

Impulsive Buying Behavior of Hindu Balinese Women in the Implementation of Yadnya: A Conceptual Model Development

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Abstract

The purpose of this study was to build a comprehensive model of the impulsive buying behavior of Hindu Balinese women in the implementation of Yadnya. This research is exploratory research through literature review. The analysis of the existing literature leads to the formulation of 8 theoretical propositions. The findings of this study indicate that the impulsive buying behavior of Hindu Balinese women is influenced by hedonic shopping values, utilitarian shopping values, and social values, as well as the urge to buy impulsively and reinforced by self control. This research integrates in one conceptual model various variables about hedonic shopping value, utilitarian shopping value, social shopping value, urge to buy impulsively, and self control which were previously studied separately. The influence and interaction of all these variables can explain what variables determine impulse buying behavior.

Keywords

Hedonic Shopping Value, Utilitarian Shopping Value, Social Value, Urge to Buy Impulsively, and Impulsive Buying.

Introduction

In 1930 a writer named Hickman Powel gave the title *The Paradise Island* to an island which has an area of only 5,632.86 km². or 563,286.40 Ha. Nehru called the island *The Morning of The World*. The island referred to by the two figures is the island of Bali where the majority of the population is Hindu which is reflected in various aspects of people's lives that reflect Hindu values (Wartayasa, 2018). Hindu Balineseism has long been recognized as a culture with iconic exoticism. The uniqueness of Hinduism which is closely attached to the culture of the Balinese people has attracted the attention of researchers and tourists for decades (Jennifer and Chitra, 2020). Balinese people believe in the existence of nature, the material world seen by humans (sekala), and the supernatural world (niskala) (Codron, 1999). Balinese people believe that the balance between sekala and niskala needs to be maintained for harmonious life, therefore the concept of Tri Hita Karana is the foundation of Balinese culture and individuals who are part of the island known as the thousand temples (Jennifer and Chitra, 2020). THK, as a local wisdom that grows and develops in Bali, has a very broad scope because in addition to considering the relationship between humans and humans, humans and nature, THK also considers the relationship between humans and God.

Bakker, JI (2015), stated that yadnya is a form of carrying out sacred offerings aimed at God, others and nature. This sacred offering is a form of sacrifice for the Balinese people as an effort to maintain a balance of life in accordance with the THK principle. Implementation of religious ceremonies is a Balinese routine that not only forms identity, but also serves as a glue for the social life of the Hindu community in Bali from time to time. Degi (2014) reveals that most of the roles in the implementation of yadnya in Bali are on the shoulders of women. Degi (2014), in detail describes the role of a Hindu Balinese woman in preparing religious ceremonial rituals (yadnya), from shopping to preparing all the facilities and infrastructure including offerings and consumption needed when a yadnya is carried out. Yadnya activities in Bali have an important role in the economic cycle of the Balinese people. Yupardhi S. (2012) stated that the level of consumption of Balinese people increase when carrying out yadnya is an important aspect in the implementation of religious activities, but nowadays the implementation of yadnya actually results in a wasteful economy in the community, as a result of unplanned purchases in the implementation of yadnya (Astawa, 2018; Subrata, 2020)

Various further studies on impulse buying in the context of religion were conducted by Nayebzadeh and Jalaly (2014) which showed that religion and religious activities are

interesting topics to be discussed in the study of consumer behavior, especially in impulse buying behavior.

A deeper understanding of the impulsive buying behavior of Hindu Balinese women in the implementation of yadnya is a research opportunity. This is because research on impulse buying in a religious context with Hindu Balinese female subjects has never been done before. SOR theory is often used to formulate impulse buying behavior. Research by Xu, et al (2020) combines SOR Theory with Self Control as a Reflective System to explain Chinese people's impulsive buying behavior on social networking sites. Organisms in SOR Theory can be explained further by using ELM Theory. Shopping Value is a person's shopping motivation (organism) consisting of Hedonic Shopping Value and Utilitarian Shopping Value (Chung et al. 2017) and Social Value (Rintamaki, et al. 2006). The theories used in these articles are used to build and test a model of the impulsive shopping phenomenon of Hindu Balinese women in carrying out yadnya.

