Impulse Buying by Consumers at Top Indonesia Online Shopping

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ABSTRACT
This research aims to determine the relationship between fashion involvement, promotion, and impulse buying. The survey method employed a questionnaire. The method used was random sampling. The population is Makassar shoppers. The sample was composed of 100 individuals. There are two basic data analysis methods: qualitative and quantitative analysis, which can be described as methods of descriptive analysis and regression analysis of statistical models. The results demonstrated that fashion involvement, promotion, incentives, and pricing all supported positive and significant buying, but not simultaneous impulse buying.

INTRODUCTION
This modern business' desire for meeting customer needs is the reason for its development. The advent of the internet has revolutionized how people shop. Electronic commerce is commonly referred to as e-commerce. Based on processing and transferring, and transmitting data in the form of text, sound, images, and video (Helmalia & Afrinawati, 2018). a buyer can easily purchase goods from the seller's website and pay for them using money transfer to the seller (Wardoyo & Andini, 2017). Today, buyers can make payment upon delivery if they have completed your transaction in cash-on-delivery (COD). The e-commerce business in Indonesia is still very much in its infancy.
It is estimated that Shopee had the number one of the most popular e-visited online retail sites in Indonesia during the first quarter of 2020, receiving approximately 71.5 million monthly visits. Shopee provides an array of products to meet all needs. Shopee must pay attention to transaction security, time-to-to-dispatch, delivery-on-time, and overcoming complaint customers to win a trade. E-commerce will lead to increased consumerism in the last few decades. I tend to make impulse purchases on the Internet when I view product pages (Impulse buying). Purchases are made impulsively with no plan beforehand when demand is satisfied more quickly, immediately, customers engage in impulsive buying, characterized by fast decision-making and emotional involvement (Themba, 2019).

One of the driving forces behind purchasing is public awareness of the importance of fashion. It has been easier for people to discover the influence of foreign fashion trends on their clothing choices (Natalie A. & Japarianto, 2019). A person will feel important if he can keep up with fashion. Hidayat described the situation and said that he and Tyrant would handle it together. Participation in fashion has a positive effect on buying behavior, so participation in fashion can identify the association between impulsive buying. Fashion is a person's attachment to products according to desires, wants, interests, and values (Imbayani & Novarini, 2018).

Research result (Hermanto, 2016; Fauziyyah & Oktafani, 2018) found fashion involvement has a positive and significant effect on impulse buying. Commitment to fashion is closely related to personal characteristics, especially women and young people. Fashion involvement affects consumer confidence in daily activities. Consumers who are usually familiar with fashion, especially new products, are more likely to shop. Then the hypothesis is proposed:

\[ H1: \text{Fashion involvement has a positive and significant effect on impulse buying} \]

Promotion plays an important role in impulsive purchases for consumers. Promotion encourages quick purchases of specific items or services by various incentives and strategies (Prasetyo S, 2013). A contest can also comes in the form of sales promotion. On the other hand, most brand and product owners will hold several competitions. A third method is to offer gift coupons that can be exchanged for discounts, or to offer sample sales with the product itself (Wauran & Poluan, 2016). Internet marketing has affected product preference. Formal: offers use the internet to provide valuable goods by way of useful services and presentations via an online interface (Suharsono & Sari, 2019). Competitive online media images lead to impulsive purchases among prospects who don't normally want to purchase products. Indraswari and Martono (2016) discovered that sales promotions have a strong impact on impulse purchases. Sales promotions carried out by offering discounts and interest in buying products from these vendors will draw interest from customers (Ayatina & Sumarni, 2020). In support of this hypothesis, it is suggested that:

\[ H2: \text{Promotion has a positive and significant effect on impulse buying}. \]

