

The Antecedents of Online Impulsive Buying

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Abstract—Consumer behavior to do shopping are changing. Impulsive buying via online platform is increasing. This study aims to examine whether shopping motivation and visual merchandising can be proven to be factors that affect online impulsive buying in consumers who shop online in the pastry and bakery business. Sample selection is carried out using non-probability sampling techniques, and purposive sampling techniques. Primary data was obtained from a questionnaire that was filled out online by 120 respondents domiciled in Jabodetabek who met the requirements, and shopping between July-November 2022. The data were analyzed using the Coefficient and Anova test to determine the influence of each aspect. Multiple Linier Regression analysis were used, and the test results show that four dimensions of shopping motivation are directly influenced by online impulsive buying. Namely hedonic motivation, utilitarian motivation, peer influence, and social comparison. The Four dimensions of visual merchandising are influenced by online impulsive buying, namely display, color, lighting, and assortment.

Keywords—Shopping Motivation, Visual Merchandising, Online Impulsive Buying, Pastry and Bakery Shops.

I. INTRODUCTION

Online shopping transactions increased by 3.1 million during the pandemic, the growth of e-commerce in Indonesia continues to increase every year, especially since the Covid-19 pandemic reported transactions increased by 26% or equivalent to 3.1 million, previously many had never shopped online, now must rely on digital shopping platforms to meet their needs [1].

Consumer interest in shopping via online platforms has led to a change in consumer behavior to become a compulsive buyer. Online shopping activities at consumers are very enjoyed by consumers because they are fun, have many choices, easy, and safe in terms of payment. Previous researchers explained that factors influence consumer compulsive buying is because they want to offset unpleasant events by doing shopping as a trigger for happiness [2]. Compulsive buyers are preoccupied with thoughts for purchases and have repetitive buying behaviors to reduce negative feelings such as stress and anxiety [3], [4]. Such behaviors make them lose control as well as have an excessive and irresistible desire to shop things they feel useful to give themselves a sense of satisfaction [5]. Purchases they make for a while can improve mood and self-esteem and tend to be compulsive buying. Therefore, compulsive buyers like a short buying process because it can provide a sense of happiness in

a short time [6]. In addition, it was also found that compulsive buying occurs because they consider that shopping is used for social status [7].

Consumers in various methods of shopping always have a motivation that makes them want to shop. When shopping on the online platform, consumers can choose and search for the products they want freely and with easy access and without any restrictions on shopping time. Freedom to search for goods on online shopping sites is the main shopping motivation for consumers [8]. The shopping motivation factor is confirmed to facilitate compulsive buying tendencies. Compulsive buying motivation is influenced by hedonic motivation, peer influence, social comparison, and utilitarian motivation [4].

Hedonic shopping motivation leads more to an element of pleasure when shopping with the consequence of leaving aside functional and needs [9]. Peer influence in shopping is more about purchasing goods because they are tailored and approved by the tastes of others [10]. Likewise with social comparison, this motivation is more towards the purchase of goods to be accepted in their social environment [11]. Meanwhile, utilitarian shopping motivation prioritizes the economic and functional value of the goods purchased [12].

The visual appearance of all products sold online also adds to the interest of consumers to buy products or merchandise offered on ecommerce platforms [13]. Visual Merchandising is a salesperson who does not speak but can definitively convey a sales message through visual stimulation. Visual Merchandising is also a technique in demonstrating a unique viewer to a potential customer. Visual Merchandising can also be focused on supporting colors and accessories [14].

Visual Merchandising is the presentation of merchandise to attract potential customers, and to motivate customers' purchasing intentions. Kim and Gudonaviciene's research prove that Visual Merchandising has a contribution to impulse buying. Focus on online visual Merchandising can bring more benefits to brands and can even affect consumers' buying intentions [15].

This study aims to examine whether shopping motivation and visual merchandising can be proven to be factors that affect online impulsive buying in consumers who shop online in the pastry and bakery business. This research is interesting because the bakery and cake business in Indonesia grew by 10%. According to Maulana, citing Euromonitor data, the

average growth period (CAGR) of 2010-2014, for the cake and bakery business in Indonesia has risen by 14%. Meanwhile, the projected increase in CAGR for the 2014-2020 period for the cake and bread business has reached 10%. Until 2020, the potential target of the cake and bread business has reached IDR 20.5 trillion [16].