Research Methods

This research is an exploratory research using a research method in the form of a literature review. Analysis and synthesis of the results of a literature review related to hedonic shopping value, utilitarian shopping value, social shopping value, urge to buy impulsively, self control, and impulsive buying variables. First, collect a series of articles related to these variables from Scopus indexed journals so that the most common variables that determine impulse buying behavior are hedonic shopping value, utilitarian shopping value, social value, urge to buy impulsively, and impulse buying. Second, it is followed by controlling to prevent impulsive buying by adding a self-control variable. Third, develop an integrated model of the relationship between the six variables in a new integrated conceptual model and develop 8 theoretical propositions that describe the relationship between these variables. This new conceptual model describes Balinese buying behavior that is controlled by self-control. Furthermore, this research requires testing the validity of the model and also needs to be tested in the future with a quantitative approach.

Literature Review and Conceptual Model Development

Literature Review

1. Impulsive Buying Behavior of Hindu Balinese Women in the Implementation of Yadnya

Tri Hita Karana (THK) could be a native knowledge that has become the cultural identity of Balinese folks in varied aspects of life. The goal of THK is to realize happiness by

prioritizing the principles of closeness, harmony and balance between economic motives, environmental preservation, culture, aesthetics, and spirituality (Ariyanto et al. 2020). Tri Hita Karana comes from the word Tri which suggests 3, Hita which suggests happiness and Karana which suggests cause. Dik and Sedana (2015) describe THK as a Balinese culture consisting of components known as parahyangan (harmonious relationship between humans and God), pawongan (harmonious relationship between humans) and palemahan (harmonious relationship between humans and therefore the environment).

Bakker (2015) states that yadnya is a form of carrying out sacred offerings aimed at God, others and nature. This sacred offering is a form of Balinese sacrifice as an effort to maintain the balance of life in accordance with the THK principle. The implementation of religious ceremonies is a Balinese routine that not only forms identity, but also serves as an adhesive for the social life of the Hindu community in Bali from time to time. Widana (2019) explains that the implementation of yadnya is an obligation that must be carried out by Hindus. This shows the existence of utilitarian motivation in the people in the implementation of yadnya. Today's society carries out more ceremonies to provide meaning and inner satisfaction for those who carry out rituals that show hedonic motivation, and the splendor in rituals is considered to be able to raise prestige that shows social motivation. This leads to a wasteful economy as indicated by the occurrence of unplanned purchases in the implementation of yadnya (Astawa, 2018; Subrata, 2020). Degi (2014) revealed that in terms of the implementation of yadnya in Bali, the biggest role rests with women. Hindu women in Bali have a very big role in social life on the island which is also touted as the last paradise on earth. This was revealed by Nakatani (2004) who stated that Hindu Balinese women have a dual role in their daily lives. Nakatani classifies the roles of Hindu Balinese women into three parts, namely: reproductive roles (domestic roles), economic roles (productive roles) and traditional (social) roles. For Hindu Balinese women, the existence of these three roles requires them to be tasked with carrying out overall household affairs (domestic), participating as a support for family finances (productive) and being actively involved in socio-religious affairs including the implementation of religious rituals (social). Degi (2014), in detail describes the role of a Hindu Balinese woman in preparing religious ceremonial rituals (yadnya), from shopping to preparing all facilities and infrastructure including offerings and consumption needed when a yadnya is performed. Yadnya activities in Bali have an important role in the economic cycle of the Balinese people. Yupardhi (2012) states that the consumption level of Balinese people increases during the implementation of yadnya which is an important aspect in the implementation of religious activities.

2. Study of Impulsive Buying Behavior in a Religious Context

Research regarding consumer behavior in the context of religion has been carried out by experts. Nayebzadeh and Jalaly (2014) further stated that research on religion, religious activities and consumer behavior has been carried out through two main approaches. The first approach involves investigating the comparative impact of different religious affiliations on consumer behavior, and the second explores the role of religion on consumer behavior. Religiousness refers to the degree to which a belief in a particular value or ideal is retained, practiced, and becomes a person's identity (Mokhlis, 2008). Various shows showing impulse buying behavior among Iranian Muslim women (Nayebzadeh and Jalaly, 2014).

