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Factors That Influence Impulsive Buying

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Abstract: This research uses a quantitative approach with an associative type, namely the research tries to explain the relationship between variables. The type of data used is primary data, which is data that is sourced or managed directly by researchers. Data collection in this research was carried out through a questionnaire using Google-form. The sample in this study was individuals who had shopped online at Shopee with a minimum age of 17 years. Determination of the sample size is based on that sampling must be at least 5-10 times the number of questionnaires. This research uses a Structural Equation Model (SEM) approach with a measurement model using the Smart PLS version 3.2.9 program. Furthermore, the research results show that functionality components and experiential marketing have a significant positive effect on attitudinal loyalty, while psychological components have no effect on attitudinal loyalty. Furthermore, attitudinal loyalty is proven to have a significant positive effect on impulsive buying. However, self-control cannot moderate the influence of attitudinal loyalty on impulsive buying.

Keyword: Functionality Components, Experiential Marketing, Attitudinal Loyalty, Psychological Components, Impulsive Buying, SelfControl.

INTRODUCTION

The emergence of various e-commerce platforms with various business segments certainly has an impact on everyday life (Larasati *et al.*, 2023). One consumer behaviour that often occurs when shopping online is impulsive buying behaviour. Impulsive buying is the attitude of customers who often make spontaneous, unplanned purchases, purchases that are unreflective and not thought about beforehand (Gulfranz *et al.*, 2022). Hu *et al.*, (2019) believes that impulsive buying is a type of purchase that is made without any pre-existing intention. It tends to be spontaneous and created without significant reflection when triggered by some external stimulus. Study (Siddiq and Suseno, 2019) found that up to 40 percent of all online purchases worldwide can be classified as impulse purchases.

Impulsive buying behaviour is, of course, influenced by several factors, one of which is the online customer shopping experience, which consists of the variables interactivity, informativeness, visual engagement, navigation, trust, convenience, and enjoyment. This is for the research Gulfranz *et al.*, (2022) which states that with the existence of interactivity

between consumers and online vendors, the completeness and clarity of information (informativeness) regarding the products offered, the ease of navigation (navigation), finding products, as well as the presence of visual emotional attachment (visual engagement) in online shopping will contribute influencing online impulse buying. Apart from that, the level of consumer trust, comfort or enjoyment can also influence consumers' online impulsive buying.

Several previous studies have examined the influence of online customers' shopping experience on online impulsive buying, among others Ye *et al.*, (2022) found that interactivity has a positive effect on online impulsive buying. Furthermore, Gong & Jiang (2023) found that a high level of interactivity and quality content will lead consumers to make impulse purchases. Furthermore, Rahman *et al.*, (2022) proves that enjoyment and convenience are also proven to have a positive effect on online impulsive buying. The strong influence of this psychological factor on online impulsive buying was also stated by Chen *et al.*, (2022) Enjoyment and depression can trigger impulsive buying for active social media users.

Referring to research Gulfraz *et al.*, (2022) The researchers then developed a model involving other factors, namely experiential marketing which influences impulsive buying behavior. This is by opinion Noor *et al.*, (2020) that in an experiential marketing strategy consumers not only want quality goods but also want emotional benefits in the form of memorable experiences, namely experiences that cannot be forgotten and create an attitude of loyalty. Agyei *et al.*, (2020) in their research stated that loyalty can be described as a customer's intention or tendency to buy again from the same seller or brand.

In this research, there is also a self-control variable as a moderator variable. Self-control is one of the important factors that influences impulsive buying. Li *et al.*, (2020) explained that customers with a higher level of self-control have a lower tendency to make impulsive purchases. The same results were also proven by Larasati *et al.*, (2023) who stated that the higher the self-control, the lower the impulsive buying among consumers, and vice versa, the lower the self-control, the higher the impulsive buying.

Data released by SimilarWeb in September 2021 shows that the Shopee application is visited most often compared to other applications, such as Tokopedia and Lazada. As of August 2021, Shopee managed to reach 26.92 million unique daily active users (DAU) or active application users who accessed it from Android mobile devices in Indonesia. Crystrie & Sartika, (2022) stated that Indonesian people are interested in the Shopee application compared to other marketplace applications. Practical reasons and more affordable prices are the main factors for many people using this marketplace, especially Generation Z people, also called iGeneration or the Internet generation. This is in accordance with the statement by Djafarova dan Bowes (2021) that Generation Z has an attitude that tends to be materialistic, wants instant results and likes marketing communications through micro-celebrities (influencers) so that it has the potential to form impulsive buying behaviour in generation Z.

