

# Model of Purchase Impulsive Behavior of Online Consumers: Case in Indonesia

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## Abstract

*The purpose of this study is a visual appeal that affects the perceive enjoyment and clarify the role of purchase intension factors in seeing the increase in on-line impulsive purchases in Indonesia. This research was conducted on 400 respondents who shop at the four largest on-line stores in Indonesia. The research method used is descriptive verification through quantitative approaches. The data analysis technique used in this study was path analysis using Amos Version 20 software. The results showed that Indonesian consumers tend to have impulsive nature when shopping online. Planning to buy something is still done by consumers before making a purchase, but because of the offers and programs conducted by on-line stores, consumers can be tempted so that an impulsive purchase occurs. The conveniences provided on-line shopping such as practical, saving time, saving energy, further strengthens the tendency of consumers to buy impulsively. The fact that supports this argument is the increasing number of Internet users in Indonesia to remote areas.*

**Keywords:** *consumer online behavior, perceived enjoyment, purchases intention, visual appeal*

## 1. Introduction

Information, transactions and buying and selling diverse products can be easily done, by utilizing the Internet network. Differing Internet service platforms began to emerge with various facilities as well as risks [1]. The main reason for Internet users is quite varied. For commercial content, the Indonesian Internet Service Providers Association (APJJ) revealed as many as 82.2 million people used the Internet to shop online [2].

World Stats Internet data shows that 132.7 million of the total population of Indonesia (265.4 million people) are Internet users. This means that around 50% of the population in Indonesia already uses the Internet, where an increase in the number of social media users is around 49% of the Indonesian population. This number makes Indonesia the fifth largest Internet user in the world after China, India, the United States and Brazil [3].

In [4]-[5] explain that on-line shopping is the activity of purchasing products (both goods and services) through the Internet media. On-line shopping activities include business to Business (B2B) and Business to Consumers (B2C) activities. On-line shopping activities here are retail transactions with individual buyers, so on-line shopping, in this place is a purchasing decision made by individuals on-line One of the benefits of on-line shopping is that prospective buyers can see in advance (the product) that they will buy through the web offered by the seller. This activity is often called searching.

In doing online shopping, in [6] suggested that, when someone wants to do online shopping, there must be a doubt about the risks that might be accepted. Even in [7] argue the size of one's belief in shopping on-line is dependent on how someone can oversee and control the transactions made. In [8] added that consumer commitment in shopping on-line generally relates to shared values, namely ethics, security and privacy. The attractiveness of the website design in addition will bring a sense of security that the vendor is a polite seller also raises a sense of trust that the

seller will fulfill what was promised [9]. Therefore, the attractiveness of website design will along with be related to one's attitude in shopping online.

The phenomenon of impulsive buying on-line creates a lot of positive and negative opinions. The shift from conventional shopping to on-line shopping occurs because of increasing consumer demand for products. On the one hand, it is profitable and on the other hand, experiences risks that can result in losses. Positively, on-line shopping has led to the development of logistics and transportation businesses in an effort to serve consumers in the delivery of goods, because in on-line shopping, buyers and sellers are not personally as conventional shopping. In addition, the product can be purchased far from where consumers live. However, the other side of online shopping creates unemployment because many conventional stores lay off employees who have been helping sales activities.

Today, many researchers pay great attention to on-line impulsive buying behavior [1], [10]-[12]. All research conducted outside Indonesia has succeeded in expanding the literature in the field of on-line impulsive purchases, but a deeper discussion is needed regarding the visual appeal that affects to perceive enjoyment and clarify the role of purchase intension factors in increasing online impulsive purchases in Indonesia.

## 2. Methodology

This research is a type of quantitative research used to examine a particular population or sample, sampling techniques are generally carried out randomly or arbitrarily data collection using research instruments, data analysis using path analysis with the aim to test hypotheses that have been set. The research method used is descriptive verification because it is in accordance with the objectives and problems of this study.