3. SOR Theory

S-O-R theory assumes that organisms produce behavior if there are certain stimulus conditions as well (Mehrabian and Russell, 1974). Stimulus (stimulus) is a stimulus from a message content addressed to audiences or consumers. Stimulus is said to be effective if the stimulus is received by the organism. If the stimulus has received the attention of the organism (received) then this stimulus is continued to the next process, namely processing the stimulus in the mind of the organism. Stimulus processing in the organism which ultimately forms the organism's willingness to act for the stimulus it has received (behave). The S-O-R (Stimulus Organism Response) theory projected by Houland, et. al in 1953 was born attributable to the influence of science within the science of communication. This will happen as a result of science and communication have constant object of study, specifically the human soul; which has attitudes, opinions, behavior, cognition, affectionateness and conation. The fundamental assumption of the S-O-R theory is that the reason behind behavior modification depends on the standard of the stimulation (stimulus) that communicates with the organism (see also: principles of communication). A change in society cannot be carried out without assistance and encouragement from outsiders, even though the community wants change. This theory can be applied as a strategy to conduct counseling or public awareness on a matter, for example awareness of the importance of a healthy lifestyle by the government for people living on the banks of the river.

Xu, et al (2020) further stated that if the stimulus has received the attention of the organism (received) then this stimulus will be continued to the next process, namely processing the stimulus in the mind of the organism. Stimulus processing in the organism which ultimately forms the organism's willingness to act for the stimulus it has received

(behave). Mehrabian and Russell, (1974) revealed that there are three basic emotional states that respond to stimuli in organisms in the retail environment: pleasure, arousal and dominance.

4. ELM Theory (Elaboration Likelihood Model)

Werner and James (2014) state that most people who live in contemporary society are bombarded by messages from various mass media. It is clearly impossible for the recipient to handle all of these messages. Usually, the recipient of a message selects only a few messages to examine in more detail. ELM could be a persuasion model that states that there square measure 2 other ways to method messages. The elaboration chance model (ELM) states that there square measure 2 routes for process messages: the change-central route and therefore the peripheral route. The central route is concerned once the receiver is actively process the data and is convinced by the rationality of the argument. The peripheral route is concerned once the receiver doesn't use psychological feature aspects to judge arguments and method info within the message, and is guided additional by peripheral cues. These cues will embrace the quality of the source, the design and format of the message, the mood of the recipient, and so on. When the message recipient uses the main line in processing the message, the recipient is said to be involved in high elaboration. When more peripheral routes are used in message processing, the receiver is said to be involved in low elaboration. Elaboration refers to the cognitive work involved in processing persuasive messages. Werner and James (2014) more state that elaboration refers to the extent to that an individual rigorously is concerned data relevant to the matter. Persuasion will occur beneath high-level or low-level elaboration, or at any purpose in between, however the model suggests that the angle amendment method are terribly completely different| completely different} at different levels of elaboration. Persuasion that happens through the most channels, is sometimes caused by a high-quality argument that's bestowed powerfully. Thus once the recipient of the message prefers to use the central line, a robust argument can increase the probabilities that the recipient can just like the message. Beneath the peripheral route, persuasion can rely not on the argument quality of the message however on the heuristics of the receiver. The 3 main heuristics during this regard area unit quality, liking, and consensus. An example of persuasion through peripheral channels is somebody who desires to take an area or state election however does not need to require the time to collect data regarding all the candidates and create a rough call. Such an individual offers support to the candidate WHO seems within the native newspaper he likes doltishly regarding different aspects like the standard of the candidate chosen. 2 main factors influence the degree of elaboration by the recipient: the recipient's motivation to interact

within the elaboration and his ability to interact within the elaboration. Overall, the ELM model helps account for varied angle amendment studies by delivery them along within the same model.

5. AIDA Theory

The AIDA model has been wide utilized in selling activities like promotion, advertising, support and business. In 1898, E. St. Elmo Lewis projected a study referred to as the AIDA model, that stands for Attention, Interest, desire and Action. AIDA is a fairly simple model and can be used as a guide in explaining consumer behavior related to the communication that exists between companies and their audiences. In marketing communication, it is necessary to formulate the objectives to be achieved from the marketing communication process to be carried out. AIDA (Attention, Interest, Desire, Action) explains the concept of change, attitude, and behavior in relation to a framework of action. According to Kotler and Keller explaining the AIDA theory (Attention, Interest, Desire, and Action) is a message that must get attention, become interested, be interested, and take action. AIDA theory which states that purchasing decision making is a psychological process that is passed by consumers or buyers, the AIDA process begins with the stage of paying attention to a product or service which then if impressed it will step into the stage of interest in the product or service, if the interest is strong then will continue to the stage of interest for his needs. If the interest is so strong either because of encouragement from within or external influences, the consumer will make a decision to buy or consume the product or service offered

