

# The Influence of Enjoyment of Web Experience and Susceptibility to Interpersonal Influence on The Hedonic Consumer Lifestyle

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**Abstract.** The lifestyle of shopping in the era of e-commerce is now an interesting phenomenon. This research aimed to prove the effect of enjoyment of web experience and susceptibility to interpersonal influence on the hedonic consumer lifestyle. The validity test of the instrument used the Confirmatory Factor Analysis (CFA) method and research data analysis techniques used multiple regression analysis. Activity Interest Opinion (AIO) was used to retrieve the hedonic consumer lifestyle variable data (Kwan et al. 2008). Enjoyment of Web Experiences Scale developed by Lin et al. (2008) is used to retrieve data from the Enjoyment of web experience. Susceptibility to interpersonal influence data uses a SUSCEP scale measuring tool developed by Park and Lessig (1977). Data analysis proved that there was a significant influence of enjoyment of web experience and susceptibility to interpersonal influence on the hedonic consumer lifestyle. The proportion of all independent variable variants namely engagement, positive affect, fulfillment, normative influence and informational influence on the hedonic consumer lifestyle was 11.7% while the remaining 88.3% is influenced by other variables out of this study. The minor hypothesis test found that only one significant regression coefficient was fulfillment, meant that the fulfillment variable had a significant effect on the hedonic consumer lifestyle. While other variables, namely engagement, positive affect, normative influence, and informational influence, did not influence significantly the hedonic consumer lifestyle.

**Keywords:** The hedonic consumer lifestyle, enjoyment of web experience, susceptibility to interpersonal influence

## 1 Introduction

Modern lifestyle is a habit or pattern of community behavior following the demands of the times. Changes in an increasingly modern era like now have an impact on people's lifestyles. Holt [1] asserts that consumer lifestyles are usually related to psychological constructs and values. Lifestyle can be seen from the patterns of community behavior through empirical observation and surveys.

Marketers use various ways to adjust lifestyles in this modern era. The development of modern shopping places such as malls, cafes, online shopping, cinemas, and other entertainment venues can attract consumers, especially young consumers. Hurlock [2] mentions age 18-40 included in the developmental phase of early adulthood, at this time consumers began to form a pattern of life, responsibility and commitment, as well as independent including in managing their economic life, therefore they are often excessive in shopping and spending money to have fun. They buy things not according to their needs but

only to find satisfaction. Based on research conducted by Deriansyah and Anita [3] the impact of a hedonist lifestyle comes three things, namely, a decrease in motivation and learning achievement, changes in lifestyle to be materialistic, and changes in mindset to be pragmatic and indifferent.

Jakarta City for three years, 2015-2017, ranked the top e-commerce users in Indonesia by 41.94% compared to other cities [4]. The Indonesian Internet Service Providers Association (APJII) in 2017 [5] found that 72.4% of internet users were urban people compared to rural communities by 27.6%, so access to purchase goods online is quite easy. This research focused on e-commerce consumers because according to the iPrice survey (2018) [6] as of October 2018, it was found that Shopee, Tokopedia, Lazada, Bukalapak, and Bli-bli ranked in the top 5 most popular e-commerce sites in Indonesia in terms of the number of e-website visitors – commerce.

Lifestyle can be associating with a hobby, work, shopping or individual interest in buying a product. Lifestyle influences buying decisions. Wahidah et al. [7] stated that the shopping lifestyle encourages individuals to tend to advertise adulation, be conformist, and maintain prestige so that it was easier to brought goods or products. As a result, individuals buy less necessary goods. The hedonic shopping lifestyle is influenced by several factors, including internet pleasure and susceptibility to interpersonal influence. This research aimed to prove the effect of enjoyment of web experience and susceptibility to interpersonal influence on the hedonic consumer lifestyle.

## **2 Literature Review**

### **2.1 *The hedonic consumer lifestyle***

According to Plummer [8], lifestyle is the behavior of individuals in the use of time, channelling interests, and giving responses to themselves and the environment. Some basic characteristics of lifestyle are closely related to the life cycle, income, education, residence. Psychologically lifestyle is related to the orientation of cognition, attitudes, feelings, and individual behavior. The hedonic consumer lifestyle is the orientation of cognition, attitudes, feelings, and individual behavior towards a product in a hedonic manner.

