

FACTORS AFFECTING IMPULSIVE PURCHASES AMONG ONLINE BUYERS IN MASJID TANAH, MELAKA

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ABSTRACT

This article aims to discuss research related to factors that influence consumer purchasing behavior among social media users based on the Purchasing Intention Model (PIM) and the Theory of Planned Behavior Model (TPBM). Masjid Tanah, Melaka are the city of tourism attractive place and among a higher contribution of online purchasing during a pandemic COVID-19 . Respondents were online buyers who were randomly selected according to google form receivers, a total of 250 respondents. The data obtained will be analyzed using the Statistical Package for Social Science (SPSS) version 25.0 software which includes descriptive data, correlation analysis, regression analysis and mean scores used to find out which factors are more motivating with the dependent variable. The findings of the study show the factors that influence consumer purchasing intentions among respondents, Store environment factor, promotion factors and product features factor. The result of this study is to find out the extent to which personal attitude factors, subjective norms and behavioral control are able to influence purchasing intentions among online buyers.

Keywords: Purchasing Intention, Personal Attitude, Subjective Norm, Behavioral Control.

FAKTOR-FAKTOR YANG MEMPENGARUHI PEMBELIAN IMPULSIF DALAM KALANGAN PEMBELI DALAM TALIAN DI MASJID TANAH, MELAKA

ABSTRAK

Artikel ini bertujuan membincangkan kajian berkaitan faktor yang mempengaruhi gelagat pembelian pengguna dalam kalangan pengguna media sosial berdasarkan Model Niat Membeli (PIM) dan Teori Model Tingkah Laku Terancang (TPBM). Masjid Tanah, Melaka adalah bandar pelancongan tempat menarik dan antara penyumbang lebih tinggi dalam pembelian dalam talian semasa pandemik COVID-19. Responden yang terlibat adalah pembeli dalam talian yang dipilih secara rawak mengikut penerima google form, seramai 250 responden. Data yang diperolehi akan dianalisis menggunakan perisian Statistical Package for Social Science (SPSS) versi 25.0 yang merangkumi data deskriptif, analisis korelasi, analisis regresi dan skor min yang digunakan untuk mengetahui faktor mana yang lebih mendorong dengan pembolehubah bersandar. Dapatan kajian menunjukkan faktor yang mempengaruhi niat membeli pengguna dalam kalangan responden, faktor persekitaran kedai, faktor promosi dan faktor ciri produk. Hasil kajian ini adalah untuk mengetahui sejauh mana faktor sikap peribadi, norma subjektif dan kawalan tingkah laku mampu mempengaruhi niat membeli dalam kalangan pembeli dalam talian.

Kata kunci: *Niat pembelian, Tingkah laku peribadi, Norma subjektif, Kawalan tingkah laku.*

INTRODUCTION

The whole world seemed to be shocked by the COVID-19 Pandemic, the rapidity of the Coronavirus outbreak which resulted in surprising deaths has stopped the world's economic activities in a Lock down. Export and import activities are stopped, physical stores and supermarkets are also closed demanding an appropriate method to meet human needs to obtain supplies to continue life. On line Business or online business is a savior when the whole world is afraid of this pandemic. Entrepreneurs and consumers connect online for all purchases through social media and digital marketing platform. The business activities improve a lot due to the whole world open their country immediately after satisfy with the reduction of the COVID-19 cases. The business activities go back to normal but purchasing online items is more convenient, lot of selection and price comparable to suits the needs and power to purchase.

The power of purchasing product continuously grow steadily due to online purchasing become trending. According to Loundon and Bitta (2011), consumer purchasing behavior is divided into two types of patterns, namely repeat purchasing patterns (brand loyalty) and unplanned purchasing patterns (impulsive purchasing). Repeat purchases involve consumer loyalty to a product and purchases of that product are made repeatedly. Different from impulsive buying where the purchase of the product is spontaneous and without specific planning.

In general, researchers have agreed that the study of impulsive buying was identified for the first time in the marketing literature by Clover in 1950 (Rook, 1987:190; Piron, 1991:509; Tinne, 2010:66; Punj, 2011:745; Muruganantham and Bhakat, 2013:149). Since then, various studies have been conducted by researchers on various types of issues related to impulsive purchases This impulsive purchase not only impacts consumers, but also impacts online entrepreneurs during the COVID-19 pandemic.

Since decades ago, various studies have been conducted on consumer buying behavior to explain the true meaning of impulsive buying (Alireza and Hasti, 2011) and several definitions have been identified by researchers. According to Rook (2001), impulsive purchases can be defined as irrational purchases, quick purchases and unplanned purchases followed by emotional impulses and conflict of thoughts. For West (1951) on the other hand, impulsive buying is a decision to make a purchase that occurs in the store immediately and the consumer does not plan to buy before reaching the store. Therefore, it can be concluded that impulsive buying is a purchase made without prior planning and the desire to make the purchase happen spontaneously.