i. Hedonic Shopping Value and Utilitarian Shopping Value

Shopping value is a set of motivations that reflect the evaluations made by consumers when shopping. Consumers see the value of shopping as a way to get what they need (utilitarian) or a way to get positive emotions such as pleasure (hedonic). Consumers who seek utilitarian value will engage in rational buying behavior. In contrast to the value of utilitarian shopping, the value of hedonic shopping is an experiential, emotional and irrational value. Hedonic shopping value and utilitarian shopping value can influence consumers' impulse buying intentions and behavior (Lee and Wu, 2017; Chung, et al. 2017). Consumers are a lot of possible to interact in impulse shopping for behavior once they are motivated or have hedonistic desires and needs, like pleasure, fantasy, and social or emotional satisfaction. A person's hedonic shopping value can be influenced by the existence of various attractive offers that will encourage and make it easier for consumers to fulfill their needs by shopping hedonic without paying attention to the benefits of the

product purchased, in order to fulfill their pleasure. The reason a person has a hedonic nature include many needs that cannot be met before, then after the needs are met, new needs emerge and sometimes these needs are higher than before.

In addition to hedonic shopping value, there is also utilitarian value, which is a form of consumer purchasing decisions where they will buy the product according to their needs. The utilitarian value type will shop rationally. The ability of a product to fulfill its function can be used as a category of utilitarian value. Circumstances that describe utilitarian value are the actions of buyers when shopping by determining the decision to buy the item or not based on the needs they have. The response of someone with utilitarian values can be seen from the decisions he makes when shopping, where that person will feel relieved when he has bought goods that suit his needs and desires.

6. Social Value

Rintamaki et al. (2006) explicit that additionally to hedonic and utilitarian values, customers even have social values. This social price emphasizes the importance of product possession in crucial the strata for the social role that someone plays. Searching could be a social act wherever symbolic meanings, social codes, relationships, and identities and also the consumer's self may be made and reproduced. The act of searching will give symbolic advantages, as a result of customers will categorical their personal values through consumption experiences to their social atmosphere. People once searching have the drive or motivation to create a social identity for themselves. Therefore, social price may be appointed as associate freelance construct from the full client price (in addition to hedonic and utilitarian values). Rintamaki et al. (2006) more explicit that social price may be used as associate freelance construct that's ready to influence impulse buying behavior.

7. Urge to Buy Impulsively

Xu et al. (2020) defines the impulse to buy impulsively as a state of deep need that an individual experiences once encountering Associate in Nursing object within the surroundings. Rook (1987) shows that the particular impulse shopping for behavior can occur once an individual experiences the urge to shop for impetuously. The urge to buy impulsively within the retail context also can be outlined because the sudden and spontaneous need of customers to shop for once encountering the merchandise. Meanwhile, impulsive shopping for behavior really shows shopping for behavior, particularly customers really obtain bound product to satisfy their needs. The urge to buy impulsively are often robust and irresistible, however having the urge to buy impulsively

doesn't forever lead to action. In general, customers who expertise the urge to shop for impulsively additional usually than do their actual impulse purchases.

8. Self Control

Wertebroch, (1998) asserts that prosperous self-control happens once choices area unit created supported goals to attain long-run and not short results. Self-control may be a person's ability to deny immediate advantages (e.g. intake chocolate cake) to achieving long-run goals (e.g., losing weight). On the opposite hand, failure of self-control indicates a state of someone within which no resources area unit accessible for self-control when the person has performed numerous self-control measures. Self-control restricted| is restricted| is proscribed} thanks to limited human psychological feature resources and consumers will expertise a state of ego-depletion once no sources of self-control area unit accessible, that hinders the functional purchase decision process (Baumeister, 2002).

