

THE EFFECT OF CONSUMER TRAITS AND SITUATIONAL FACTORS ON IMPULSE BUYING IN THE PANDEMIC TIME (CASE STUDY ON SHOPEE USER IN GREATER JAKARTA)

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ABSTRACT

Online shopping has become a habit for many people, especially during the pandemic that occurred in Indonesia. In the current state of the Covid-19 pandemic, consumer impulse buying is a concern at a time of economic and social change. Shopee as an online store provider for its users must first identify the characteristics of consumers who will use and transact at Shopee because basically, the characteristics of consumers are different for each individual. This study aims to see how much the influence of three dimensions of consumer traits and four dimensions of situational factors on impulse buying on e-commerce Shopee by using multiple linear regression analysis and the number of respondents is 397 Shopee users in Greater Jakarta. The findings of this study reveal that the variables Impulse Buying Tendency (IBT), Shopping Enjoyment Tendency (SET), Materialism (MT), Persons Situation (PS), Website Quality (WQ), Motivational Activities by Retailer (MAR), and Product Attributes (PA) simultaneously have an effect on impulsive buying on Shopee users in Greater Jakarta. While WQ and PA partially have no effect on impulsive buying on Shopee users in Greater Jakarta.

Keywords: Consumer Traits, Situational Factors, Impulse Buying.

1.0 INTRODUCTION

Technological developments have developed drastically and continue to evolve and are increasingly global. Technology that is increasingly developing, especially in communication, can create the latest innovations to make it easier for Indonesians to interact and make transactions. During the pandemic in Indonesia, many people shop online. Indonesia is Southeast Asia's biggest e-commerce market. According to Wearesocial and Hootsuite, 90% of Indonesian internet users have shopped online.

Tokopedia once led Indonesian e-commerce. Shopee became popular in 2020. Shopee is promoting massively and has broken into the first rank. Shopee was voted the most unforgettable online shopping site by 66% of Indonesian consumers surveyed during Ramadan and Eid 2020. For 58% of Greater Jakarta shoppers, Shopee is the top-remembered online shopping destination (Snapcart, 2020). Shopee beat Tokopedia by mastering the brand used most often, top of mind, market penetration, and transaction value, according to Ipsos the research company in French.

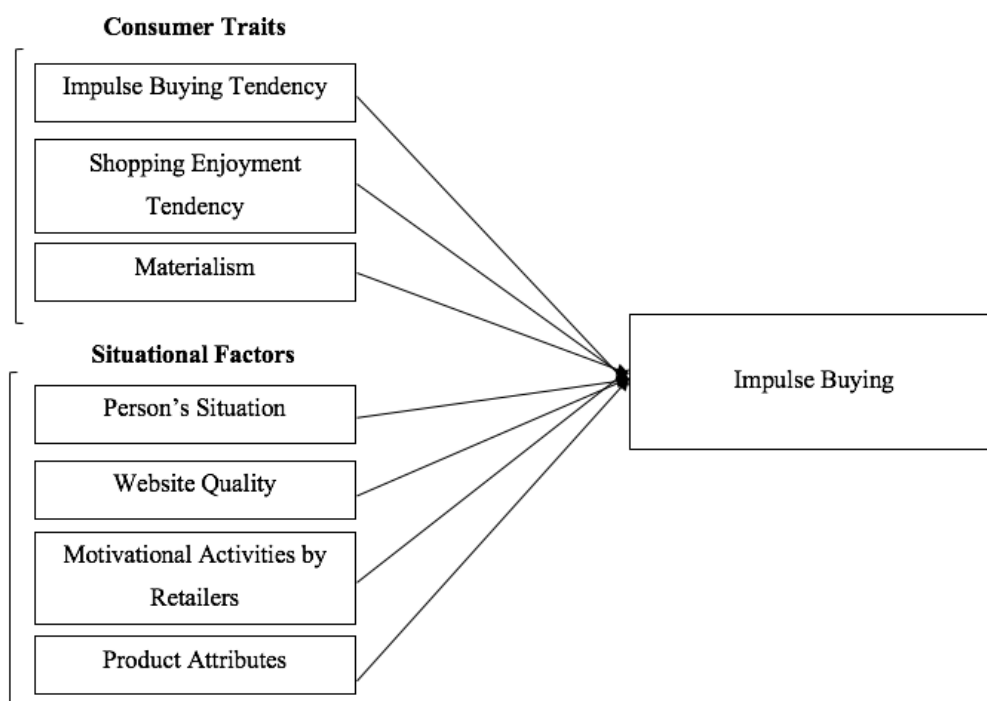
Covid-19 has affected multiple industries. E-commerce helps in effective online trade and business (Rachmadi, et.al, 2021). In the midst of the Covid-19 pandemic, consumer impulse purchases are a concern. Consumers will be looking for a proportion between price, quality, quantity, convenience, reliability, and innovation when purchasing goods and services. There are many factors that contribute to impulsive purchases, such as consumer traits and situational factors.

