 3, The result of pearson correlation values greater than r-table 0.139 (df = 198) for each indicator and the value of Cronbach's Alpha of each variable in Table

also greater than 0.6. It concluded that the variables and the indicators used are valid.

4.2 Regression Test

Data analysis was conducted by using SPSS 25.0 data analysis software and linear regression analysis is conducted to find out the relationship among variables (hypothesis test). In the hypotheses, the researchers investigate the influence of hedonic motivation, utilitarian motivation, characteristics of social media and sales promotion on e-purchasing decisions.

R	R Square	Adjusted R Square	Standard Error of the estimate
0.573	0.328	0.314	1.58725

Table 4: F-test

	Sum of Squares	df	Mean Square	F	Sig.
Regression	239.607	4	59.902	23.777	0.000
Residual	491.273	195	2.519		
Total	730.880	199			

Table 5: Annova test

According to Sujarweni (2015), from the F-value = 23.777 and F-table = 2.37, it is F-value > F-table as stated in Table 5. It describes the influences of all independent variables in making e-purchase decisions simultaneously. It also implies that even though the variables model only describes 32.8% of the variances, those variables have a significant effect on e-purchase decisions.

	Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
(Constant)	6.536	0.327		4.926	0.000
HM	0.012	0.032	0.026	0.385	0.701
UM	0.203	0.067	0.187	3.013	0.003
CSM	0.096	0.058	0.116	1.669	0.097
SP	0.343	0.049	0.440	7.002	0.000

Table 6: Coefficient Variables

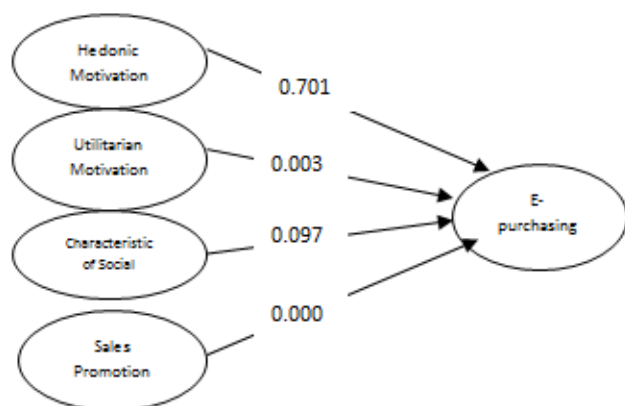


Figure 4: Result Hypothesis Testing

T test results for Hedonic Motivation can be seen from the table above. The hedonic motivation variable obtained $t_{count} = 0.385$ with a probability value of 0.701. To find out the table, we can look for the 0.05 significance with degrees of freedom $df = (n-k-1)$ or $200-4-1 = 195$ (n is the amount of data and k is the number of independent variables). Then the table obtained is 1.960. So it can be concluded that the value of $t_{count} = 0.385 < t_{arithmetic} 1.960$ with a significance level of $0.701 > 0.05$, this indicates that H1 is rejected so it can be concluded that hedonic motivation has no effect on e-purchasing decisions.

Utilitarian motivation obtained value of $t = 3.013$ with a probability value of 0.003. So it can be concluded that the value of $t_{count} = 3.013 > t_{arithmetic} 1.960$ with a significance level of $0.003 < 0.05$, this shows that H2 is accepted, so it can be concluded that utilitarian motivation has effect on e-purchasing decisions.

Characteristics of social media obtained value of $t = 1.669$ with a probability value of 0.097. So it can be concluded that the value of $t_{count} = 1.669 < t_{arithmetic} 1.960$ with a significance level of $0.097 > 0.05$, this shows that H3 is rejected, so it can be concluded that characteristics of social media has no effect on e-purchasing decisions.

Sales promotion obtained value of $t = 7.002$ with a probability value of 0.000. So it can be concluded that the value of $t_{count} = 7.002 > t_{arithmetic} 1.960$ with a significance level of $0.000 < 0.05$, this shows that H4 is accepted, so it can be concluded that sales promotion has effect on e-purchasing decisions.