II. LITERATURE REVIEW

A. Shopping Motivation

Shopping motivation is one of the psychological factors that influence purchasing behavior [17]. This shopping activity is not only to get products or services. A person's motive for shopping can be created from various reasons that may not be for their original needs. Compulsive buying is not only triggered by internal factors of motivation but is stimulated also by external factors such as the environment and shopping marketing. The factors that are the focus of this study are discount size, quantity restriction, time restriction and offer distinctiveness [2]. Discounts on a product are often used as an excuse for compulsive buyers to cover their guilt even to make their next purchase [18]. The external factors that motivate shopping for compulsive buyers are not only in the aspect of discounts, but there are other aspects. Marketing strategies are basically aimed at boosting the level of sales by using various sales information. In this study, the relationship of each marketing dimension to the motivation of compulsive buyers to be sought.

H1: There is a positive and significant impact from Shopping Motivation to Impulsive Buying

B. Visual Merchandising

Visual Merchandising is the delivery of a brand and product to consumers who are interested or are looking for the product in question through work agreements from store partners through advertising marketing, displays, and certain events to sell products or services offered by the store [13], [19].

Visual Merchandising is a presentation or appearance of a product that is very effective to generate impulsive buying interest [20]. Visual merchandising is one of the important factors to support retail sales through demonstrations, and visual presentation, so that the store or brand can create a good sales atmosphere. This also means that not only the design of offline stores, but also online ones for example websites are designed according to the intended market segment, so that buyers can feel happy and comfortable when in the segment to make purchases [15]

Visual Merchandising includes a way of presenting or showing a display of the results of a product that is very attractive and aimed at customers or potential buyers [21]. Visual Merchandising includes a way of presenting or showing a display of the results of a product that is very attractive and aimed at customers or potential buyers [14].

Visual Merchandising is designed with the following dimensions, interior architect, environment, packaging, lighting level, presentation, and marketing at the point of sale. Visual Merchandising is considered a mute selling and promotional tool and is also an influential element in marketing communication tools for sellers [14].

H2: There is a positive and significant impact from Visual Merchandising to Impulsive Buying.

C. Impulsive Buying

The purchase of a product or service made by the buyer can be divided into three types of purchases, namely: planned purchases, half-planned purchases, and unplanned purchases [22], [23].

Impulsive buying occurs when a buyer or consumer experiences an unplanned urge to purchase a product without delay, evaluation, and acting on incentives that suddenly arise. This proves that customer or consumer behavior can be influenced based on incentives both internal and external [24]. An Online impulsive buyer is categorized into the customer's impulsive purchase of an online product offer.

Impulsive buyer is when a buyer makes a purchase of a product without planning in advance. Potential buyers are not only emphasized on spending on grocery lists, but also buying from unplanned lists. And impulsive purchases are also influenced by the emotional buyers. A customer's impulsive behavior can be influenced based on what they see from a retail store or website. There is something that can attract the attention of customers to walk closer to the store even to the point of buying the product [23], [25].

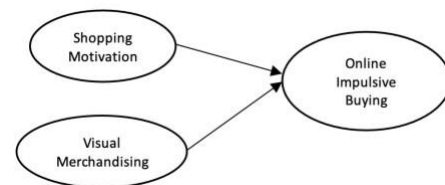


Fig. 1. Research Model

III. RESEARCH METHODOLOGY

Primary data was obtained through the dissemination of questionnaires to respondents through social media. A population is a common territory formed by an object or subject with a certain trait and singularity, which is determined by research to study and draw its conclusions [26]. The population of this study is people who buy in bakery and pastry online stores and have accounts on Instagram. Determination of the number of samples taken based on Hair theory, 10 x items [27]. The number of indicator items is 12 items, so the number of samples is 10 x 12 = 120 samples. Sample selection is carried out using non-probability sampling techniques, and purposive sampling techniques with sample prerequisites [28] is a customer who buys pastry and bakery products from online shops and is between 15 - 40 years old, within the span of July - November 2022. The questions in the questionnaire are divided into two categories, namely questions related to the characteristics of respondents with closed answer types and questions related to research problems using the Likert Scale (five answer choices). The data was then processed using SPSS and analyzed using multiple regression techniques.