Based on ComScore MMX Multi-Platform data [13], three of the highest ten on-line stores in Indonesia namely Lazada.co.id, Blibli.com and Tokopedia.com, the total population of the three on-line stores is 51,192,000 people. The reason the researchers chose the topmost three on-line stores is because they were considered representative in terms of price and also the type or variety of products offered by the other seven online stores. The number of samples in this study were 400 respondents. The following is the calculation of the number of samples for each online store.

**Table 1. Population calculations and Research Samples**

No.	Online Store	Population	Percentage(%)	Samples (Quota)
1.	Lazada.co.id	21.235.000	33	132
2.	Blibli.com	15.556.000	24	96
3.	Tokopedia.com	14.401.000	23	92
4.	Elevenia.co.id	12.872.000	20	80
<b>Total</b>		<b>64.064.000</b>	<b>100</b>	<b>400</b>

## 3. Results and Discussion

### 3.1. Results

#### 3.1.1. Validity test research instrument

**Table 2. Results of Analysis of Validity Test of Visual Appeal Instrument Items**

No. of Instrument	r Value	r Table	Decision
VA1	0,677	0,344	Valid
VA2	0,851	0,344	Valid
VA3	0,781	0,344	Valid

**Table 3. Result of Analysis Test of Perceived Enjoyment Items**

No. of Instrument	r Value	r Table	Decision
PE1	0,756	0,344	Valid
PE2	0,477	0,344	Valid
PE3	0,750	0,344	Valid
PE4	0,720	0,344	Valid
PE5	0,583	0,344	Valid
PE6	0,604	0,344	Valid
PE7	0,795	0,344	Valid
PE8	0,753	0,344	Valid

**Table 4. Result of Analysis Test of Purchase Intention Items**

No. of Instrument	r Value	r Table	Decision
PI1	0,621	0,344	Valid
PI2	0,577	0,344	Valid
PI3	0,567	0,344	Valid
PI4	0,742	0,344	Valid
PI5	0,612	0,344	Valid
PI6	0,297	0,344	Not Valid
PI7	0,452	0,344	Valid
PI8	0,439	0,344	Valid

**Table 5. Result of analysis Consumer Online Impulsive Buying Items**

No. of Instrument	r Value	r Table	Decision
COIB1	0,683	0,344	Valid
COIB2	0,905	0,344	Valid
COIB3	0,896	0,344	Valid
COIB4	0,570	0,344	Valid
COIB5	-0,026	0,344	Not Valid
COIB6	0,486	0,344	Valid

Based on Table 2 to Table 5, it can be seen that item 6 of the purchase intention variable and item 5 of the consumer impulsive online variables are invalid because the correlation of these items with a total score of only 0.297 and -0.026 (under r table 0.344). The two items are not aligned with the other items in each variable.

Because there are two items that are not valid in the test, then to produce the validity of the whole item, the two items point 6 of the purchase intention variable and item 5 of the variable online consumer impulsive buying must be reduced from the research instrument.

### 3.1.2. Reliability test

The purpose of the reliability test is to show the consistency of the scores produced by one score with another score [14]. The following is the results of the calculation of the whole research instrument items with the scores shown in Table 6:

**Table 6. Analysis Results of Research Instrument Reliability Tests**

No.	r Value	r Table	Decision
VA	0,609	0,344	Reliable
PE	0,795	0,344	Reliable
PI	0,640	0,344	Reliable
COIB	0,689	0,344	Reliable

### 3.1.3. Path Analysis Test Result

This section will explain the results of data processing that has been carried out using the AMOS version 20. The hypothesis testing in this study begins with testing the suitability of the model. However, before conducting the test, it must first describe the relationship between variables in the form of a path analysis diagram which then estimates the results of data processing. The path analysis diagram functions to see the effect of each variable, both directly and indirectly, on consumer online impulsive buying. The overall test results for the full model analysis are shown in Figure 1.