Conclusion And Recommendation

5.1 Conclusion

According to the analysis results, utilitarian motivation and sales promotion have an impact on e-purchasing decisions. They impact on e-purchasing decisions positively and significantly. The high number of utilitarian motivation & sales promotion are followed by an increase in e-purchasing decisions. This is consistent with the opinions of Kasnaeny et al. (2013) where they stated that there were many motives from utilitarian motivation that can influence purchasing and customer decisions. Besides that, this research confirms that people in Gen Y and Gen Z prefer to purchase fashion products from e-commerce platforms because they can save

more time and their purchasing decision to fashion products determined by their needs, mildness and quality of the fashion products. They can spend a lot of money for good quality products. This finding of sales promotion is consistent too with the previous study conducted by (Hanaysha, 2018); (Eleboda, 2017); (Ajibola, 2019). Gen Y and Gen Z purchase decisions for fashion products online will be motivated when the seller creates and offers attractive sales promotion, such as discount price, free delivery cost, flash sale & buy more, save more. Kotler and Keller (2009) suggests that sellers use sales promotions to attract new experiments, reward loyal customers, and increase repurchase rates for rarely purchased customers (Ch, 2018). So, sales promotion can encourage interest in e-purchasing decisions.

In this research, there are two variables that are rejected. They are hedonic motivations and characteristics of social media. This finding does not match with the finding of the study conducted by Pebrianti (2016), Yu & Liu (2018) and Khatib (2016). The type of social media used in this study is also not specific to the type of social media as a channel for purchasing fashion products. Not all social media has an impact on e-purchasing decisions (Caecilia et al., 2017). In addition, since this research was done in pandemic Covid-19, researchers see that the rejected hypothesis was impacted by this condition. Employment losses are on the rise and economies are shrinking around the world. Through employment losses, consumer purchase power decreases, which in effect causes other companies to fail and more people will lose their jobs (Roggeveen, 2020) and in research done by Jianming et. al. (2020) stated that some countries like Singapore and Australia, among others, have been hit with panic buying and stockpiling of PPEs, food items and general household supplies, than fashion products. For some people Gen Y and Gen Z, e-purchasing decisions is an activity to relieve stress. They agreed that making a fashion product purchase decision online for now would not make inner satisfaction and not change feelings for the better.

5.2 Research Limitation & Development

The limitation of this research is conducted online because of the Pandemic situation and hence susceptible to limitation of online surveys. The scope of the study is restricted to the demographic profile of Gen Y and Z who purchased fashion products through e-commerce platforms. However, it will be interesting to study psychographic variables of the buyers and how these variables for the hedonic motivation to e-purchasing decision, such as quality of website, which we did not use in this research.

The results of this study can be used for the development of academics and companies specifically in providing an overview of factors that determined e-purchasing decisions in the fashion industry for Gen Y and Z. In addition, for academics to continue this research by adding other variables that can influence online purchasing decisions such as price, individual factors, social factors, family factors, etc., and increase the number of respondents in subsequent studies. For companies, they can take advantage of opportunities with existing conditions in order to increase business profits.

5.3 Recommendation

On the further, the scope of the study is restricted to the demographic profile of Gen Y and Z who purchased fashion products through e-commerce platforms. However, it will be interesting to study psychographic variables of the buyers and how these variables for the hedonic motivation to e-purchasing decision, such as quality of website, which we did not use in this research.