Plummer [8] argues that there are 3 dimensions of lifestyle, namely activity, interest and opinion. Activity is an action or real action of an individual in utilizing time (can be observed), such as working activities and shopping activities. Interest is an individual's particular concern on an ongoing basis on objects, events or topics that are considered important, such as interests related to fashion, fashion as self-representation, interests related to home, and interests related to the family. The opinion is an individual response to events, such as views about themselves and the environment, such as opinions about themselves and opinions about products.

The hedonic consumer lifestyle is influenced by the enjoyment of web experience and susceptibility to interpersonal influence. This result is in line with Mirela Mihić & Ivana Kursan Milaković [9], that the influence of enjoyment of web experience on the hedonic consumer lifestyle. The development of technology makes us use the internet to access everything, one of which is shopping. the convenience of the internet offered makes us comfortable and happy to use it makes us buy a lot of goods and shape a hedonic lifestyle

Amrut Sadachar [10] researched young Americans, then found that the influence of susceptibility to interpersonal influence on the hedonic consumer lifestyle of American youth. Individuals who are vulnerable to the influence of groups can become more hedonist. Encouragement of groups to be things that can affect consumer lifestyles. Individuals try various ways to adjust and improve their self-image in the group. In early adulthood, individuals show their identity to improve their self-image in front of others. Improving self-image can be through the use of products and goods bought so that the high lifestyle demands of group encouragement can lead to a hedonic lifestyle.

The hedonic consumer lifestyle measurement with the Activity Interest Opinion (AIO) gauge. The concept of AIO has been developed by several previous experts, one of them by Plummer [8]. This measuring device consists of 37 items with a loading factor above 0.50. This gauge measures Activity, Interests, Opinion. AIO is identified into eight characteristics namely, working activities, shopping activities, interests related to home, interests related to family, interests related to fashion, fashion as self-representation, opinions about themselves, and opinions about products [11]. According to Loudon and Bitta [12], psychography is a method that defines lifestyle through measurement. Statements in this AIO can be general statements and specific statements.

## ***2.2 Enjoyment of web experience***

Enjoyment of web experience is a feeling from within individuals (intrinsic) in the form of happiness, pleasure and enjoyment of the experience of using the web [13]. In this study, the experience in question is the experience of using web e-commerce to see the product. The concept of enjoyment of web experience is commensurate with terms such as happiness, pleasure, playfulness, and flow.

The scientific approach to the idea of enjoyment can be distinguished from other concepts that focus on pleasure in response to individual experiences, not as simple circumstances [13]. Enjoyment of web experience is an affective response that seems fundamental to experience. This understanding has been defined differently and is used by interdisciplinary experts, with three dimensions in building the concepts of enjoyment of web experiences such as engagement, positive affect, and fulfillment.

1. Engagement is the involvement of individuals in an activity when attention is focused on several activities. The level of attention is higher if an individual gets a higher level of enjoyment  
Engagement refers to several objects that are closely related to what an individual experience when fully concentrated.
2. Positive affect is a pleasure with the emergence of good feelings experienced by individuals when they can cross the boundaries of homeostasis (ideal balance). Individuals who get pleasure for logical reasons tend to be more comfortable. Positive affect can be determined by feeling happy, happy, satisfied, delicious or similar emotions.
3. Fulfillment is the fulfillment of several needs or desires, even though these needs may not have been realized before. There are fun events that occur when individuals get more achievement, not only succeeding as expected but achieving something more, unexpected, never imagined before (such as feeling fulfilled, as desired, or feeling more useful).

The enjoyment of online activities, especially the enjoyment of the experience of running a website, is most widely researched by Lin et al [13]. So, enjoyment of web experience is a feeling that comes from within the individual (intrinsic) when the experience of using the web to buy products makes someone involved in their activities, causing feelings of pleasure and being able to meet individual needs.