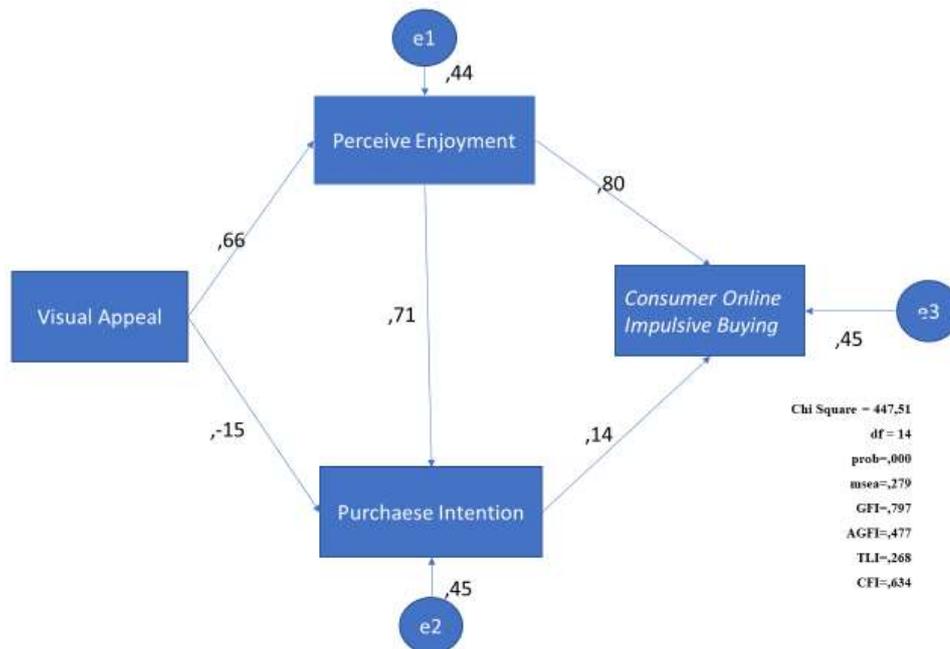


Figure 1. Full Model Test Results

## 3.2. Discussion

### 3.2.1. Effect of visual appeal on perceived enjoyment

Statistical test results obtained parameter values between visual appeal and perceived enjoyment of 0.66 with a P-value of 0,000. Statistically, it can be stated that there is a significant positive effect between visual appeal and perceived enjoyment of 66%. This means that the more interesting the visualization presented by the on-line store in displaying the products it offers, the more it will give a happy feeling for consumers. Through the appearance of attractive websites created by on-line stores, it will be a determinant of the feeling of pleasure felt by consumers. Variations in background color, table color and font color need to be chosen carefully to make it easy for visitors to read website content.

Ease will create a sense of pleasure for visitors when viewing and choosing the desired product [15]-[16]. Color preferences in web design between men and women have also been studied. In [13] Explain that important color choices are considered in targeting the desired target consumers of online stores. It was found that men preferred black and women preferred pink. There are different color choices that are preferred by men and women in the appearance of web design. On-line stores must pay attention to the colors of web design that are favored by their target market. This means that before designing the web to be displayed, on-line stores must consider colors that are tailored to their target customers.

Consumers who find a product visually appealing also find the e-vendor website, including useful and produce a pleasurable shopping experience. Favorable perceptions when shopping

directs consumers to form positive attitudes towards vendor websites [17]. Web aesthetic stimulation significantly produces cognitive, affective and conative consumers.