References

- [1] Ajibola, D. (2019). Sales Promotion and Consumers' Purchase Decision in the Beverage Industry in Nigeria. *Humanities, Management, Arts, Education & the Social Sciences Journal*, 7(2), 1–55. <https://doi.org/10.22624/AIMS/HUMANITIES/V7N2P1>.
- [2] Ali, Hasanuddin & Purwandi, Lilik. (2019). Indonesia Gen Z and Millennial Report 2020: The Battle of Our Generation. <https://alvara-strategic.com/indonesia-gen-z-and-millennial-report-2020/>.
- [3] Badan Pusat Statistik. (2018). Statistik Gender Tematik: Profil Generasi Milenial Indonesia. <https://www.kemenpppa.go.id/lib/uploads/list/9acde-buku-profil-generasi-milenia.pdf>.
- [4] Basso, K & Duschitz, C. (2019). Purchase decision and purchase delay of hedonic and utilitarian products in the face of time pressure and multiplicity of options. <https://www.emerald.com/insight/content/doi/10.1108/REGE-01-2018-0022/full/html>.
- [5] Belch, G. E., & Belch, M. A. (2003). *Advertising and promotion: An integrated marketing communications perspective*. New York: The McGraw-Hill.
- [6] Caecilia, P. M., Kindangen, P., Tumewu, F. (2017). The effect of Maybelline Social Media Marketing (Facebook, Youtube, Instagram) on consumer purchase decision. *Jurnal EMBA* Vol. 5 No. 3 September 2017, Hal. 3855-3864.
- [7] Ch, N. (2018). The Effect of Sales Promotion and Store Atmosphere on. 13(1), 83–99.
- [8] Chaturvedi, Sumit. (2014). Effect of social media on online shopping behaviour of apparels in Jaipur city - an Analytical Review. *SSRN Electronic Journal*.
- [9] Chakraborty, S., & Soodan, V. (2019). Examining utilitarian and hedonic motivations in online shopping in India: Moderating effect of product browsing behavior. *International Journal of Recent Technology and Engineering*, 8(1C2), 117–125.
- [10] Chen, Kuo & Chang, Shang (2017). The Role of Utilitarian and Hedonic Values on Users' Continued Usage and Purchase Intention in a Social Commerce Environment. *Journal of Economics and Management*. <https://ideas.repec.org/a/jec/journal/v13y2017i2p193-220.html>.
- [11] Cholifaturosida, A. P., Mawardi. K., & Bafadhai, A. S. (2018). Pengaruh Hedonic dan utilitarian Motivation Terhadap Behavioral Intention pada Pemilihan Tas Mewah (Survei Online Terhadap Konsumen Wanita yang membeli Tas Mewah Pada Store Urban Icon Di Surabaya). <http://administrasibisnis.studentjournal.ub.ac.id/index.php/jab/article/view/2274>.
- [12] City, M., Khuong, M. N., Thi, H., & Duyen, M. (2016). Personal Factors Affecting Consumer Purchase Decision towards Men Skin Care Products — A Study in Ho Chi. 7(2). <https://doi.org/10.18178/ijtef.2016.7.2.497>
- [13] Dawson, S. and Kim, M. (2010), Cues on apparel web sites that trigger impulse purchases. *Journal of Fashion Marketing and Management*, Vol. 14 No. 2, pp. 230-246.
- [14] Eleboda, S. S. (2017). Sales Promotion as a Strategy in Service Marketing : Exploring the Believability Dilemma and Consumer Purchase Decision. 3(2), 8–15.