This research has a research gap with previous research, where research by Gulfraz *et al.*, (2022) was conducted on impulsive buying on two e-commerce platforms in China, while this research was conducted in Indonesia via one e-commerce platform, namely the Shopee application. The samples used in distributing the questionnaire were consumers who had made purchase transactions at the commerce site at least 5 times a month. Meanwhile, the age range of correspondents ranges from 17 to 50 years old, male and female. Based on the background above, this research aims to examine the influence of the influence of online shopping experience on loyalty and its impact on impulsive buying with self-control as a moderating variable.

The benefit of research is to better understand the impact of online customer shopping experiences on online customers' impulsive buying behaviour (Gulfraz *et al.*, 2022). This study also identified the moderating role of self-control in the relationship between online

customers' shopping experience and online impulsive buying (Chen *et al.*, 2022). The results of this research can provide valuable insights for e-commerce companies to formulate effective marketing strategies and improve customers' online shopping experience.

METHOD

This research uses a quantitative approach with an associative type, namely the research tries to explain the relationship between variables. The research will use several exogenous and endogenous variables. Exogenous variables consist of Functionality Components (X1), Psychological Components (X2), and Experiential Marketing (X3). Furthermore, Self Control (M) is a moderator variable and Attitudinal Loyalty Towards (Z) is a mediating variable. Next, the endogenous variable in this research is Impulsive Buying (Y). The type of data used is primary data, which is data that is sourced or managed directly by researchers. Data collection in this research was carried out through a questionnaire using Google Forms. The data measuring scale uses a Likert scale form. In this scale, statements are conveyed with five alternative answers. For the Likert scale, the details are: Strongly agree = 5, Agree = 4, Neutral = 3, Disagree = 2, and Strongly Disagree = 1.

The questionnaire measurements in this study refer to research by Gulfranz *et al.*, (2022) where the measurement of Functionality Components uses 16 statement items, Psychological Components uses 11 statement items, Experiential Marketing uses 10 statement items, Attitudinal Loyalty Towards uses 4 statement items and Online Impulsive Buying uses 7 statement items, and Self Control uses 3 statement items.

Population according to Sekaran & Bougie (2013) refers to the entire group of people, events, or matters of interest that the researcher wishes to investigate. The population of this study is individuals who have made online purchases of products on Shopee. The samples in this study were individuals who had shopped online at Shopee with a minimum age of 17 years to 50 years. Determination of the sample size was based on the sampling must be at least 5-10 times the number of questionnaires.

Data analysis uses SEM-PLS because the advantages of SEM-PLS are that it does not require normal distribution. Data analysis uses structural equation modelling (SEM) to assess hypotheses because it can estimate various relationships and interrelated relationships when explaining measurement errors in the estimation process (Ghozali dan Lathan, 2015).

This research uses a Structural Equation Model (SEM) approach with a measurement model using the Smart PLS version 3.2.9 program to measure the intensity of each research variable and a structural model to analyze the data and research hypotheses.

RESULTS AND DISCUSSION

Results

This research was conducted to analyze the influence of online shopping experiences on loyalty and its impact on impulsive buying. By randomly distributing e-forms (Google forms) to 300 respondents, it was discovered that 42 respondents did not meet the sample criteria (not domiciled in Jabodetabek and did not use the Shoppe Application) and it was discovered that 258 respondents had met the sample criteria. For this reason, the sample size used in this test was 258 respondents.

Based on data collection, it is known that the characteristics of respondents based on gender show that 68.7 percent are women and 31.3 percent are men. Then looking at the age groups, it was discovered that the majority of respondents were > 25 years old, namely 86.9 percent, followed by respondents aged 20 - 25 years at 12.1 percent and respondents aged < 20 years at 10 percent. Then, based on education level, it is known that the majority of respondents work as private employees, namely 59.6 percent, with the majority having a

bachelor's degree (S1), namely 77.8 percent, with an average monthly income of > 5,000,000 and an average online shopping > 500,000.

