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# Impulse Buying on users of online shopping

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## ARTICLE INFO



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## ABSTRACT

This study explores the effect on impulse buying of hedonic motivation for shopping, shopping lifestyle and price discount. In this type of non-probability sampling method used in the study, the collection of data using a questionnaire instrument is judgmental sampling to Lazada.co.id for as many as 100 consumers. With the assistance of the SPSS unit, the type of analysis used is multiple linear regression. The results of this study show that hedonic motivation for shopping, shopping lifestyle and price discount have a significant impact on the purchase of impulses on Lazada.co.id Online Shopping Consumers.

## INTRODUCTION

The rapidly evolving technology led to e-commerce being born. This new industry is known as e-commerce in the digital world, and many business people use the Internet to purchase, buy or promote goods online (Salam & Taufik, 2020). E-commerce covers all types of business transactions focused on digitalizing and transferring data, including text, sound and visual images, whether structured or individual (Helmalia & Afrinawati, 2018).

An attraction for consumers is e-commerce. To access the internet and apps at home or anywhere, we have to use gadgets. We just need to find out which products or services we need and make transactions using the payment tools provided (such as bank transfers, Alfamart, and Indomaret purchase points). An online store is one type of e-commerce business. For consumers, online shopping offers benefits. Online shopping gives customers greater shopping efficiency and efficiency because they don't have to spend much on transportation and save much more time. Online shopping services can help consumers improve the efficiency of shopping because they do not have to spend much on transport and spend more time on transportation (Ayu & Lahmi, 2020).

Transactions involve face-to-face meetings with buyers and sellers or on a specific spot and have become face-to-face transactions through online media. From traditional business to online transactions, they develop consumer behaviour. E-commerce businesses are emerging on a daily basis, and e-commerce businesses that have been active in business for a long time are increasingly taking advantage of this opportunity to continue to develop companies and compete for market share. CNN Indonesia (2018) explained that most Indonesian individuals recognize that online shopping is preferable to traditional stores. In online stores, the most frequently bought items include clothes, small accessories, cosmetics, etc. This is what draws

retailers who, through e-commerce, provide opportunities to market their goods online. E-commerce is currently used by retailers to sell their products because they are more interested in online shopping in general.

From the index of online buying and selling sites included in the Top Brand Award, based on the results of Indonesian consumer research, the rapid development of several online markets in Indonesia today can be seen as follows:

Table 1. Online Purchasing and Sales Index 2019-2020

Online market	2019	2020
Lazada	31,6 %	31,9 %
Shoope	15,6 %	20,0 %
Tokopedia	13,4 %	15,8 %
Bukalapak	12,7 %	12,9 %
Blibli	8,4 %	6,6 %

Lazada and its competitors have dominated the online market index for 2019 and 2020 over the past two years. It is possible that Lazada can replace its competitors as an online store that is consumer-friendly. Therefore, Lazada must continue to pursue approaches to encourage customers to make purchases. Business players need to understand what customers need and need to attract the attention of consumers as purchasing decision makers.

Consumers will always want to follow developments due to the number of Lazada products, mainly for special offers, such as Lazada discounts. Lazada makes online shopping easy, beginning with advertising prices and payment methods, which spoil customers by being home to shop. In repeat shopping, consumers are interested because most consumers traditionally benefit from the ease of shopping online; this convenience creates an impetus for shopping (unplanned buyers). Impulse purchases are purchases made without prior planning and consumers can not be sure if they will buy a brand or product category in this case (Adiputra, 2015). Themba, (2019) stated that impulse buying was an unexpected consumer buying behavior with a relatively fast decision-making rate and an emotional impact on demand satisfaction. For consumers, consumer buying driven by a desire for pleasure or reasons other than economic reasons, such as hedonic, social, or emotional influences, is often an impulse. Because they believe shopping in itself is a pleasure. In other words, someone is happy with an item that's always been, so they become interested when they see another item with the same effect, although it's not a plan (Harnoto, 2014).

Andriansyah & Arifin, (2018) stated that without priorities, hedonic customers tend to buy the products they purchase. Hedonistic shopping motivation is excessive individual shopping behavior for self-gratification. For individuals who are easily influenced by the newest models and shopping to meet their everyday needs; Hedonic motifs are created with a desire to shop. Online shopping will become a hedonic shopping activity that customers prefer because they think that shopping creates a sense of happiness and happiness and can fill your time with shopping and various online shopping offers (Samuri, Soegoto, & Woran, 2018). Research findings (Wahyuni & Rachmawati, 2018; Wahyuni & Setyawati, 2020) have shown a

positive and significant impact on the motivation of hedonic shopping on stimulus purchases. Consumers will be willing to own the product to decide to purchase it from the information obtained. In online stores, consumers who shop for details with hedonic motives can enjoy examining visual elements.