- [15] Essays, UK. (November 2018). The effect of sales promotion on consumer behavior. <https://www.ukessays.com/essays/marketing/the-effect-of-sales-promotion-on-consumer-behavior-marketing-essay.php?vref=1>.
- [16] Fernanda, M. (2019). Pengaruh Promosi Penjualan , Daya Tarik Iklan Internet, dan Kualitas Website Terhadap Pembelian Impulsif. *Jurnal Manajemen Bisnis dan Kewirausahaan* : Vol 3, No. 5, September 2019. https://www.researchgate.net/publication/338035074_Pengaruh_Promosi_Penjualan_Daya_Tarik_Iklan_Internet_dan_Kualitas_Website_Terhadap_Pembelian_Impulsif
- [17] Fuadiyah, N., Suharyono., & Hidayat, K. (2016). Pengaruh Nilai Utilitarian dan Nilai Hedonik Terhadap Keputusan Pembelian. *Jurnal Administrasi Bisnis (JAB)* Vol. 36 No. 1 Juli 2016. <http://administrasibisnis.studentjournal.ub.ac.id/index.php/jab/article/view/1403>
- [18] Ghozali, Imam. (2018). Aplikasi Analisis Multivariate dengan Program IBM SPSS 25. Badan Penerbit Universitas Diponegoro: Semarang.
- [19] Hair, Joseph E, Jr et al. (2014). A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM). SAGE Publications, Inc. California. USA.
- [20] Hanaysha, J. R. (2018). An examination of the factors affecting consumer's purchase decision in the Malaysian retail market. *PSU Research Review*, 2(1), 7–23. <https://doi.org/10.1108/prr-08-2017-0034>
- [21] Hassan, H. Ghafor. (2018). The impact of Social Media on Consumer Behavior during Product Purchase Decision Making Process. <https://www.researchgate.net/publication/325543386>
- [22] Hati, S, W., & Utami, W, P. (2019). Impact of Utilitarian and Hedonic Online Shopping Value on Woman Customer Perceived Value in Site Lazada. *Journal Advances in Social Science, Education and Humanities Research*, volume 377. https://www.researchgate.net/publication/338251040_Impact_Of_Utilitarian_And_Hedonic_Online_Shopping_Value_On_Woman_Customer_Perceived_Value_In_Site_Lazada
- [23] Hewage, W., & Madhuhansi, T. (2019). Impact of Social Media Characteristics on Consumer Buying Decision Process in Western Province, Sri Lanka. *Global Journal of Management and Business Research: E Marketing Volume 19 Issue 2 Version 1.0*. [https://globaljournals.org/GJMBR_Volume19/E-Journal_GJMBR_\(E\)_Vol_19_Issue_2.pdf](https://globaljournals.org/GJMBR_Volume19/E-Journal_GJMBR_(E)_Vol_19_Issue_2.pdf)
- [24] J.Muller. (2020). Indonesia: number of internet users 2015-2025. <https://www.statista.com/statistics/254456/number-of-internet-users-in-indonesia/>
- [25] Jayani, D. H. (2019). Survey APJII: Pengguna internet masih terkonsentrasi di Jawa. <https://databoks.katadata.co.id/datapublish/2019/05/16/survei-apjii-pengguna-internet-masih-terkonsentrasi-di-jawa>
- [26] Jiaming, F., & Liangqiang, Li. (2020). COVID-19: fear appeal favoring purchase behavior towards personal protective equipment. *The Service Industries Journal*, 40:7-8, 471-490, DOI: 10.1080/02642069.2020.1751823
- [27] J. F. Engel, R. D. Blackwell, and P. W. Miniard. (1995). *Consumer Behavior*. Florida: The Dryden Press.
- [28] Jha, M. K. (2018). Consumer buying decisions models: A descriptive study Consumer buying decision models: A descriptive study. August 2014.
- [29] Karim, K., & Tajibu, M. J. (2019). Utilitarian Motives Underlying Mall Shopping Behavior of Bugis Consumer in Makassar, Indonesia. January. <https://doi.org/10.2991/icmemm-18.2019.15>.
- [30] Kasnaeny, K., & Sudiro, A. (2013). Hedonic and Utilitarian Motives of Coffee Shop Customer in Makassar, Indonesia.