The results of the study conducted by the researchers show that there are internal factors and external factors that encourage consumers to make impulsive purchases and various models and

frameworks for such behavior have been produced (Balaji and Kishore, 2015). According to London and Bitta (2012), among the factors that encourage impulsive buying are attractive product features and promotions in the marketing sector of the product. Not only that, but the store environment such as attractive colors, neat layout and quiet music also influence consumers to make impulsive purchases (Verplanken and Herabadi, 2001).

RESEARCH PROBLEMS

On July 20, 2014, Utusan Online published an article about the dangers of being addicted to shopping. This issue arose due to the promotion of the Hari Raya Aidilfitri celebration which caused consumers to spend without thinking about their financial budget and spend without proper prior planning. During every festive season, companies that produce products, whether food products or clothing, always try to give promotional rewards to consumers to encourage purchases such as giving discounts and free gifts. There are some consumers who make purchases spontaneously (impulsively) without having the intention to buy before after seeing discounts offered by merchants (Utusan Online, 2016). Hadjali (2012) also proved that promotions and price drops can stimulate consumers' desire to buy. According to Tjiptono (2008:166), a discount is a price reduction given by the seller to the consumer as an appreciation for the purchase that benefits the seller.

Consumer behavior in making impulsive purchases is not only driven by promotions, but there are other factors including the store environment (Mowen and Minor, 2002:139) and attractive product features (Duarte et al, 2013:1237). Consumers are easily motivated to spend when there is a stimulus to spend suddenly. Sometimes, there are some consumers who make purchases of goods not due to economic needs alone, rather consumers spend simply for pleasure and economic satisfaction which can cause them to forget about the negative effects on impulsive purchases made (Hausman, 2000). Impulsive purchases can cause consumers to spend beyond the budget limit that has been set, thus causing financial problems.

The Malaysian Ministry of Health in its study carried out in 2015 released statistics that one in three Malaysians suffer from mental illness due to financial problems (Metro Daily, February 2017). Therefore, it can be seen that this impulsive purchase not only has a negative effect on the financial management of consumers but also indirectly, affects the level of public health. This has attracted the interest of researchers to conduct studies on the factors that influence impulsive purchases

RESEARCH METHODOLOGY

This study focused on the online buyers at Masjid Tanah, Melaka against impulsive buying. The main purpose of this study is to identify significant factors that influence impulsive buying among online buyers. Researchers used a google forms distribute to respondents via email and what asap. Quantitative data collection was implemented in this study to obtain statistical results at the end of the study.

The research framework carried out by the researcher in this study includes three independent variables (IV) and one dependent variable (DV). The research framework as Figure A used includes a combination of the research framework used by Aini, Suharyono and Hidayat (2016) for the independent variable of promotion, Vishnu and Raheem (2013) for the independent variable of product characteristics, Winawati and Saino (2015) for the independent variable of store environment.

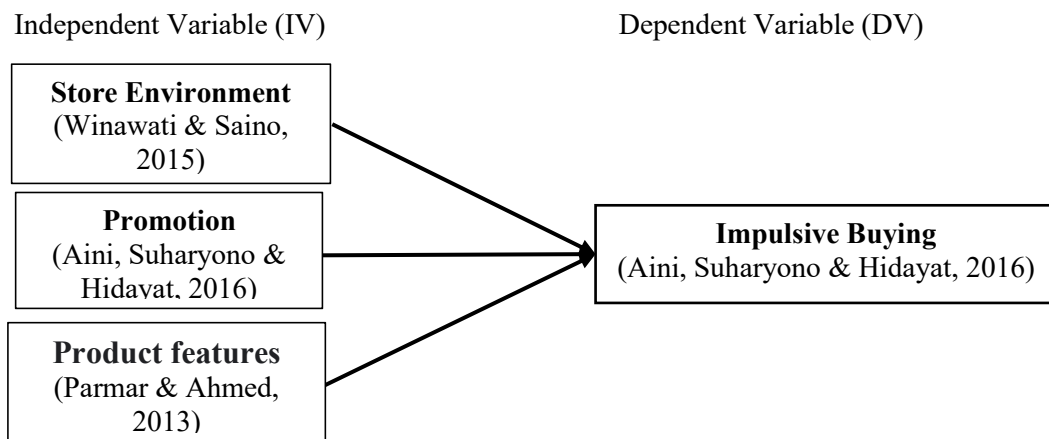


Figure 1 : Theoretical Framework

LITERATURE REVIEW

Impulsive Buying

Beatty and Ferrell (1998:170) define impulse buying as an urgent purchase without having any initial purpose of purchasing the product. He explains that impulsive buying occurs after the consumer experiences the desire to buy without thinking long and spontaneously. According to Block and Morwitz (1999:347), impulse buying means that consumers buy something with little or no prior discussion after a sudden desire. Impulsive buying has two different characteristics compared to planned buying, namely quick decision making and sudden influence (Kacen and Lee, 2002:164). Therefore, consumers who make impulsive purchases have less planning than planned purchases.