IV. RESULT

A. Responden Characteristics

From the results of data processing, it was found that the age of respondents who bought pastries and bakeries online was respondents aged 18-24 years at 72.5%, based on the gender of the largest respondent was Female, which was 52.5%. Based on the last education, respondents who had the last high school education were 54.16%. The majority of respondents who buy pastry and bakery online are the

majority of respondents who have a job as a student, at 55%, and the majority of respondents who see content on Instagram pastry and bakery stores at 96% as much as 1x per day.

B. Validity and Reliability

In this study, as many as 120 respondents will be tested for validity using the SPSS application to determine whether the elements of the questionnaire are valid. This validity test uses Pearson correlation, which calculates the correlation between the values obtained from the question. If the significance level is less than 0.05 then the question is declared valid.

The signification test is to compare the estimated r value with the table r to determine the significance of the result. There are two cases where the variable is valid: If r counts > R table and includes positive values, then the variable is valid. If r calculates R table, it is invalid.

Cronbach's Alpha formula can be used to assess the reliability of a statement, provided that it is positive and cannot be negative, and the calculation is equal to or greater than 0.6 for which this value is the standard value. If a statement meets certain criteria, it can be considered reliable or reliable. With n = 120, then r table is 0.1779.

TABLE I. TABLE I. VALIDITY RESULT

| Indicator | R Table | R | Result |
|-----------|---------|-------|--------|
| X1.1 | 0.1779 | 0.831 | Valid |
| X1.2 | 0.1779 | 0.842 | Valid |
| X1.3 | 0.1779 | 0.800 | Valid |
| X1.4 | 0.1779 | 0.807 | Valid |
| X2.1 | 0.1779 | 0.681 | Valid |
| X2.2 | 0.1779 | 0.776 | Valid |
| X2.3 | 0.1779 | 0.802 | Valid |
| X2.4 | 0.1779 | 0.792 | Valid |
| Y1.1 | 0.1779 | 0.755 | Valid |
| Y1.2 | 0.1779 | 0.746 | Valid |
| Y1.3 | 0.1779 | 0.666 | Valid |
| Y1.4 | 0.1779 | 0.784 | Valid |

Primary Data, 2022

In the data in table I, all of values of r count > from the r values of the table, so it can be stated that all indicators are valid.

TABLE II. RELIABILITY RESULT

| Variable | Cronbach Alpha | Result |
|------------------------|----------------|----------|
| Shopping Motivation | 0.838 | Reliable |
| Visual Merchandising | 0.758 | Reliable |
| Online ImpulsiveBuying | 0.720 | Reliable |

Primary Data, 2022

In the data in table II, the entire Cronbach Alpha value in each variable > 0.6. Thus, it can be stated that all statements in each variable are reliable.

C. Multiple Linear Regression Analysis

Multiple linear regression analysis is used to test hypotheses of influence jointly and partially between

independent variables against dependents. Based on multiple linear regression estimates using the SPSS Version 27 program.

TABLE III. T TEST

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|------------|-----------------------------|------------|---------------------------|-------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 2.747 | .993 | | 2.767 | .007 |
| | TOTALX1 | .275 | .066 | .306 | 4.189 | .000 |
| | TOTALX2 | .560 | .072 | .568 | 7.790 | .000 |

a. Dependent Variable: TOTALY

Primary Data, 2022

The shopping motivation variable obtained a significant result of $0.000 < 0.05$, so it was concluded that shopping motivation had a positive and significant effect on online impulsive buying pastry and bakery shops.

The visual merchandising variable obtained a significant t result of $0.000 < 0.05$, so it was concluded that visual merchandising from the display of content on social media pastry and bakery shops had a positive and significant effect on online impulsive buying.

TABLE IV. F TEST

| Model | | ANOVA ^a | | | | |
|-------|------------|--------------------|-----|-------------|---------|-------------------|
| | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 256.763 | 2 | 128.382 | 105.258 | .000 ^b |
| | Residual | 142.703 | 117 | 1.220 | | |
| | Total | 399.467 | 119 | | | |

a. Dependent Variable: TOTALY

b. Predictors: (Constant), TOTALX2, TOTALX1

Primary Data, 2022

Based on the results of hypothesis testing, the variables shopping motivation and visual merchandising together have a positive and significant effect on online impulsive buying pastry and bakery shops. This can be seen from the results of data processing which obtained a significant value of $0.000 < 0.05$. Meanwhile, to see what percentage of the influence is, it can be explained in the discussion of the Coefficient of Determination Test (R²).