Xu et al. (2020) stated that self-control is able to negatively affect impulse buying intentions and impulsive buying behavior of Chinese consumers who use Social Network Sites. Research conducted by Xu et al. (2020) also revealed that Self Control is also able to weaken the relationship between impulse buying intentions and impulsive buying behavior.

i. Impulsive Buying Behaviour

Impulse buying is often outlined as hit and miss, unintentional, unwise, spontaneous, immediate purchase with the aim of getting pleasure (; Rook and Fisher, 1995). Impulse buying is additional delineate as an endeavor to alleviate the buyer's unpleasant mood - imperative conflict between the buyer's need to shop for and their disposition to not build a procurement, ensuing from a scarcity of self-control resources (Vohs and Faber, 2007). extremely impulsive customers tend to lack enough resolution to regulate their behavior and therefore tend to require action while not realizing there's a tangle. This leads to shopping for behavior that's showing emotion charged, unplanned, and ever-changing (Fudenberg and Levine, 2006; Engel and Blackwell, 1982). Low impulsivity, in distinction, permits consumers to form purchases in line with their initial purchase set up by being less vulnerable to varied temptations, as well as the influence of promoting stimuli (Yim et al., 2014; Fudenberg and Levine, 2006).

Articles Mapping

Impulse buying can be defined as an unplanned, unintentional, unwise, spontaneous, immediate purchase with the aim of obtaining pleasure. Research on impulse buying has been carried out from various perspectives as follows:

Table 3.1 Theory Mapping

No	Authors (Year)	X1	X2	X3	X4	Y1	Y2
1	Rintamaki <i>et al.</i> (2006)	V	V	V			
2	Friese dan Hofmann, (2009)				V		V
3	Ha dan Jang, (2010),		V			V	
4	Mohan <i>et al.</i> (2013)					V	V
5	Huang (2016)	V	V			V	V
6	Chung <i>et al.</i> (2017)	V	V			V	
7	Dey dan Srivastava (2017)	V					V
8	Islam <i>et al.</i> (2018)			V			V
9	Cahyono (2019)	V	V				V
10	Moharana dan Pradhan (2019)	V	V	V			
11	Zayusman dan Septrizola (2019)	V	V				V
12	Xu <i>et al.</i> (2020)				V	V	V
13	Zafar <i>et al.</i> (2020)					V	V
14	Karine <i>et al.</i> (2021)	V	V				
15	Rahanatha <i>et al.</i> (2021)	V	V	V	V	V	V

Information:

X1	=	Hedonic Shopping Value
X2	=	Utilitarian Shopping Value
X3	=	Social Shopping Value
X4	=	Self Control
Y1	=	Urge to buy impulsively
Y2	=	Impulse buying

Conceptual Model Development

Based on the existing theoretical mapping, the conceptual model built is as follows