Convergent Validity Testing

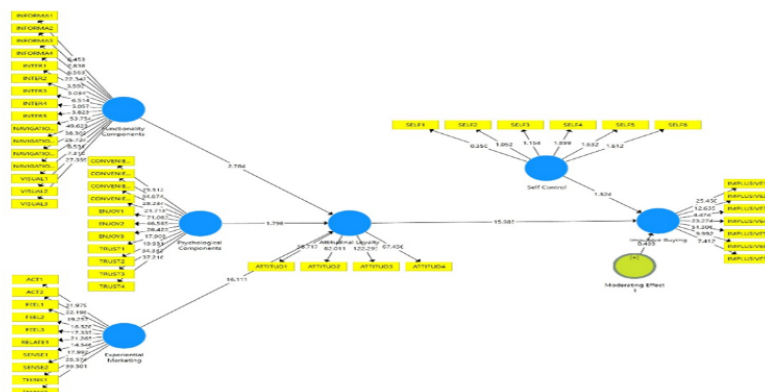


Figure 1. Measurement Model Calculation Results

The results of the calculations show that the value of the outer loading on this research variable is > 0.6, where the correlation on the measurement items in this research has a high indicator value for each variable, so the convergent value meets the good category. Furthermore, the measurement results from composite reliability show that the value of each variable is > 0.7 with a moderating effect value of 1. Then from Cronbach alpha the value of each variable is > 0.6 with a value of 0.8-1. The measurement for average variance extracted (AVE) in this study has a value for each variable that is > 0.5, with an average value of 0.7, even for the moderation effect value is 1, which indicates that the results of the convergent validity measurement in this study have met existing conditions (Homburg et al., 2013). Thus, the convergent validity evaluation requirements have met the requirements and the variables are said to be good and can be used in research.

R Square Testing

This testing method is a method aimed at providing an overview of how strong and well endogenous variables are influenced by exogenous variables and the calculation results show that the Adjusted R-Square value is an exogenous variable. The results of the determination test using the r-square test are as shown in the following table.

Table 1. R-Square Value Test Results		
	R Square	R Square Adjusted
Attitudinal Loyalty	0,634	0,629
Impulsive Buying	0,520	0,516

Source: results of SmartPLS 3.0 output research data processing

Based on the table above, the results in the Adjusted R-Square column of the attitudinal loyalty variable have a value of 0.629 or if converted into a percentage it becomes 62.9 percent. This shows that the attitudinal loyalty variable is influenced by 62.9 percent by the variables functional components, physiological components and experiential marketing. The remaining 37.1 percent of attitudinal loyalty can be explained by other variables, outside of the variables examined in this research. the impulsive buying variable has a value of 0.516 or if converted into a percentage it becomes 51.6 percent, this shows that the impulsive buying variable is influenced by attitudinal loyalty and self-control. The remaining 48.4.1 percent of impulsive buying can be explained by other variables, outside of the variables examined in this research.

Path Coefficient Testing

Path coefficient testing is to provide an overview of the direction of the variable relationship towards a negative relationship or a positive relationship (Ghozali, 2016). This test has a value range from -1 to 1. The positive range is from 0-1, while the negative range is (-1)-0. Hypothesis testing uses bootstrapping analysis techniques. Through the t-statistical results obtained, it can be seen the influence of the significant level between the independent variable and the dependent variable. If the t-statistic value is > 1.967 (0.05) t-table significance is 5% then the effect is significant. Furthermore, through the results of the p-value obtained, if the p-value for each variable is < 0.05 then H_0 is rejected. The positive influence can be seen through the original sample. In the smartPLS program, the results of hypothesis testing can be seen through the path coefficient of the bootstrapping technique as in the following table:

Table 2. Path Coefficient Test Results

Hypothesis	Original Sample (O)	T Statistics (O/STDEV)	P Values
Functionality Components -> Attitudinal Loyalty	0,241	2,784	0,006
Psychological Components -> Attitudinal Loyalty	0,153	1,798	0,073
Experiential Marketing -> Attitudinal Loyalty	1,055	16,111	0,000
Attitudinal Loyalty -> Impulsive Buying	0,663	15,985	0,000
Moderating Effect 1 -> Impulsive Buying	0,033	0,493	0,622

Source: results of SmartPLS 3.0 output research data processing

Based on the results of the path coefficient test, it was explained that hypothesis H1, namely functionality components, has a significant positive effect on attitudinal loyalty. It can be seen that the path coefficient is 0.241, then the t-statistic of the direct influence on attitudinal loyalty is greater than the t-table, namely $2.784 > 1.967$ and p-value of $0.006 < 0.05$. So it can be concluded that functionality components have a significant positive effect on attitudinal loyalty, in other words, H1 is accepted.