Impulse buying is underexplored in consumer traits and situational factors. Due to the lack of research on collective consumer traits and situational factors on impulse buying, the authors would like to fill the gap in Greater Jakarta. Indonesian online customers compare products on different e-commerce platforms before buying a product (Rizal, 2020). Fauzia (2019) found that 35.4% of consumers, especially women aged 49-55, plan and research products they will buy. Over 60% of online shoppers visit e-commerce just to browse and make a sudden purchase. Olivia (2019) found that women with incomes between Rp. 2,000,000 and Rp. 4,000,000 make impulse purchases. Hidayat (2019) claims that 80% of Indonesian e-commerce consumers know what they want to buy rather than just browsing. This argument shows that impulsive buying is relatively uncommon among Indonesians.

Given the differences in the arguments above, it is essential to investigate whether Indonesian (especially Greater Jakarta) customers buy online spontaneously and what factors influence their impulsiveness. Consumer traits and situational factors have not been studied collectively before. This research hopes to strengthen Indonesian consumers' differing opinions about impulse buying. This research may also help online retailers in Greater Jakarta determine what influences impulse buying. This study examines internal (customer traits) and external (situational factors) influences on impulse buying on Shopee e-commerce through phenomena and gaps. This study proposes ten research questions to investigate the two components. Consumer traits include impulse buying tendency, shopping enjoyment tendency, and materialism and situational factors include the person's situation, website quality, retailer motivation, and product attributes.

2.0 LITERATURE REVIEW

This study replicates the model proposed by Altukar and Kesari using consumer traits variables with three dimensions, namely impulse buying tendency, shopping enjoyment tendency, and materialism, and situational factors with four dimensions, namely person situation, store environment, retailer motivational activities, and product attributes. In this study, the store environment variable was replaced with website quality, as proposed by Febrilia and Warokka's model. Because this research was conducted on an online store. The research framework model proposed by the author is shown in Figure 1:



This study describes a model comprised of seven (7) different constructs. In this research, Impulse Buying Tendency is defined as buying without planning or consideration of the consequences. This may result from a lack of self-control while shopping. In this research, the Shopping Enjoyment Tendency is defined as the pleasure customers experience while shopping and this pleasure is considered a natural preference. This can be accomplished by providing consumers with the means to make impulsive purchases. In this study, consumers with a materialistic behavior shop to improve their social status. Materialistic consumers have positive feelings and beliefs regarding the product or service they purchase to enhance their social status. In this research, Person Situation refers to the availability of time and money, which can lead to impulsive purchases. When shopping, consumers with more money and more free time are more likely to make impulsive purchases. In this research, Website Quality is defined as the customer experience when interacting with the website facilities provided by the company. The design, security, and navigation of a website can influence impulse purchases. In this study, Motivational Activities by Retailers refer to retailers' efforts to attract the attention of consumers. There is a correlation between attractive offers and impulse purchases. In this study, Product Attributes consist of price, features, and quality. These three elements can prompt consumers to make impulsive purchases. Based on the variables that have been designed, the following are the research hypotheses in this study:

Table 1.1 Research Hypotheses

Research Hypothesis
According to Badgaiyan and Verma's (2014) research, impulse buying tendency has a significant positive relationship with impulsive purchasing behavior. As with Altukar and Kesari (2018)'s research, the results indicate that impulse buying tendency has a positive and significant effect on impulsive buying. Therefore, this study proposes the following hypothesis:

H₁ = Impulse buying tendency has a positive and significant effect on impulse buying in Shopee users in Greater Jakarta.

Badgaiyan and Verma (2014) revealed that shopping enjoyment has a positive and significant effect on impulsive buying. However, Altukar and Kesari (2017) revealed that the shopping enjoyment tendency has a significant negative effect on impulsive buying. In line with the research conducted by Febrilia and Warokka (2021) showed that shopping enjoyment tendency is not a determinant of impulsive buying behaviour. Therefore, this study proposes the following hypothesis:

H₂ = Shopping enjoyment tendency has a positive effect on impulse buying in Shopee users in Greater Jakarta.