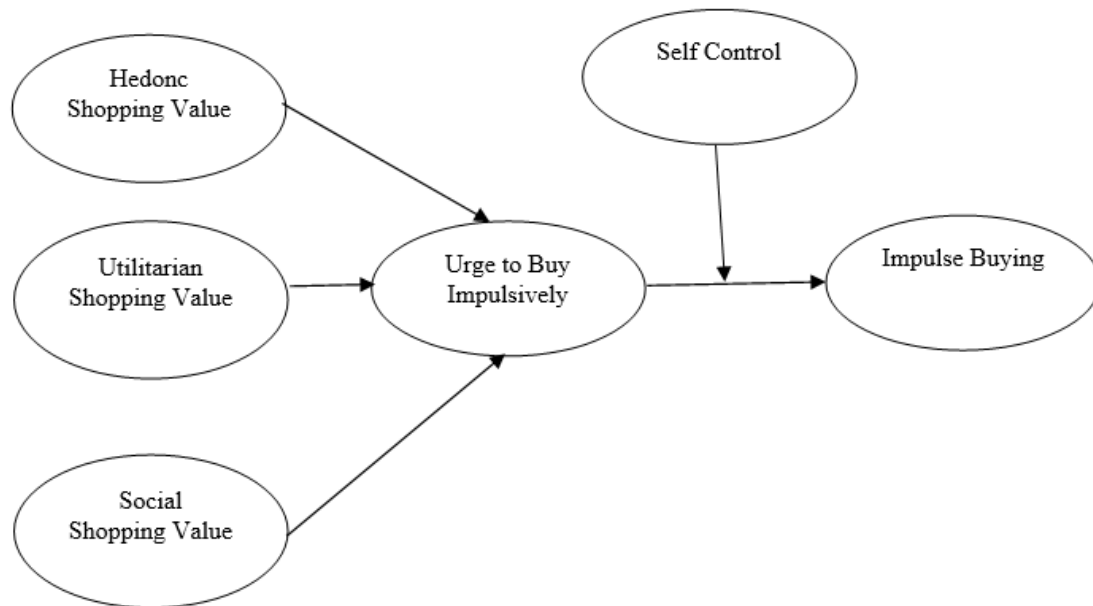


Figure 1 Research Concept Framework

Proposition Development

Impulse buying is often outlined as hit and miss, unintentional, unwise, spontaneous, immediate purchase with the aim of getting pleasure (Rook and Fisher, 1995). SOR theory is a theory that is often used to formulate impulse buying behavior. SOR theory assumes that organisms produce behavior if there are certain stimulus conditions as well (Mehrabian and Russell, 1974). Stimulus (stimulus) is a stimulus from a message content addressed to audiences or consumers. Stimulus is said to be effective if the stimulus is received by the organism. If the stimulus has received the attention of the organism (received) then this stimulus is continued to the next process, namely processing the stimulus in the mind of the organism. Stimulus processing in the organism which ultimately forms the organism's willingness to act for the stimulus it has received (behave) especially regarding impulsive buying behavior (Xu et al. 2020).

Organisms in SOR Theory can be explained further by using ELM Theory. Each individual (organism) has a series of motivations that reflect the evaluations made by consumers when shopping. This individual motivation is called shopping motivation. Consumers see the value of shopping as a way to get what they need (utilitarian) or a way to get positive emotions such as pleasure (hedonic). Consumers who seek utilitarian value will engage in rational buying behavior. Hedonic shopping value and utilitarian shopping value can influence consumer's intention (Huang, 2016) and impulsive buying behavior Kim and Hwang (2012) stated that there is a relationship between consumer values

(hedonic and utilitarian) with their perceived quality of mobile Internet services. Different results are shown by Lee and Wu (2017) which state that although hedonic values are able to influence impulse buying, utilitarian values are not able to influence impulse buying.

Rintamaki et al. (2006) stated that in addition to hedonic and utilitarian values, consumers also have social values. This social value emphasizes the importance of product ownership in determining the strata for the social role that a person plays. Shopping is a social act in which symbolic meanings, social codes, relationships, and identities and the consumer's self can be produced and reproduced. The act of shopping can provide symbolic benefits, because customers can express their personal values through consumption experiences to their social environment. Individuals when shopping have the drive or motivation to form a social identity for themselves. Therefore, social value can be appointed as an independent construct from the total customer value (in addition to hedonic and utilitarian values). Rintamaki et al. (2006) further stated that social value can be used as an independent construct that is able to influence impulse buying behavior. Moharana and Pradhan (2019) have also confirmed social shopping value as an independent construct. Although social shopping value has been proven to be an independent construct, so far, very few studies have attempted to examine the relationship of social shopping value to impulse buying behavior.

The relationship between hedonic shopping value, utilitarian shopping value and social shopping value on impulsive buying behavior has interesting research gaps to be investigated further. Therefore, impulse buying intention is used as a mediating variable in this study. Xu et al. (2020) states that when individuals have behavioral intentions, they will consider whether the behavior is beneficial. This proves that there is a factor that influences the intention to influence behavior.

Xu et al. (2020) further states that self-control is a form of reflective system owned by individuals (organisms). This dual systems theory has been used in various behavioral studies. They further suggested that both systems could affect cell phone use and lead to negative consequences. Recent studies have also demonstrated the benefits of dual systems theory in social contexts. The results of this research show that problematic use of SNS is strongly related to the imbalance between the two systems. SNS addiction is driven by the attraction between individual self-control and habits, which supports the dual systems theory and explains that individual self-control is the main deterrent to SNS use and symptoms of SNS addiction. Therefore, in this study self-control is used as a

moderating variable between the relationship between impulse buying intentions and impulsive buying behavior.