Hypothesis H2 is that psychological components have a significant positive effect on attitudinal loyalty. It can be seen that the path coefficient is 0.153, then the t-statistics of the direct influence on attitudinal loyalty is smaller than the t-table, namely $1.798 < 1.967$ and the p-value is $0.073 > 0.05$. So it can be concluded that psychological components have no effect on attitudinal loyalty, in other words, H2 is rejected.

Hypothesis H3 is that experimental marketing has a significant positive effect on attitudinal loyalty. It can be seen that the path coefficient is 1.055, then the t-statistic of the direct influence on attitudinal loyalty is greater than the t-table, namely $16.111 > 1.967$ and the p-value is $0.000 < 0.05$. So it can be concluded that experimental marketing has a significant positive effect on attitudinal loyalty, in other words, H3 is accepted.

Hypothesis H4 is that attitudinal loyalty has a significant positive effect on impulsive buying. It can be seen that the path coefficient is 0.663, then the t-statistic of the direct influence on impulsive buying is greater than the t-table, namely $15.985 > 1.967$ and the p-value is $0.000 < 0.05$. So it can be concluded that attitudinal loyalty has a significant positive effect on impulsive buying, in other words, H4 is accepted.

Hypothesis H5 is that Attitudinal Loyalty has a significant negative effect on Impulsive Buying moderated by self-control, it can be seen that the path coefficient is 0.033, then the t-statistic of the indirect effect on impulsive buying which is moderated by self-control is smaller than the t-table, namely $0.493 < 1.967$ and p-value of $0.622 > 0.05$. So it can be concluded that self-control cannot moderate the influence of attitudinal loyalty on impulsive buying, in other words, H5 is rejected.

The Influence of Functionality Components and Attitudinal Loyalty

E-commerce platforms facilitate the exchange of relevant information between different actors in a timely manner to make purchasing decisions. Interactivity on social media can be formed by building topics that are related to products or services which lead to user opinions until they are convinced to buy the product or service (Barreda *et al.*, 2020). Research results Lou & Yuan (2019) show that the perceived informativeness value of influencers will influence customer purchasing decisions. Likewise, Gulfraz *et al.*, (2022) found that ease of search has a significant effect on online purchasing decisions. Based on previous research and previous exposure, this research proposes the following hypothesis: H1=Functionality Components have a positive effect on Attitudinal Loyalty

The Influence of Psychological Components on Attitudinal Loyalty

Wijaya *et al.*, (2021) argue that trust will be stronger if the e-commerce platform is more responsive to consumer needs. Conversely, if customers feel threatened that their personal and confidential financial information could be misused when shopping on an e-commerce platform, they are more likely to be disloyal and dissatisfied. Convenience can refer to various aspects, including ease of shopping, using services, or interacting with brands or companies. Service convenience refers to savings in time and effort spent by customers to obtain a product and consume the service which can encourage customers to have positive behavioural intentions in the future (Roy *et al.*, 2020). Based on previous research and previous exposure, this research proposes the following hypothesis: H2=Psychological Components have a positive effect on Attitudinal Loyalty

The Influence of Experiential Marketing on Attitudinal Loyalty

Experiential marketing is very important because every company needs a strategy to compete with other companies and in order to survive in the related industry, companies are required to have loyal customers. Pandya & Pandya, (2020) argue that impulsive purchases lead to a lack of emotional control resulting from a conflict between immediate rewards and the negative consequences generated by the purchase, which triggers compulsive behaviour that can become chronic and pathological. Previous research conducted by Dewi *et al.*, (2022) and Setiobowo (2018) found that experiential marketing had a significant effect on customer loyalty. Based on previous research and previous exposure, this research proposes the following hypothesis: H3=Experiential Marketing has a positive effect on Impulsive Buying

The Influence of Attitudinal Loyalty on Impulsive Buying

Customer loyalty has an important role in an e-commerce platform, retaining them means maintaining financial performance and maintaining the viability of e-commerce itself (Rozaini and Ginting, 2019). The benefit of customer loyalty is the reduced influence of attacks from competitors of similar companies, not only on products but also on the perceptions of their respective customers. Therefore, loyalty is very important in maintaining the image and success of a company. One of the benchmarks for surviving and increasing market share is customer loyalty or continuous repeat purchase behaviour in an e-commerce consumer impulse purchase. Customer loyalty can be expressed as a measure of a company's success (Pangestu, 2022). H4=Attitudinal Loyalty has a positive effect on Impulsive Buying