*H1: Hedonic shopping motivation has a positive and significant effect on impulse buying.*

Lifestyle shopping shows a customer's willingness to spend money on a product he loves. This impulse is often repeatedly recognized by buying products based on trends until you accidentally find a product and buy it unplanned, because you accidentally see the images of the application (Deviana D & Giantari, 2016). Shopping has a vital effect on consumer needs; shopping is one of the lifestyles of thousands of years for customers to meet their needs (Febriani & Purwanto, 2019). Research (Ali, Iqbal, & Devita, 2018; Anggreani & Suciarto A., 2020) found that the lifestyle of shopping has a significant impact on the purchase of impulses. Changes in lifestyle will change a person's shopping behavior. A growing lifestyle makes shopping or shopping a favorite thing for someone to spend time and money and purchase momentum (Hidayat & Tryanti, 2018). Lifestyle also affects the purchase of impulses, which means that the present lifestyle encourages consumers to purchase impulses (Putri & Iriani, 2020).

*H2: Shopping lifestyle has a positive and significant effect on impulse buying.*

The existence of a price discount will attract customers to purchase incentives. When clients are offered the same product at a reduced price, a price discount is a price-based sales promotion strategy (Themba, 2019). Most customers have never planned to buy goods, but with an attractive price discount, customers will create impulse buying (Safa'atillah, 2017). A price discount is a strategy to boost product or service sales by offering discounts at predetermined prices. In volume discounts, cash payment discounts (cash) and trade discounts, values are generally given (Lestari, 2018). In addition, Dalihade, Massie, & Tielung (2017) stated that the more values the business provides, the more customers will be interested in purchasing impulses. The research findings (Wahyudi, 2017; Saputro, 2019) found that price discounts impact the purchase of impulses. Price discount is a promotion by businesses to encourage customers to purchase momentum, which will increase company profits.

*H3: Price discount has a positive and significant effect on impulse buying.*

## **RESEARCH METHOD**

This approach to analysis uses a scientific approach to evaluate the justification of the theory proposed with statistics to find a conclusion (Jogiyanto, 2014). The population is the Makassar people, the customers of Canada.co.id. Judgmental sampling is the non-probability sampling method used, which provides limitations for respondents who meet the following criteria: 1) People living in Makassar City. 2) Have their own revenue. 3) I've shopped at least three times at Lazada.co.id. The number of the population taken was not known with certainty in this study, so the following Rao Purba formula was used in this study:

$$n = \frac{Z^2}{4(moe)Z^2} = \frac{1,96^2}{4(0,10)^2} = 96,04$$

Where (n = Number of Samples, Z= 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%. An example of 96.04 was then taken (rounded to 100 consumers to Lazada.co.id).

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:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

Description :

- $\alpha$  : Constant.
- $\beta$  : Regression Coefficient.
- $e$  : Error.
- $Y$  : Impulse Buying
- $X_1$  : Hedonic shopping motivation
- $X_2$  : Shooping Lifestyle
- $X_3$  : Price Discount

## RESULTS AND DISCUSSION

### Research Analysis

The data normality test results using the standard probability plot graph test show that the analysis data is appropriate for use and is intended to be used; this is shown in the following figure 1. The scatterplot graph shows that the information is distributed on the Y-axis and does not establish a simple data distribution pattern, which means that it is possible to use no heteroscedasticity in the regression model in the following figure 2 :