The two aesthetic dimensions examined (formality aesthetics and attractiveness aesthetics) show different patterns of cognitive, affective and conative influence of consumers. The findings of this study indicate that a website might simultaneously evoke an individual's positive and negative emotive responses. For example, when a consumer fulfills a purchase, formality aesthetics positively affects satisfaction while attractiveness aesthetics negatively affected satisfaction. Under this simultaneous and contradictory emotional state, consumers are said to be ambivalent

Although this research has several implications in understanding ambivalence, future research is suggested to be carried out in order to find a comprehensive answer to this problem [18]. Online shops that use animation on websites have proven to increase aesthetics and entertainment for visitors. Animation can play an important role in aesthetics and most specifically, by applying moving animation. It will improve the aesthetics of the web site.

Web sites with static animations that don't move to get worse ratings than websites with mobile animations. It was found that animation can also affect the pleasure felt by visitors positively, which encourages visitors to investigate the website further [17]. The findings of this study are in line with several research results, which state that visual appeal has a positive effect on perceived consumer enjoyment [19], [20]-[21].

### **3.2.2. Effects of visual appeal on purchase intention**

Statistical test results obtained parameter values between visual appeal and purchase intention of -0.15 with a P-value of 0.005. Statistically, it can be stated that there is a negative and significant effect between visual appeal and purchase intention of 15% at the level of 5%. This means that interesting visuals presented by on-line stores in displaying the products they offer, will not inescapably create consumer buying interest. The appearance of the website which is considered very attractive to on-line stores, is not inescapably felt the same by consumers of its attractiveness, and is not a guarantee to be able to stimulate buying interest, it can even be an unpleasant thing for consumers because they see visualizations that are considered too excessive for consumers. As stated [22] that some consumers pay less attention to visual design on online store websites, but they are more focused on content that is useful for them. However, on the aesthetic side, website features must be used to enhance visitor experience.

In [23] stated that very short exposure to online store websites will not affect perceived quality and will not arouse consumer buying interest. An important determinant of buying behavior is through longer exposure to online store websites. Classic, expressive and design aesthetics determines consumers' perception of website quality and will create consumer interest in buying a product. The choice of color on the website also affects mood and will significantly influence visitors' understanding of the information that online marketers submit on their website. More specifically stated that the level of brightness of the website colors for the background and foreground needs to be considered in order to build a mood that pleases consumers [24].

In line with [25] who argue that colors have the potential to cause emotions or behavior and also the trust or satisfaction and even loyalty of consumers who visit online store websites. The impact of color on website visitors who are culturally diverse will produce different perceptions. Consumer trust from various cultural values is formed from the attractiveness of visual design of online shop websites. Trust becomes a good intervening for visual design to create consumer buying interest [26]. Marketers need to use effective colors for website development. So the results of this study contradict the theories and results of previous studies which generally state that visual appeal affects consumer buying interest [26]-[28].

### **3.2.3. The effect of perceived enjoyment on purchase intention**

Statistical test results obtained parameter values between perceived enjoyment with purchase intention of 71% with a P-value of 0,000. Statistically, it can be stated that there is a significant influence between perceived enjoyment and purchase intention of 71%. This means that the more often the online store pleases consumers' feelings, the higher their buying interest will be. Enjoyment is identical to the feelings experienced by consumers. Enjoyment when shopping through pleasure and convenience received by consumers will create buying interest. Specifically, for female consumers, shopping is something that has become a pleasure for them. Especially when they experience feelings that are being bad, then shopping can be said as a good problem resolution to stimulate the feelings of the heart to be happier [29].

As research conducted by [14] on college students found that young people tend to get happy feelings when exploring products on online store websites. The results show that perceived enjoyment has a positive influence on online buying interest. Online stores must consider the feelings of pleasure students experience when shopping on-line by designing attractive websites.

In line with [30] which proves that the enjoyment of consumers has an impact on consumers' online buying interest in addition to several other variables such as ease of use, perceived benefits, public influence, trust. The study was conducted for consumers who buy on social media websites. It was also found that differences in consumer demographic characteristics in Malaysia led to different buying interests on social media websites. Another research that emphasizes the influence of sensed enjoyment on buying interest is [31] who conducted research on students and students for smart phone purchases in Hong Kong. In addition to sensed enjoyment, other factors found to affect buying interest are perceived usefulness, perceived ease of use, perceived value.