1. The effect of Hedonis Shopping Value on Impulse Buying

Shopping value is a set of motivations that reflect the evaluations made by consumers when shopping. Consumers see the value of shopping as a way to get what they need (utilitarian) or a way to get positive emotions such as pleasure (hedonic). The value of hedonic shopping is the value of experience, which is emotional and irrational. Previous studies have shown that hedonic shopping value has a positive and significant effect on impulse buying, including: Shalesha et al. (2020), Cahyono (2019), Zayusman and Septrizola (2019), Ningsih and Kardiyem (2020), Fitri et al. (2021) and Lee and Wu (2017), therefore, the first hypothesis in this study is:

Proposition 1 : Hedonic shopping value has a positive and significant effect on impulse buying

2. The Effect of Utilitarian shopping value on Impulse buying

In addition to hedonic shopping value, there is also utilitarian shopping value, which is a form of consumer purchase motivation where they will buy the product according to their needs. Consumers with utilitarian shopping value will shop rationally. "Utilitarian value is defined as something that comes from some type of awareness in pursuing the intended consequences, so people with utilitarian value types will shop rationally looking at the benefits of the product needed. The response from utilitarian value can be seen from the goals to be achieved by the buyer (Rahmi et al. 2020). The utilitarian dimension is also related to aspects of products or services that are efficient, task-based, and economical. Utilitarian consumer behavior leads to tasks, and these consumers tend to think rationally. The ability of a product to fulfill its function can be used as a category of utilitarian value. This situation illustrates that utilitarian value is the action of buyers when shopping by determining the decision to buy the item or not based on the needs they want or what they are looking for. The response from utilitarian value can be seen from the decisions made when shopping, buyers can feel relieved when they have purchased goods according to the needs and desires they are looking for. To attract consumers with utilitarian shopping motives, sellers can provide a variety of needs that are needed every day according to the function of the goods must be varied, seen from product variants and prices. Utilitarian value is usually based on rational thinking to increase use value when choosing goods to buy. Previous studies have shown that utilitarian shopping value has a positive and

significant effect on consumer impulse buying behavior (Rahmi et al. 2020), Kartika (2020), so the second hypothesis in this study is

Proposition 2 : Utilitarian shopping value has a positive and significant effect on impulse buying

3. The Effect of Social Shopping Value on Impulse Buying

Rintamaki et al. (2006) stated that in addition to hedonic and utilitarian values, consumers also have social shopping values. This social value emphasizes the importance of product ownership in determining the strata for the social role that a person plays. Shopping is a social act in which symbolic meanings, social codes, relationships, and identities and the consumer's self can be produced and reproduced. The act of shopping can provide symbolic benefits, because customers can express their personal values through consumption experiences to their social environment. Individuals when shopping have the drive or motivation to form a social identity for themselves. Therefore, social value can be appointed as an independent construct from the total customer value (in addition to hedonic and utilitarian values). Rintamaki et al. (2006) further stated that social value can be used as an independent construct that is able to influence impulse buying behavior. In this study, social shopping value is the shopping value that grows as a result of social motivation, where symbolic meaning, social code, relationships, and consumer self-identity can be imaged through shopping activities. Islam et al. (2018) in his research stated that social comparison has a positive effect on compulsive buying tendencies in young and adult Pakistani consumers, so the third hypothesis in this study is:

Proposition 3 : Social shopping value has a positive and significant effect on impulse buying

4. The Effect of Shopping Value on Urge to Buy Impulsively

Rintamaki (2006) states that shopping value consists of hedonic shopping value, utilitarian shopping value and social shopping value. Chung et al. (2017) revealed that hedonic shopping value is a pleasant experience in the shopping experience. Hedonic shopping value will be able to influence the impulse buying intention in consumers (Chung et al. 2017). Chung et al. (2017) defines utilitarian shopping value: the extent to which consumers view the shopping experience as an achievement of goals for existing needs. The ability of a product to fulfill its function can be used as a category of utilitarian value. A person with utilitarian shopping values can be seen from the decisions he makes when shopping, where that person will feel relieved when he has bought goods that suit his needs and desires. Huang (2016) revealed that hedonic and utilitarian shopping values

have a positive and significant effect on impulse buying intentions. This is supported by research by Dey and Srivastava (2017) which states that not only hedonic shopping value has a significant positive effect on impulse buying intentions, but also utilitarian shopping value. Social shopping value according to Rintamaki (2006) emphasizes the importance of product ownership in determining the strata for the social role that a person plays, which of course will be a driver of intention to make impulse purchases and impulsive buying behavior itself Islam et al. (2018). Therefore, the next hypothesis in this study is:

Proposition 4 : Hedonic shopping value has a positive and significant effect on the urge to buy impulsively