TABLE V. R² TEST

| Model | Model Summary ^b | | | | |
|-------|----------------------------|----------|-------------------|----------------------------|---------------|
| | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
| 1 | .802 ^a | .643 | .637 | 1.10439 | 1.810 |

a. Predictors: (Constant), TOTALX2, TOTALX1

b. Dependent Variable: TOTALY

Primary Data, 2022

From the output of the summary model, the resulting influence between shopping motivation and visual merchandising on online Impulsive Purchasing can be seen in the R² value of 0.643 or the influence obtained is 64%. The remaining 36% is the influence of other variables to influence online impulsive buying.

Based on the test results in the coefficients table, in the regression model formed, the results can be interpreted as follows:

$$Y = 2,747 + 0,275(X1) + 0,560(X2)$$

A constant of 2.747 means that if X1 and X2 = 0 then Y = 2.747.

Coefficients (X1) of 0.275 means that every 1 unit of X1 value will add a Y value of 0.275. A positive regression coefficient value indicates that shopping motivation (X1) to online impulsive buying (Y) has a positive effect.

Coefficients (X2) of 0.560 means that every 1 unit of X2 value will add a Y value of 0.560. A positive regression coefficient value indicates that visual merchandising (X2) to online impulsive buying (Y) has a positive effect.

The Anova showed that significance value of this model is $0,000 < 0,5$, which means the effect of shopping motivation and visual merchandising to online impulsive buying consumers were significant.

Based on the result we decided that shopping motivation and Visual merchandising was proved empirically to have positive effect on online impulsive buying consumers who shop online in the pastry and bakery business.

V. CONCLUSION

Based on the results of research and discussions related to variable variables that affect online impulsive buying, it was found that shopping motivation has a significant influence on online impulsive buying with significance test results of $0.000 < 0.05$. In addition, variable visual merchandising was also shown to have a significant effect on online impulsive buying with a significance test value of $0.000 < 0.005$. So, the first and second Hypotheses are accepted.

Furthermore, the two independent variables, namely shopping motivation and visual merchandising simultaneously proved to affect online impulsive buying with a signification test value of $0.000 < 0.05$, also having an R2 value of 64%. From this result obtained the result of the multiple regression equation as follows; $Y = 2.747 + 0.275(X1) + 0.560(X2)$.

When referring to the research that has been carried out, it is identified that hedonic motives of shopping motivation as an important determinant of compulsive buying behavior [9]. Hedonic motives are related to positive feelings for example pleasure, the joy that online consumers will experience when shopping or buying through technology [29]. Meanwhile, impulsive shoppers often experience negative feelings in their lives and turn to shopping as a way of treating them. Impulsive buyers love the buying process and for a short time, the purchase will make them happy. Thus, it shows that their motivation to buy only focuses on the positive feelings they will get. Shopping activities that can make them get happiness are to spend a lot of time while browsing e-commerce.

Visual merchandising as an important determinant of online impulsive buying. This supports previous research that concluded that with consumers searching and browsing the products of an online store, it will create more unplanned purchases compared to consumers who do not browse. The longer a consumer browses longer, the more likely they are to face a lot of stimuli, which can build up impulsive impulses. Shoppers can use a form of planning in a store to complete their intentions [30].

The managerial implication in this study is that online pastry and bakery store managers pay attention to the content of the content by displaying images with good lighting, as well as attractive product layouts, as well as the addition of product items to be more varied so that they can pamper consumers' visuals so that consumers' buying desires are stronger.

For further research, so that more research is developed towards integrated marketing communication (IMC). This research only discusses shopping motivation and visual merchandising which is carried out online. Meanwhile, the effect of online promotion or other forms of promotion such as direct marketing, Public Relations, etc. as part of IMC and adapted to the latest technology, as well as omni channel tools that being able to display pastry and bakery products themselves to attract and increase customer buying interest, has not been empirically proven.

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