- European Journal of Business and Management, 5(25), 75–82.
<http://www.iiste.org/Journals/index.php/EJBM/article/view/8043>
- [31] Khatib, F. (2016). The Impact of Social Media Characteristics on Purchase Decision Empirical Study of Saudi Customers in Aseer Region Ibn Rushd. College for Management Sciences Need recognition Literature Review : 7(4), 41–50.
- [32] Mafini, Chendedzai (2014). Assessing Consumer Purchasing Decision “Styles: An Empirical Investigation” From South Africa. International Business & Economics Research Journal. <https://clutejournals.com/index.php/IBER/article/view/8676/8664>
- [33] Martha, R. E., Evanita, S., Patrisia, D., & Padang, U. N. (2019). The Influence of Promotion Mix towards Purchasing Decision of Indihome product in Telkom Region of Padang City. 64(2014), 686–690.
- [34] Molendijk, F. (2017). The Influence of Social Media on Teamwork Aspects. Media Influence, 310–326.
<https://doi.org/10.4018/978-1-5225-3929-2.ch017>.
- [35] Mufarrohah, U., & Yuniati, T. (2016). Pengaruh Atribut Produk, Motif Hedonic dan Motif Utilitarian Terhadap Keputusan Pembelian. Jurnal Ilmu dan Riset Manajemen : Volume 5, Nomor 2, Februari 2016 ISSN : 2461-0593.
<http://jurnalmahasiswa.stiesia.ac.id/index.php/jirm/article/view/467>
- [36] O’Brien, H. L. (2010). The influence of hedonic and utilitarian motivations on user engagement: The case of online shopping experiences. Interacting with Computers, 22(5), 344–352.
<https://doi.org/10.1016/j.intcom.2010.04.001>
- [37] Pebrianti, W. (2016). Web attractiveness, hedonic shopping value and online buying decision. International Journal of Economics and Management, 10(SpecialIssue1), 123–134.
- [38] Roggeveen, A. L. (2020). How the COVID-19 Pandemic May Change the World of Retailing. Journal of Retailing. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7183942/>
- [39] Saeed, A., & Paracha, O. S. (2019). The Determinants Influencing the Influx of Counterfeit Luxury Goods in Pakistan. Global Social Sciences Review, IV(II), 211–221.
[https://doi.org/10.31703/gssr.2019\(iv-ii\).28](https://doi.org/10.31703/gssr.2019(iv-ii).28)
- [40] Solomon, M., Bamossy, G., Askegaard, S., and Hogg, M. (2010). Consumer Behavior: Buying: A European Perspective. 4rd ed., Financial Times Press.
- [41] Sugiyono. 2011. Metode Penelitian Kuantitatif, Kualitatif dan R&D. Bandung: Alfabeta.
- [42] Suhartini (2013). Analisis faktor-faktor yang mempengaruhi motif belanja secara online di komunitas kaskus. Jurnal Manajemen Pemasaran. Semarang : Universitas Diponegoro, 2013.
- [43] Sukanto, A. N., Kusumawati, A., & Abdillah, Y. (2019). The Influence of Advertising and Sales Promotion Toward Consumers Purchase Decision. Survey on Brawijaya University under-graduate student as Nescafe consumer. 74(1).
- [44] Soebandhi, S., & Sukoco, A. (2015). Motivasi Utilitarian, Search Intention dan Purchase Intention pada Media Sosial. Media Mahardhika. iBuss Management Vol. 3, No.2, 204-213.
- [45] Varadaraj, A., & Charumati, D. (2019). Impact of Hedonic and Utilitarian Shopping Motive on Online Purchase Decision.
<https://ideas.repec.org/a/aem/wpaper/y2019i11p6-16.html>
- [46] Wahab, Z., Shihab, M. S., Hanafi, A., & Mavilinda, H. F. (2018). The influence of online shopping motivation and product browsing toward impulsive buying of fashion products on a social commerce.

Jurnal Manajemen Motivasi, 14(1), 32.
<https://doi.org/10.29406/jmm.v14i1.1030>.

- [47] Wahyuningsih, W., & Fatmawati, I. (2016). The Influence of Hedonic Lifestyle, Shopping Addiction, Fashion Involvement on Global Brand Impulse Buying. *Jurnal Bisnis Teori & Motivasi*.
<https://journal.umy.ac.id/index.php/bti/article/view/2556>
- [48] Wei, Z., & Zhou, L. (2013). E-commerce case study of fast fashion industry. *Advances in Intelligent Systems and Computing*, 180 AISC(3), 261–270.
https://doi.org/10.1007/978-3-642-31656-2_39
- [49] Yuldinawati, L., & Ayuningsari, A. (2015). Hedonic Shopping Motive As A Routinization Habit On The Consumer Purchase Decisions At Starbucks Coffee. *Isclo*, 1–5.
- [50] Yu, H., Zhang, R., & Liu, B. (2018). Analysis on consumers' purchase and shopping well-being in online shopping carnivals with two motivational dimensions. *Sustainability (Switzerland)*, 10(12), 1–18.
<https://doi.org/10.3390/su10124603>