According to Badgaiyan and Verma (2014), materialism has a significant positive relationship with impulse buying. Altukar and Kesari's (2018) research also reveals that materialism has a positive effect on impulse buying. Therefore, this study proposes the following hypothesis:

H₃ = Materialism has a positive and significant effect on impulse buying in Shopee users in Greater Jakarta.

According to Foroughi et al. (2012), a person's situation is related to the availability of time and money and is related to impulse purchasing. Based on previous research conducted by Altukar and Kesari (2018), the person's situation has a positive and significant effect on impulse buying. Therefore, this study proposes the following hypothesis:

H₄ = Person's situation has a positive and significant effect on impulse buying in Shopee users in Greater Jakarta.

According to Turkyilmaz et al., (2015), website quality is important in influencing online impulse purchases. In line with Akram et al (2018) research, website quality has a positive effect on online impulse buying. However, research by Febrilia and Warokka (2021) indicates that website quality is not a factor that determines impulse purchases. Therefore, this study proposes the following hypothesis:

H₅ = Website Quality has a positive and significant effect on impulse buying in Shopee users in Greater Jakarta.

Some retail promotional events can lead to impulsive buying behaviour in customers (Richins, 2011). According to Altukar and Kesari (2018), the results indicate that retailers' motivational activities have a positive and significant effect on impulse buying. Febrilia and Warokka's (2021) study found that retailers' motivational activities had a positive effect on impulse buying. Therefore, this study proposes the following hypothesis:

H₆ = Motivational activities by retailers has a positive and significant effect on impulse buying in Shopee users in Greater Jakarta.

According to Altukar and Kesari (2018), the research demonstrates that product attributes have a positive and significant impact on impulsive buying. Meanwhile, research conducted by Febrilia and Warokka (2021), indicates that the product attribute does not include factors that influence impulse buying. Therefore, this study proposes the following hypothesis:

H₇ = Product Attributes has a positive and significant effect on impulse

buying in Shopee users in Greater Jakarta.

According to Altukar and Kesari (2018), Impulse buying tendency, shopping enjoyment tendency, materialism, person's situation, motivational activities by retailers and product attributes show positive significant influences on impulse buying. Meanwhile, research conducting by Febrilia and Warokka (2021), finds that the influencing factors of online impulse buying, such as impulse buying tendency, consumer mood, and motivational activities by retailers has a positive influence to impulse buying.

H_8 = Impulse Buying Tendency, Shopping Enjoyment Tendency, Materialism, Person Situation, Website Quality, Motivational Activities by Retailers, and Product Attributes has significant influence on Impulse Buying simultaneously.

3.0 METHOD AND RESULT

The purpose of this study was to determine whether the seven independent variables affected the single dependent variable. Researchers distributed surveys to 397 respondents using Google forms, and the results for each variable were categorized as high or very high. In this study, descriptive analysis can be used to describe the trait of respondents and the external factors that can influence impulse purchases.

This research will be processed using the Multiple Linear Regression and SPSS 26 statistical analysis tools. Multiple Regression Analysis is utilized to estimate the relationship between two or more dependent variables and the dependent variable. There are numerous methods for conducting a test of hypotheses. The F test is used to determine if the seven independent variables can affect the dependent variable in a stimulus. The hypothesis is accepted if the F-count is greater than the F-table and the sig. value is lower than 0.05. The T test is utilized to determine if the independent variable has a partial effect on the dependent variable. The hypothesis is accepted if the T-count is greater than the T-table and the significance value is less than 0.006. The Coefficient of Determination is utilized to measure the model's ability to explain the variation of the dependent variable. The results of hypothesis testing using SPSS 26, the calculations are summarized in table 1.2:

Table 1.2 Hypothesis Result Partially

Hypothesis	T-Count	T-Table	Sig.	Conclusion
H ₁	5.961	1.966	0.000	Accepted
H ₂	5.555		0.000	Accepted
H ₃	2.001		0.046	Accepted
H ₄	3.333		0.001	Accepted
H ₅	0.733		0.464	Rejected
H ₆	2.761		0.006	Accepted
H ₇	1.781		0.076	Rejected

Note: Using significant level 0,05.