Perceived enjoyment can be influenced by many factors, one of which is the experience of interacting with the website. We Were also many factors that influence the web experience of online shopping such as visual design, web interaction, privacy and website security, ease of navigation. So in addition to the enjoyment that consumers receive when interacting with websites, web experience can include effect buying interest.

The pleasure of the web becomes a mediation between the web experience of the attitude of consumers in online shopping, which will ultimately lead to buying interest [32]. In addition to creating consumer attitudes, perceived enjoyment can also create value that is received by consumers who will further encourage buying interest [33].

#### **3.2.4. The effect of perceived enjoyment on consumer online impulse buying**

Statistical test results obtained parameter values between perceived enjoyment with consumer on-line impulsive buying of 0.08 with a P-value of 0.240. Statistically, it can be stated that there is no significant effect between perceived enjoyment and consumer on-line impulsive buying of 8.0%. This means that the pleasure while shopping does not create impulsive purchases of consumers.

Not in line with [2], which argues that agreeable shopping is one of the factors that influence on-line impulsive shopping besides adventure shopping, value shopping, social shopping, and shopping ideas. Shopping on-line on Instagram should be able to provide attractive website designs and visually and creatively displayed products to provide a memorable and pleasant atmosphere for consumers while shopping. Thus, consumers not only get products but also pleasure and entertainment. Reinforced by [34] which states that comfort in shopping will form positive consumer emotions, in addition to personalization and technology. These positive emotions will eventually create impulsive buyers. It was also found that women prioritized shopping comfort compared to men.

### 3.2.5. The effect of purchase intention on consumer online impulsive buying

Statistical test results obtained parameter values between purchase intention and impulsive buying on-line consumers by 0.14 with a P-value of 0.006. Statistically, it can be stated that there is a significant influence between purchase intention and impulsive buying on-line consumers by 14.0%. This means that buying interest will create impulsive on-line purchases of consumers. The frequency of consumer visits to certain on-line stores will encourage buying interest and the higher the frequency will motivate impulsive purchases because indirectly consumers will know the development and offer of programs implemented by on-line stores.

In line with [32] which states that buying interest which consists of navigation, informational and entertainment characteristics, has a positive influence on on-line impulsive purchases for on-line communities in China. It was found that this type of product moderates buying interest with impulsive online purchases. This research advises content providers to design content that better adapts to the characteristics of different types of products. Other factors that influence buying interest that lead to impulsive buying online are the impulsive nature of consumers, organizing choices, types of products, promotion of refunds. Two stages are carried out to investigate the factors that influence impulsive buying interest and ongoing impulsive buying interest.

The results show that the factors that influence impulsive buying interest are consumers with high impulsive nature, less attractive organizing and choosing hedonic products. While cash back promotions are classified as factors that influence ongoing on-line impulsive buying interest. This study advises on-line marketers to conduct online promotions that are appropriate to encourage higher impulsive buying interest [30].

## 4. Conclusion

The biggest factor affecting consumer buying interest is the pleasure or pleasure that consumers feel when shopping. Therefore, online marketers must be able to provide better shopping pleasures to consumers, for example, by providing convenient and enjoyable website features. Comfort will lead to a positive attitude and subsequently will bring about the attitude of consumer acceptance of the technology.

The findings of the research conclude that Indonesian consumers tend to have impulsive nature when shopping online. Planning to buy something is still done by consumers before making a purchase, but because of the offers and programs conducted by on-line stores, consumers can be tempted so that an impulsive purchase occurs.

The conveniences provided on-line shopping such as practical, saving time, saving energy, further strengthens the tendency of consumers to buy impulsively. The fact that supports this argument is the increasing number of Internet users in Indonesia to remote corners of the country

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