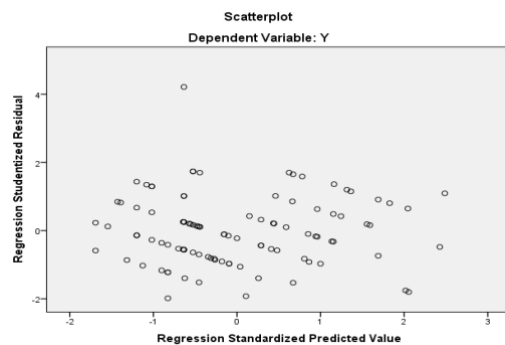


Figure 1. Normality Test Results

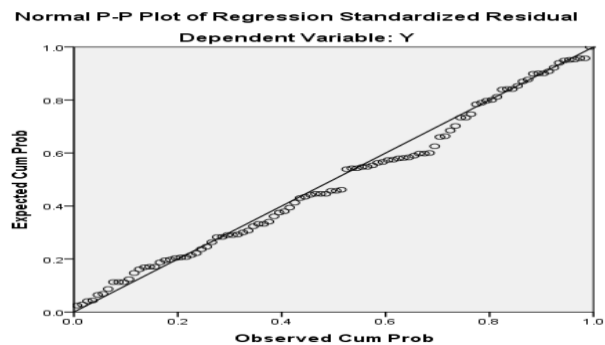


Figure 2. Heteroscedasticity Test Results

Table 2 shows that 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: Hedonic shopping motivation of 1,023, shopping lifestyle of 1,010, and price discount of 1,022, where three independent variables have a VIF value of less than ten and a tolerance value greater than 0,1. R square (R<sup>2</sup>) value is 0.539 or 53,90%, which explains that impulse buying is influenced by hedonic shopping motivation, shopping lifestyle, and price discount.

**Table 2. Multikolinieritas Test Results**

Model		Collinearity Statistics	
		Tolerance	VIF
	(Constant)		
1	Hedonic shopping motivation	,978	1,023
	Shooping Lifestyle	,990	1,010
	Price discount	,979	1,022

**Table 3. Partial Test Result**

Variable	B	t - count	t - table	Sig.
constant	.808			
Hedonic shopping motivation	.512	6,111	1,660	,000
Shooping Lifestyle	.174	2,124	1,660	,036
Price discount	.158	2,159	1,660	,033

The results of the multiple linear regression test shown in table 3 show that the regression coefficient values formed in this test are:

$$Y = 0,808 + 0,512 X_1 + 0,174 X_2 + 0,158 X_3 + e$$

The hedonic shopping motivation variable coefficient is 0.512 with a positive direction, which means that if there is an increase in hedonic shopping motivation, Impulse buying will increase by 0.512. The coefficient of shopping lifestyle variable coefficient is 0.174 with a positive direction, which means that if there is an increase in shopping lifestyle, Impulse buying will increase by 0.174. The price discount variable coefficient is 0.158 with a positive direction, which means that if there is an increase in price discount, Impulse buying will increase by 0.158.

### **Discussion**

On the basis of the hypothesis test (H1), it was found that the motivation for hedonic shopping has a positive and significant effect on the purchase of impulses. This means that the tested hypothesis is accepted. Not only does the hedonic value of customers directly stimulate buying, it is also driven by other variables, such as economic reasons, pleasure, emotional satisfaction, etc. The seller's facilities and infrastructure will also give the buyer a sense of happiness and comfort to encourage him to purchase impulses automatically (Ikanubun, Setyawati & Afif, 2019). Research (Wahyuni & Rachmawati, 2018; Wahyuni & Setyawati, 2020)

found that it influences the purchase of impulses positively and significantly. Consumers will want to own the product from the information acquired to decide to carry out purchasing activities. Consumers who shop with hedonic motives can feel pleasure in examining visual elements in online stores when conducting information searches.

On the basis of the hypothesis test (H2), it was found that the shopping lifestyle had a beneficial and significant impact on the purchase of impulses. This means that the tested hypothesis is accepted. One of the most popular lifestyles is shopping. People are willing to sacrifice something to achieve that goal in order to achieve this lifestyle, leading to impulsive buying. Persons who have a shopping lifestyle or an excessive shopping lifestyle without positive emotions can make impulsive purchases (Rahmawati, 2018). They will spend more money and time on shopping activities when shopping has become a person's lifestyle, making unplanned purchases. Research (Ali, Iqbal, & Devita, 2018; Anggreani & Suciarto A., 2020) found that the lifestyle of shopping has a significant impact on the purchase of impulses. Changes in lifestyle will change a person's shopping behavior. A growing lifestyle makes shopping or shopping a favorite thing for someone to spend time and money and purchase momentum (Hidayat & Tryanti, 2018). Lifestyle also affects the purchase of impulses (Putri & Iriani, 2020), which means that the current lifestyle encourages customers to buy impulses.

On the basis of the hypothesis test (H3), it was found that the price discount had a positive and substantial impact on the purchase of impulses. The greater Lazada consumers' enthusiasm for shopping for deals, the greater the buying momentum for customers. Discounts are savings granted to customers at the regular price of the products mentioned on the label or packaging of the product (Sonata, 2019). The results of the study (Wahyudi, 2017; Saputro, 2019) found that price discounts affect the purchase of impulses. Price discount is a promotion by businesses to encourage customers to purchase momentum, which will increase company profits.

## CONCLUSIONS

The results of the research conducted have found that hedonic motivation for shopping, shopping lifestyle and price discounts have a significant impact on impulse buying. In order to maintain service and convenience for customers in online shopping, the results of this study can provide input to online shopping so that customers are interested in making impulsive purchases.

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