The measurement uses the Enjoyment of Web Experiences Scale developed by Lin et al. [13]. This measurement was arranged based on a Likert scale with 9 rating scales that were modified into 7 rating scales, from the point of strongly disagree to strongly agreeing. The Enjoyment of Web Experiences Scale measuring tool consists of 12 items, 4 items measure aspects of engagement, 4 items measure aspects of positive affect and 4 items measure aspects of fulfillment. In this measurement, the alpha coefficient score of 0.941 for engagement dimensions, 0.964 for positive affect dimensions, and 0.966 for fulfillment dimensions.

### **2.3 Susceptibility to interpersonal influence**

Susceptibility to interpersonal influence according to McGuire [14] is a common trait that varies between people and that a person's relative ability in one situation tends to have a significant positive relationship with his ability in various other social situations. McGuire [14] also cites evidence that shows that there are conformity and persuasion throughout all events. That is, people who adjust to one source for one problem will likely adjust to another source for another problem.

Susceptibility to interpersonal influence is considered as a general trait that varies between individuals and is related to the nature and characteristics of other individuals. Meanwhile, according to Bearden and Teel [14] susceptibility to interpersonal influence is a person's need to identify something with the help of the views/opinions of others and the desire to follow others that can influence purchasing decisions, and the tendency to learn a product and service by observing others.

Bearden and Tell [14] suggest that Susceptibility to interpersonal influence has two dimensions, namely normative influence and informational influence. First, Susceptibility to normative influence or the vulnerability of consumers to normative influence is defined as a tendency to meet the expectations of others [14]. Then Bearden and Tell [14] divide the dimensions of normative influence into two sub-dimensions, namely consumer susceptibility to expressive value and consumer susceptibility to utilitarian value. Second, Susceptibility to informational influence (consumer susceptibility to informational influence) as an individual's tendency to receive information from other individuals related to evidence about reality. Consumer vulnerability to informational influences can arise in two ways, namely (1) seeking information from other individuals who are considered to have better knowledge; and (2) make conclusions based on observations of other people's behavior. Several studies have shown that informational influences can influence consumer behavior in choosing and buying products [14].

Bearden and Tell [14] developed a measuring instrument Susceptibility to interpersonal influence to improve the limitations contained in the measuring instrument developed by Park and Lessig [15]. This measuring instrument is called the SUSCEP scale which measures two dimensions, namely normative and informational influences consisting of 12 items with a

Likert scale arranged into 7 rating scales, from 1 (strongly disagree) to 7 (strongly agree). The alpha coefficients of the two subscales are 0.82 for the influence of information, and 0.88 for the normative influence. In this study modifying the SUSCEP scale measuring instrument from Bearden and Tell [14] consists of 18 items that measure normative and informational influences.

#### **2.4 Hypothesis**

Based on the above theoretical study, the research hypothesis that is about to be tested reads "There is a significant influence of enjoyment of web experience and susceptibility to interpersonal influence on the hedonic consumer lifestyle". For the sake of proof, the research hypothesis is changed to a null hypothesis (null hypothesis). Hypothesis testing is carried out on all dimensions (engagement, positive affect, fulfillment, normative influence and informational influence) specifically to test each dimension for the dependent variable.

### **3. Research Methods**

The study population was online consumers in Jakarta, Bogor, Depok and Tangerang (Greater Jakarta). The total population was not defined. Population characteristics were (1) consumers who had the characteristics of the hedonic consumer lifestyle that was made impulsive product purchases in Shopee, Tokopedia, Lazada, Bukalapak, and Bli-bli e-commerce; (2) aged (18-25) years; and (3) domiciled in the Greater Jakarta area.

The research sample was 251 people selected from 325 respondents by eliminated 74 respondents who did not meet the criteria for the hedonic consumer lifestyle. The sampling method in this study was non-probability sampling used accidental sampling (convenience sampling) techniques. The questionnaire was distributed online through Google form at the link <http://bit.ly/lagisale> and distributed directly to respondents who fit the criteria of this study.