Based on the results of hypothesis testing, it can be concluded that only the website quality and product attribute variables have no effect on impulse purchases. This is due to the fact that the variables do not meet the criteria that have been set for this study. The variable

representing website quality has a T-Count of 0.733, a T-Table of 1.966 ($0.733 < 1.966$), and a significance value greater than 0.005. Similarly, the product attribute variable has a T-Count of 1.781, a T-Table of 1.966 ($1.781 < 1.966$), and a significance level of 0.076.

Table 1.3 Result of Multiple Linear Regression

Model		Coefficient				
		Unstandardized B	Coefficient Std. Error	Standardized Coefficient Beta	t	Sig
1	(Constant)	-1.349	.521		-2.592	.010
	IBT	.172	.029	.292	5.961	.000
	SET	.209	.038	.256	5.555	.000
	MT	.116	.058	.105	2.001	.046
	PS	.131	.039	.125	3.333	.001
	WQ	.025	.034	.029	.733	.464
	MAR	.091	.033	.124	2.761	.006
	PA	0.098	.055	.071	1.781	.076

a. Dependent Variable: IB

Based on table 4.4.4, it can be obtained multiple linear regression equations, as follows:

From the results of the regression equation above, it can be interpreted as follows:

- a. The constant is -1.347, which means that if the impulse buying tendency, shopping enjoyment tendency, materialism, individual situation, website quality, retailer motivational activities, and product attributes are all 0 (zero) and remain stable, impulse buying will be still worth -1.347.
- b. The largest regression coefficient is found in the shopping enjoyment tendency variable. The shopping enjoyment tendency regression coefficient is 0.209 which is positive, this means that with every increase in the shopping enjoyment tendency variable and other variables are constant, then impulse buying will increase by 0.209. The resulting regression coefficient is positive, so it can be said that the direction of the influence of shopping enjoyment tendency on impulse buying is positive.

This also applies to all variables. Because all variables in the above regression equation have a positive regression coefficient value, if one variable increases while the others remain constant, the value of impulse buying will increase with its regression coefficient.

4.0 CONCLUSION

Based on the findings of a study entitled "The Effect of Consumer Traits and Situational Factors Towards Impulse Purchasing (Case Study on Shopee Users in Greater Jakarta)", conclusion can be drawn as follows:

1. Consumer traits variables consisting of impulse buying tendency, shopping enjoyment tendency, and materialism simultaneously have an influence on Shopee users' impulsive buying in Greater Jakarta. The F-test results indicate that the F-count is 164.585 with a significance (p-value) of 0.000.

2. Situational factor variables consisting of person situation, website quality, motivational activities by retailers, and product attributes simultaneously have an influence on Shopee users' impulsive buying in Greater Jakarta. The F-test results indicate that the F-count is 69.061 with a significance (p-value) of 0.000.
3. The results of this study's; T test indicate that the variables of impulse buying tendency, shopping enjoyment tendency, materialism, personal situation, and motivational activities influence impulsive purchasing partially. Only website quality and product attributes have no effect on Shopee users' impulsive purchases in Greater Jakarta.

5.0 SUGGESTION

Based on the results of the study, the researchers gave some suggestions, as follows:

1. The effect of motivational activities by retailers on impulsive purchases, the results obtained are H_0 is rejected and H_a is accepted, so it can be stated that there is an effect of motivational activities by retailers on impulsive purchases by Shopee users in the Greater Jakarta area. In this case, it is recommended for retailers who sell at Shopee to continue to innovate to provide attractive offers to consumers, because this can increase the potential for Shopee consumers in the Greater Jakarta area to make impulse purchases. Not only offers, but retailers can also use attractive product photos so that the store display attracts consumers' attention.
2. Shopping enjoyment tendency is one of the most influencing factors for impulse buying. The author suggests for retailers to maintain or build the mood of consumers so that they are comfortable searching for products in the seller's online store. By providing good product photos and if the retailer wants to upload a video, it can be added with interesting music. At Shopee there is a "category" feature, by arranges products according to categories, it will make consumers feel comfortable on the online store page. The longer consumers are on the store page, the more likely they are to make impulse purchases.
3. Using the R-square value of 59.6 per cent, further researchers can conduct research using the same model with different objects in order to make comparisons to impulse buying among e-commerce users and provide new insights into consumer behaviour.
4. This research does not utilize mediating variables; however, future research could use mediating variables, such as gender in accordance with the same object, to help retailers determine which gender is more likely to make impulse purchases.

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