The Influence of Attitudinal Loyalty on Impulsive Buying with Self Control as a Moderating Variable

Aprilia & Nio (2020) say that someone who does not have self-control must control themselves in the consumerist culture that is currently developing in order to avoid impulsive buying. The existence of self-control enables individuals to guide, direct and regulate

behavior strongly which ultimately leads to positive consequences. Research conducted (Pangkaca *et al.*, 2021) states that self-control has a negative relationship with impulsive buying. Based on previous research and previous exposure, this research proposes the following hypothesis: H5=Attitudinal Loyalty has a negative effect on Impulsive Buying, moderated by Selling Control

Discussion

In this research, we examine and try to empirically test the factors that influence impulsive buying (Shopee Indonesia study case). The results of the test above show that the first hypothesis, namely functionality components, has a significant positive effect on attitudinal loyalty. These results are in line with previous research by Lou & Yuan, (2019) showing that the perceived informativeness value of influencers will influence customer purchasing decisions. Likewise, Gulfraz *et al.*, (2022) found that ease of search has a significant effect on online purchasing decisions. Positive results indicate that the higher the functionality of the components, the more attitudinal loyalty will increase. Functionality components are measured through four dimensions (interactivity, informativeness, visual engagement, and navigation and search ease), showing that with good interactivity, customers will feel more involved and connected with the Shopee platform so that they can increase their loyalty. Then the ability to provide relevant and useful information to users is very important in the context of online purchasing. When customers feel that the Shopee platform provides useful information, they are more likely to return and make future purchases. Meanwhile, good visual engagement keeps users interested, extending the time spent on the website or app and ultimately increasing their loyalty to the Shopee platform. Apart from that, ease of navigation will provide a good experience to users. When users can easily find the products they are looking for and explore a variety of options, they tend to be more satisfied with the online purchasing experience. Thus, Overall, when an online purchasing platform is able to provide adequate functionality in terms of interactivity, informativeness, visual engagement, navigation, and search, this can contribute positively to customer attitudinal loyalty. This attitudinal loyalty is reflected in customers' propensity to return to the platform to make future purchases, as well as in their positive perceptions of the brand or platform.

The results of testing the second hypothesis show that psychological components have no effect on attitudinal loyalty. The influence of psychological components on attitudinal loyalty is a concept that shows how psychological components in customer experience influence loyal attitudes towards a product, service or brand. The psychological components involved in influencing attitudinal loyalty include trust, convenience and enjoyment. These results are not in accordance with the hypothesis to be achieved, they are also not in line with the opinion made by Roy *et al.*, (2020) that service convenience refers to savings in time and effort spent by customers to obtain a product and consume the service which can encourage customers to have positive behavioural intentions in the future. Li *et al.*, (2022) argue that trust influences impulsive buying. The research results of Kimiagari & Asadi Malafe, (2021) show that the quality of information and navigation skills influence impulsive buying. The absence of influence of psychological components on attitudinal loyalty shows that there are still Shopee users who have bad experiences in terms of trust, convenience and enjoyment when shopping online. This condition can certainly reduce the level of customer trust and loyalty towards using Shopee. Therefore, it is important to conduct further research and analyze in depth to further understand why this influence does not occur in certain cases.

The results of testing the third hypothesis show that experiential marketing has a significant positive effect on attitudinal loyalty. Experiential marketing is very important because every company needs a strategy to compete with other companies and in order to

survive in the related industry, companies are required to have loyal customers. This is in line with previous research conducted by Dewi *et al.*, (2022) and Setiobowo, (2018) which found that experiential marketing had a significant effect on customer loyalty. The research results show that the higher the experiential marketing, the more impact it will have on increasing attitudinal loyalty. Experiential marketing, which is measured through the dimensions of sense, feel, think, act and relate, shows that positive sensory experiences can influence customer perceptions of a brand or product, creating a strong and pleasant impression. Then, if customers feel positive or emotionally connected to the brand, they tend to have a more positive attitude towards it. Meanwhile, Information presented in an interesting and informative way can influence how customers think about the brand and its products or services. If a given marketing experience triggers positive actions such as repeat purchases, brand recommendations to others, or participation in a loyalty program, this shows the positive impact of experiential marketing. By using these dimensions in experiential marketing measurements, research can show a significant relationship between customer experience and their level of loyalty to the brand.