Test the validity of the instrument used the Confirmatory Factor Analysis (CFA) method. CFA is a part of factor analysis that is used to test whether each item is valid in measuring the construct that is to be measured. Confirmatory Factor Analysis was tested using LISREL 8.7 software. Measuring instrument items are considered valid if they have 3 characteristics, namely  $RMSEA > 0.05$  (Brown & Cudeck, 1992);  $P\text{-value} > 0.05$  and  $T\text{-value} > 1.96$ .

The research data analysis technique used multiple regression analysis or multiple regression analysis with The hedonic consumer lifestyle as the dependent variable; Enjoyment of web experience and Susceptibility to interpersonal influence as an independent variable.

### **4. Research Results**

#### **Research Hypothesis Test**

##### ***Regression Analysis of Research Variables***

At this stage, the hypothesis testing stage with multiple regression analysis techniques used SPSS 16 software, as explained in the previous chapter, namely chapter 3. In the regression there were 3 (three) things to be seen, namely to see the Rsquare row to find out the percentage (%) DV variance, which the lifestyle described by IV, namely engagement, positive affect, fulfillment, normative influence and informational influence. In order to prove that all variables of engagement, positive affect, fulfillment, normative influence and

informational influence and income had significant or no influence on lifestyle. Next, to see whether or not the regression coefficient was significant for each variable, namely engagement, positive affect, fulfillment, normative influence and informational influence. The following percentage could be seen from the R-square row in Table 4.1, as follows:

**Table 4.1**  
**Regression Model**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics		Sig. F Change	
					Square Change	e		F Change
1	.342 <sup>a</sup>	.117	.0998	71402	.117	6,489	5 5	.000

a. Predictors: (Constant), INFORMATIONAL, POSITIVE AFFECT, NORMATIVE, ENGAGEMENT, FULFILLMENT

In table 4.1, it could be seen that R Square obtained by .117 or 11.7%. That is, the proportion of variants of lifestyle that has been explained by engagement, positive affect, fulfillment, normative influence and informational influence is 11.7% while other variables out of this study influence the remaining 88.3%.

**Table 4.2**  
**Anova all Sample**

ANOVA <sup>a</sup>					
Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	2463,680	5	492,736	6,489	.000 <sup>b</sup>
Residual	18603,871	245	75,934		
Total	21067,551	250			

a. Dependent Variable: THE HEDONIC CONSUMER LIFESTYLE

b. Predictors: (Constant), INFORMATIONAL, POSITIVE AFFECT, NORMATIVE, ENGAGEMENT, FULFILLMENT

The second step was to analyze the effect of the entire Independent Variable (IV) on the Dependent Variable (DV). Based on the F test in table 4.2 it could be seen that the F test results of 6.489 with sig. 0,000 (sig. <0.05). The hypothesis which stated that there was a significant influence between the Independent Variable (IV) on Dependent Variable (DV) was accepted. So that, there was a significant influence of the variable engagement, positive affect, fulfillment, normative influence and informational influence.

The next step was to look at the regression coefficients of each Independent Variable (IV). If sig. <0.05 then the regression coefficient was significant, which meant that the Independent Variable (IV) in question had a significant influence on lifestyle. There was also

the magnitude of the regression coefficient of each Independent Variable (IV) to lifestyle could be seen in table 4.3 as follows:

**Table 4.3**  
**Regression Coefficient**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	35,807	5,205		6,879	,000
Engagement	,121	,079	,119	1,533	,126
Positive affect	-,001	,087	-,001	-,015	,988
1 Fulfillment	,209	,092	,202	2,271	,024*
Normative influence	-,118	,063	-,120	-1,869	,063
Informational influence	,073	,065	,072	1,113	,267

a. Dependent Variable: HEDONIC CONSUMER LIFESTYLE

Based on table 4.3, the regression equation will be presented, as follows:

The hedonic consumer lifestyle = 35.807 + .121 (engagement) - .001 (positive affect) + .209 (fulfillment)\* - .118 (normative influence) + .073 (Informational influence).

To see whether or not the regression coefficient is was significant, it put be seen in the sig column. In table 6 if sig. <0.05 then the resulting regression coefficient had a significant effect on lifestyle and vice versa.