In order to stimulate a desire for purchasing, discounts also play a part. Original cost can be discounted at a percentage. The formal claim states that discounts entice consumers to...
take at least notice of product offers (regardless of action taken by the consumer) Providing discounts for vendors helps consumers who buy in large quantities, promotes future sales, and bolsters future sales. Except for that addition, discounted products cause an increase in consumers' view of the actual savings in value (Wahyudi, 2017). Most customers don't make purchases on the grounds of their current prices, but with discounts, they can immediately obtain them without making any () additional financial considerations (Safa'atah, 2017). Although discounts can help increase the number of items purchased, they also do the opposite and make prices more accessible, which means prices can be more readily accepted. This study (Pradana & Wahyuning, 2019; Noor, 2020) shows that discounts influence impulsive purchasing. The same product will be sold to customers at a lower price using price promotion when they feel good about shopping and buy on impulse when given a percentage discount (Vilalba, 2017), and then it is postulated:

**H3: Discounts have a positive and significant effect on impulse buying.**

**RESEARCH METHOD**

This approach to analysis uses a scientific approach to assess the theory's justification suggested with statistics to find a conclusion (Jogiyanto, 2014). The population is a consumer shop in Makassar City, which had spent at least five times when the research was conducted. The type of non-probability sampling method used is random sampling. Because in this study, the number of the population taken was not known with certainty, so in this study, the following Rao Purba formula. The confidence level in determining the sample is 95% = 1.96 moe: Margin of error or the maximum error that can be correlated here is set at 10%. Then a sample of 96.04 was taken (rounded to 100 consumers to shop). In order to see the regression model with the dependent variable (bound) and the independent variable (free) having a regular contribution, the data analysis of this study was carried out with several phases of testing, namely: 1) normality test via the Normal Probability Plot graph. 2) To decide if independent variables have similarities with other independent variables in one model, a multicollinearity test is needed. 3) The heteroscedasticity test's purpose is to test if variance and residuals are unequal from one observation to another (Ghozali, 2016). With the following equation, this thesis performed multiple regression analysis via the SPSS program:

\[ Y = \alpha + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + e \]

**Description:**
- \( \alpha \): Constant.
- \( \beta \): Regression Coefficient.
- \( e \): Error.
- \( Y \): Impulse Buying
- \( X_1 \): Fashion Involvement
- \( X_2 \): Promotion
- \( X_3 \): Discount
RESULTS AND DISCUSSION

Research Analysis

Using the normal probability plot, the test results show that the data in the analysis is appropriate and intended to be used; here is figure 2.

![Figure 2. Normality Test Results](image)

The scatter plot below illustrates that heteroscedasticity is acceptable in this model:

![Figure 3. Heteroscedasticity Test Results](image)

The data above shows from the results of the multicollinearity test that the equation can be tolerated. As demonstrated by the value of the Variance Inflating Factors (VIF) for three independent variables, its presence does not interfere with the model, namely: fashion involvement of, promotion of 1, and discount of 1, where three independent variables have a VIF value of less than ten and a tolerance value greater than 0.1.

Table 1. Multicollinearity Test Results

<table>
<thead>
<tr>
<th>Model</th>
<th>Collinearity Statistics</th>
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<tbody>
<tr>
<td></td>
<td>Tolerance</td>
</tr>
<tr>
<td>(Constant)</td>
<td></td>
</tr>
<tr>
<td>Fashion Involvement</td>
<td>.973</td>
</tr>
<tr>
<td>Promotion</td>
<td>.988</td>
</tr>
<tr>
<td>Discount</td>
<td>.976</td>
</tr>
</tbody>
</table>
R square ($R^2$) value is 0.359 or 35.90%, which explains that impulse buying is influenced by fashion involvement, promotion, and discount. This test uses $\alpha$ 5%. With the provisions, if the significance of $F$ count < 0.05, the proposed hypothesis can be accepted. Table 3 shows that the significance level is less than 0.05, so it can be said that fashion involvement, promotion, and discount simultaneously (together) influence impulse buying, with a probability of 0.000. Because the probability is much smaller than the significant value of 0.05, the regression model can predict impulse buying. The results of the multiple linear regression test shown in Table 4 show that the regression coefficient values formed in this test are:

$$Y = 0.962 + 0.495X_1 + 0.121X_2 + 0.144X_3 + e$$

These results can be explained as follows:
1. The coefficient of the fashion involvement variable is 0.495 with a positive direction, which means that if there is an increase in fashion involvement, impulse buying will increase by 0.495.
2. The coefficient of promotion variable coefficient is 0.121 with a positive direction, which means that if there is an increase in promotion, impulse buying will increase by 0.121.
3. The discount variable coefficient is 0.144 with a positive direction, which means that if there is an increase in discount, impulse buying will increase by 0.144.

### Table 2. Coefficient of Determination

<table>
<thead>
<tr>
<th></th>
<th>R</th>
<th>R Square</th>
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<tbody>
<tr>
<td></td>
<td>.599</td>
<td>.359</td>
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</table>

### Table 3. Simultaneous Test Results

<table>
<thead>
<tr>
<th>F</th>
<th>Sig.</th>
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<tr>
<td>17.931</td>
<td>.000</td>
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### Table 4. Partial Test Result

<table>
<thead>
<tr>
<th>Variable</th>
<th>B</th>
<th>t - Calculated</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contant</td>
<td>.962</td>
<td>2.066</td>
<td>.042</td>
</tr>
<tr>
<td>Fashion Involvement</td>
<td>.495</td>
<td>5.921</td>
<td>.000</td>
</tr>
<tr>
<td>Promotion</td>
<td>.121</td>
<td>2.507</td>
<td>.014</td>
</tr>
<tr>
<td>Discount</td>
<td>.144</td>
<td>2.045</td>
<td>.044</td>
</tr>
</tbody>
</table>

### Discussion

Fashion appears to be involved in impulse buying. The conclusion follows from this, therefore, that the hypothesis is accepted. Trendsetters will always use the latest fashion and clothing models on the Shopee app. Consumers see the latest fashion models and then become interested in purchasing the items they haven't really decided on. The current study findings are consistent with previous research (Hermanto, 2016; Fauzy & Oktani, 2018), which claims that fashion involvement significantly impacts impulsive buying. Fashion is strongly
connected to personal characteristics, especially to the young and the fairer sex. Fashion involvement has an impact on day-on-to-day consumers' overall feelings of well-being. Consumers who are general knowledge new to fashion have higher shopping expectations when it comes to new products.

The second hypothesis was supported and found to be true, which says an increase in promotion affects impulse buying. The conclusion follows from this, therefore, that the hypothesis is accepted. Thus, by promotion carried out by shops via the internet, TV, and other media, consumer decisions are influenced. The Shopee/Endorsement collaboration is also considered a promotion strategy. Based on this research (Indraswari & Martono, 2016), it can be assumed that sales promotions lead to more impulsive buying. However, customers may be delighted to purchase something that initially provides discounts and cashback on products, making it more likely that they will be interested in making additional purchases in the long term (Ayatina & Sumarni, 2020).

Based on the third hypothesis test, it was found that discount has a positive and significant effect on impulse buying. This means that the hypothesis tested is accepted. The discount offered dramatically influences consumers who did not want to shop before becoming interested in shopping because of the perception of relief and price and the advantages of buying discounted goods with good quality. The size and duration of the discount are essential to support consumers' willingness to make impulsive purchases. This study's results support the results of research (Pradana & Wahyuningdyah, 2019; Noor, 2020) found that discounts affect impulse buying. Discount is a price-based promotion strategy where the same product will be offered to regular customers at a lower price. The discount price can be in the form of a percentage discount from the original price; with a discount, consumers will feel happy shopping and tend to make impulse buying (Vilalba, 2017).

CONCLUSIONS

The research results have found the conclusion that fashion involvement, promotion, and discounts have a significant effect on impulse buying. This study suggests Shopee always gives a discount because of the intense competition with other online applications, which also affects the public's impulse buying behavior.

REFERENCE