Proposition 5 : Utilitarian shopping value has a positive and significant effect on the urge to buy impulsively

Proposition 6 : Social shopping value has a positive and significant effect on the urge to buy impulsively

5. The Effect of Urge to Buy Impulsively on Impulse Buying

Impulsive purchase intention is a state of deep desire that a person experiences upon encountering an object in the environment (Xu et al. 2020; Chung et al. 2017). Furthermore, Xu et al. (2020) shows that the actual impulse buying behavior will occur after a person experiences the urge to buy impulsively. The urge to buy impulsively in the retail context can also be defined as the sudden and spontaneous desire of consumers to buy after encountering the product. Meanwhile, impulsive buying behavior actually shows buying behavior, namely consumers actually buy certain products to satisfy their desires. The urge to buy impulsively can be strong and irresistible, but having the urge to buy impulsively does not always result in action. In general, consumers who experience the urge to buy impulsively more often than do their actual impulse purchases. In this study, the intention to buy impulsively is the state of a deep desire to buy that a person experiences suddenly at a shopping place when he or she encounters a product that was not previously planned to be purchased.

Proposition 7 : Urge to buy impulsively has a positive and significant effect on impulsive buying

6. The Role of Self-control Moderates the Effect of Urge to Buy Impulsively on Impulsive Buying

Self-control is the ability to prevent automatic, routine, and impulsive behavior while maintaining controlled psychological behavior (Muraven and Baumeister, 1998). Michelle etc. (1989) Described successful self-control as a better cold system than a hot system. A hot system refers to an emotional mental expression that elicits an impulsive reaction, and

a cold system refers to an emotional and cognitively neutral state. Wertebroch (1998) argues that successful self-control arises when goal-based decisions are made to achieve long-term, rather than short-term results. Self-control is the ability of a person to refuse immediate benefits (such as eating chocolate cake) in order to achieve long-term goals (such as losing weight) in Iran. On the other hand, failure of self-control indicates a state of a person in which no resources are available for self-control after the person has performed various self-control measures. Thus, failure of self-control causes people to engage in habitual, automatic, inconsistent actions and act without thinking and only oriented to short-term rewards (Hagger et al. 2010; Vohs et al. 2007). A person's self-control can be exhausted until a state of impaired self-control is reached (Baumeister et al. 1998; Hagger et al. 2010; Muraven et al. 1998; Vohs et al. 2007). Psychological state. It leads to more passive decision-making, easier giving up, less premature behavior, and less ability to control the environment (Baumeister et al. 1998). Due to limited human cognitive resources, self-control is limited, and if self-control is not available, buyers may experience ego fatigue and interfere with the functional purchasing decision process (Baumeister et al., 2002). Xu et al. (2020) stated that self-control is able to negatively affect impulse buying intentions and impulsive buying behavior of Chinese consumers who use Social Network Sites. Research conducted by Xu et al. (2020) also revealed that self-control was also able to weaken the relationship between impulse buying intentions and impulsive buying behavior. In this study, self-control is the ability to prevent impulse buying, while maintaining controlled psychological behavior.

Proposition 8 : Self control is able to significantly moderate the effect of urge to buy on impulsive buying

Limitations and Implications of the Research

The practical benefits expected from the results of this study are: Gaining insight for retail companies in Bali regarding the impulsive buying behavior patterns of Hindu Balinese women in the implementation of yadnya. With a better understanding of shopping values, retail entrepreneurs will know the motivation behind the impulsive buying of Hindu Balinese women during the Yadnya implementation. An understanding of this motivation will serve as a guide in carrying out marketing communications. For the Bali Provincial Government, this research can be used as a basis in an effort to control the level of public consumption in the implementation of yadnya in order to avoid the negative impact of the wasteful economy that occurs as a result of impulsive buying. Public communication carried out by the government regarding this matter will be more effective if the

government understands the motivation behind the occurrence of impulse buying in Balinese people.

This research is also expected to be useful as a source of information and reference for further researchers, as a learning experience and broaden horizons for the researchers themselves, as well as the development of marketing science in the future. This research is limited to model building which requires further research to prove the relationship built on the model. The context of this research is limited to the implementation of Yadnya on Hindu Balinese women, and it would be very interesting to conduct trials in different contexts. The development of the next framework can involve the stimulus aspect of the SOR theory to produce a more comprehensive model.

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