The results of the fourth test show that attitudinal loyalty has a significant positive effect on impulsive buying. Loyalty can be used as motivation to convince customers to use the facilities on the e-commerce platform, thereby encouraging impulse purchases. Customer loyalty has an important role in an e-commerce platform, retaining them means maintaining financial performance and maintaining the viability of e-commerce itself (Rozaini and Ginting, 2019). Customer loyalty can be expressed as a measure of a company's success (Pangestu, 2022). In accordance with the opinion of (Havidz *et al.*, (2022) customer satisfaction can form loyalty that will influence purchasing decisions. The research results show that the higher the attitudinal loyalty, the higher the impulsive buying. This condition shows that consumers who have strong attitudinal loyalty towards a brand or product tend to have high emotional involvement towards that brand. When exposed to strong buying stimuli, such as impulse promotions or special offers, consumers with high attitudinal loyalty are more likely to respond to impulse purchases.

The results of the fifth test show that self-control cannot moderate the influence of attitudinal loyalty on impulsive buying. The results of this research are not in accordance with what the research wants to achieve, it also does not agree with Aprilia & Nio (2020) who say that someone who does not have self-control must control themselves in the consumerist culture that is currently developing in order to avoid impulsive buying. The existence of self-control enables individuals to guide, direct and regulate behavior strongly which ultimately leads to positive consequences. Research conducted by Pangkaca (2021) states that self-control has a negative relationship with impulsive buying. The results of this research indicate that self-control cannot always moderate the influence of attitudinal loyalty on impulse buying due to limited self-control, product characteristics and purchasing situations, the presence of alternatives, and environmental stimulation. Therefore, even if someone has a strong loyalty to a particular brand or product, they may still make impulse purchases if they cannot use their self-control effectively.

CONCLUSION

From the test results in this research, there are 5 hypotheses, where 3 hypotheses are declared accepted and can be proven while 2 hypotheses are rejected. Of the 3 accepted hypotheses, all of them have an influence and strengthen each existing variable. Meanwhile, the rejected hypothesis is psychological components which have no influence and strengthen attitudinal components and moderation of self-control, whereas the hypothesis does not meet the requirements and has no influence or strengthening impact of attitudinal components on impulsive buying.

This research still has limitations with a sample study of 300 respondents, only 258 respondents were used as testing data, and the rest did not continue to fill out the e-form, this is an important concern. Selecting a sample that is representative and sufficient to handle complex analyses like this is very important. Ensure the sample reflects the population relevant to the research topic. Consider possible cause-and-effect relationships between the variables studied, especially in terms of how online shopping experiences influence loyalty and their impact on impulse purchases. It should be noted that the results of this study may depend on specific cultural, economic, and social contexts. Generalization of results to a wider population should be done with caution.

In this research, there are several managerial implications. Managerial implications are one of the things that management needs to prioritize so that impulsive buying behaviour increases through the Shoppe application. The psychological components factor is the most important factor for Shoppe management to pay attention to, this is because research results show that psychological components do not influence attitudinal loyalty. This condition shows that trust, convenience and enjoyment are still not optimal for Shoppe users. Then another thing that needs to be considered is attitudinal loyalty. This is because loyalty is the direct and most dominant factor that has an impact on impulsive buying. Other factors that also need to be considered and improved are the functionality components and experiential marketing factors. This is because these factors are proven to have an impact on attitudinal loyalty in the Shoppe application.

On this basis, there are several suggestions for Shoppe management in improving psychological components, namely: increasing user confidence in making online purchasing transactions, including promises in the promotion, ordering and delivery processes. Increase comfort and fun, and provide a good experience for Shoppe users. So it can have an impact on loyalty attitudes towards using the Shoppe application and influence impulsive buying.

Future research can expand or deepen understanding of the same topic. Future researchers can add contextual variables such as product preferences, perceived online service quality, or customer satisfaction. This can help in further understanding how these factors influence the relationship between online shopping experience, loyalty, and impulse buying. Taking external factors like online promotions, user reviews, or industry trends into account can also be a good move. This can help provide a richer context for subsequent analysis. By considering these suggestions, research can be developed in a direction that is more comprehensive and relevant to the latest trends in consumer behaviour and e-commerce research.

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