In table 4.6 there was one significant regression coefficient, namely fulfillment. While other variables produced a regression coefficient that is was not significant. This result reveal that the Dependent Variable (DV) had a significant value along with the 2 (two) other variables mentioned above. A description of the regression coefficient values obtained for each Independent Variable (IV) is as follows:

1. Engagement variable.

Obtained a regression coefficient of .121 and a significance of .126 (sig.> 0.05). Thus a null hypothesis which stated that there was no significant effect of engagement on lifestyle was accepted. That was, engagement did not have a significant influence on lifestyle.

2. Positive affect variable.

Obtained a regression coefficient of -.001 and a significance of .988 (sig.> 0.05). Thus the null hypothesis which stated that there was no significant effect of positive affect on lifestyle was accepted. That was, positive affect did not have a significant influence on lifestyle.

3. Fulfillment variable.

Obtained a regression coefficient of .209 and a significance of .024 (sig.> 0.05). Thus the null hypothesis which stated that there was no significant effect of fulfillment on lifestyle was rejected. That is was, the fulfillment variable significantly influences lifestyle and has a positive relationship direction, which meant the higher the fulfillment, the higher the lifestyle.

4. Normative influence variable

Obtained a regression coefficient of -.118 and a significance of .063 (sig. <0.05), thus the null hypothesis which stated that there was no significant influence of the normative influence on

lifestyle was accepted. That was, the normative influence variable did not have a significant influence on lifestyle.

5. Informational influence variable

Obtained a regression coefficient of .073 and a significance of .267 (sig.> 0.05). Thus the null hypothesis which stated that there was no significant effect of informational influence on lifestyle was accepted. That was, the informational influence variable did not significantly influence the lifestyle.

**Proportion of Variants**

This study wants to find out how the proportion of variants of each Independent Variable (IV) which significantly or not influences the lifestyle. The magnitude of the proportion of variance on the influence on lifestyle could be seen in table 4.4.

**Table 4.4**  
**Model Summary Proportion of Variants**

Step	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F	df1	df2	Sig. F Change
1	.260 <sup>d</sup>	.068	.064	8,88202	.068	18,049	1	249	.000*
2	.279 <sup>b</sup>	.078	.070	8,85187	.010	2,699	1	248	.102
3	.321 <sup>c</sup>	.103	.092	8,74573	.026	7,056	1	247	.008*
4	.335 <sup>a</sup>	.112	.098	8,71827	.009	2,558	1	246	.111
5	.342 <sup>e</sup>	.117	.099	8,71402	.004	1,240	1	245	.267

Based on table 4.4, It can be explained that:

1. Engagement variable contributed influence of .068 or 6.8% on lifestyle. The contribution of this variable was not significant with sig. F change = .000 (sig. <0.05).
2. The positive affect variable contributed .010 or 10% to the lifestyle. The contribution of this variable was not significant with sig. F change = .102 (sig.> 0.05).
3. The fulfillment variable contributed .026 or 26% to the lifestyle. The contribution of this variable was not significant with sig. F change = .008 (sig. <0.05).
4. The normative influence variable contributed .009 or 0.9% to the lifestyle. The contribution of this variable was significant with sig. F change = .111 (sig.> 0.05).
5. The Informational influence variables contributed as much as .004 or 0.4% to lifestyle. The contribution of this variable was not significant with sig. F change = .267 (sig.> 0.05).

Thus, it can conclude that from each IV, namely, engagement, positive affect, fulfillment, normative influence and informational influence which have a significant proportion of variants influence on engagement and fulfillment variables, while the other variables do not significantly influence lifestyle as the dependent variable.

**5. Discussion**

Engagement in the Enjoyment of web experience variable had no significant effect on the hedonic consumer lifestyle. The intensity of engagement, which is characterized by circumstances when individuals feel involved, focused attention and full concentration in an activity that is being carried out, does not correlate to the hedonic consumer lifestyle. This result was not in line with the views of Lin, A., Gregor, S., and Ewing, M. [13] which states that engagement has a significant influence on the hedonic consumer lifestyle in a negative



direction. Factors with atmospheric engagement effects such as music, fresh aroma and good appearance may only be important in helping to keep consumers longer in stores, even though these factors are not likely to directly become hedonic individuals. Consumers who stay longer in the store may be more likely to be involved in price comparisons and seeking promotions. As a result, forming a hedonistic lifestyle when shopping.

Positive affect on the variable Enjoyment of web experience its influence on the hedonic consumer lifestyle was not significant. The intensity of good or positive feelings felt by individuals when carrying out activities such as feeling happy, happy, satisfied, delicious, or similar emotions [13] does not correlate with the hedonic consumer lifestyle. This result was not in line with the views of Lin, A., Gregor, S., and Ewing, M. [13] which states that the positive influence has a significant influence on the hedonic consumer lifestyle in a negative direction. In his research, explaining negative affect has more influence than positive affect as a person's driving becomes more hedonistic. Someone who has a hedonic lifestyle has a mechanism to escape from a negative psychological state, the existence of a negative affect must be linked to the tendency to buy a hedonist.

Fulfillment on the Enjoyment of web experience variable had a significant effect on lifestyle and has a positive relationship direction, which meant that the higher the fulfillment, the lower the hedonic consumer lifestyle. The intensity of fulfillment is characterized by the fulfillment of several needs so that individuals feel their needs meet, feel they want to achieve and feel that things do is useful, then encourage individuals not to do the hedonic consumer lifestyle. This result was in line with the opinion of Lin, A., Gregor, S., and Ewing, M. [13] which states that fulfillment had a significant effect on the hedonic consumer lifestyle in a negative direction.

The normative effect on the variable Susceptibility to interpersonal influence was not significant on the hedonic consumer lifestyle. The higher the normative influence is marked by the tendency to meet the expectations of others both to get rewards or avoid punishment and the desire to improve self-image through groups by identifying themselves in certain groups, and adopting the behavior and opinions of other individuals, it is not followed by increasing The hedonic consumer lifestyle. This result was not in line with the views of Bearden and Tell [14], which states that the normative influence is significantly influenced on the hedonic consumer lifestyle in a positive direction. Differences in the study sample used, in previous studies using adolescent research samples while in this study using early adult samples. Adolescents are more easily influenced by groups than adults who begin to be independent, so adolescents often form a more hedonic lifestyle

The informational effect of the Susceptibility to interpersonal influence influence on the hedonic consumer lifestyle was not significant. The higher the informational influence is marked by the tendency of individuals to receive information or follow the opinions of other individuals about the reality by finding information from other individuals who are considered to have better knowledge and make conclusions based on the observations of others, then not followed by an increase in the hedonic consumer lifestyle. This result was not in line with the views of Bearden and Tell [14], which state that the informational influence is significantly influenced on the hedonic consumer lifestyle in a positive direction. Consumers who can consult with many sources of information (e.g., internal and external sources including family, friends, media, and expert opinion) prior to the purchase decision tend to have considered the items to be bought, so they do not become hedonists.

## **6. Conclusion**

Based on the analysis of research data, it can be concluded:

- 6.1. F test results of 6.489 with sig. 0.000 (sig. <0.05), meaning that there was a significant influence of enjoyment of web experience and susceptibility to interpersonal influence on the hedonic consumer lifestyle.
- 6.2. The proportion of lifestyle variants that had been explained by engagement, positive affect, fulfillment, normative influence, and informational influence was 11.7% while (other variables out of this study influence the remaining 88.3%).
- 6.3. The minor hypothesis test found that only one significant regression coefficient was fulfillment, meaning that the fulfillment variable had a significant effect on the hedonic consumer lifestyle. While other variables, namely engagement, positive affect, normative influence, and informational influence, did not significantly influence the hedonic consumer lifestyle.

## 7. Follow up

More extensive and in-depth research on the hedonic consumer lifestyle needs to be done including expanding the research population (such as young people and women), knowing the influencing factors (internal and external), and psychological effects on urban and rural communities.

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