Impulsive buying is also a buying action that is done without intention before entering a store (Mowen and Minor, 2002:10). According to Levy and Weitz (2012:92), impulse buying occurs when consumers decide to make a purchase in a store after seeing the items on display. Therefore, it can be concluded that impulsive buying is a purchase made without any prior planning and this impulsive purchase is motivated when the consumer sees and wants a product suddenly or spontaneously. There are four types of impulsive buying presented by Kurniawan (2013), namely pure impulsive buying, impulsive buying through reminders (Reminder Impulsive Buying), impulsive buying through suggestions (Suggestion Impulsive Buying) and planned impulsive buying (Planned Impulsive Buying).

Store Environment

The store environment is one of the elements used in the mixed retail market to inform, attract interest and encourage customers to come to a store (Sopiah and Syihabudin, 2008:148). According to Ma'aruf (2005:201), a good store environment plays a role in providing comfort to consumers when shopping and increasing consumers' desire to buy the products on display. The environment of this store includes aspects of the internal environment and the external environment (Kurniawan, 2014) including dancing lighting, comfortable music and attractive room color settings aimed at influencing customers (Mowen and Minor, 2002:139).

Therefore, it can be concluded that the store environment includes aspects of the internal and external environment consisting of product layout, physical features of the store, customer service and the overall atmosphere of the store that can attract customers to shop.

Promotion

Promotion is one of the important elements in designing a marketing strategy for a product. This sales promotion includes price reductions, giving coupons, and giving free products (Syuhaily Osman, 2011). According to Tjiptono (2008), sales promotion is one of direct incentives through the use of various incentives arranged to encourage consumers to buy products immediately, as well as increase the number of items that may be purchased. For Utami (2010:253), promotion is an important element in encouraging sales and this statement is supported by Ma'aruf (2005:187) who explains that

promotion is a sales program that is used to increase sales results and maintain customer interest in continuing to shop.

Therefore, the conclusion can be stated that promotion is one of the strategies in business to attract customers to spend continuously and in large amounts.

Product Features

Product features are all forms of uniqueness in goods on the market that can distinguish the production of goods between different companies (Feibe, 2016). Therefore, each company tries to produce products that have different features to ensure that consumers buy their products compared to other companies. According to Duarte et al (2013:1237), a product is bought spontaneously by customers depending on the type of product, product price, brand and product packaging as well as the production of the product.

According to Babin, Darden, and Griffin (1994) in their study stated that products are divided into two (2) categories which are hedonic products that are usually used due to the advantages they have and functional products that are used mainly for practical value.

Factors Influencing Impulsive Buying

After the study conducted by Rook (1987), researchers in the field of marketing and consumer behavior have tried to identify factors that increase the occurrence of impulsive purchases among consumers (Gelis and Kabul, 2016). Utami (2010:255) states that factors such as the store environment that includes lighting, aromas and music can be associated with the desire to make impulsive purchases.

Product uniqueness, product price, total product production, promotion, personal characteristics, consumer emotions, income levels, hedonic assumptions and situations are also factors that affect impulsive buying (Beatty and Ferrell, 1998:172; Unal, 2008:159; Mattial and Wirtz, 2008:563; Pentecost and Andrews, 2012:45; Hulten and Vanyushyn, 2011:377; Dursun et al., 2013:247 Duarte; et al., 2013:1237).

The influence of store environment on impulsive buying

Through previous research conducted by Aini, Suharyono and Kadarisman (2016) stated that the store environment has a significant influence on impulsive buying. The significant value obtained is 0.038 which is smaller than 0.05. The study conducted by Ratnasari (2015) also states that the store environment has a significant and positive effect on impulsive buying. The store environment includes good lighting, attractive colors and pleasant music designed to influence customers' interest in shopping (Mowen and Minor, 2002:139).

The influence of the promotional approach on impulsive buying

According to Kotler (2007), sales promotion is a key element in the marketing sector as a tool to stimulate the purchase of products quickly by consumers. A previous study conducted by Minawati (2015) proved that sales promotion had a significant effect on impulsive buying.

A study conducted by Nur Fahmi and Saino (2014) also stated that promotions have a significant relationship with impulsive buying with a significant value of 0.000 which is lower than the significant value of 0.05. The study also found that promotions have a positive effect on impulsive purchases with a band coefficient value of 0.528. This shows that if the promotion is enhanced, then the impulsive purchase also increases.

The influence of product characteristics on impulsive buying

According to Duarte et al (2013:1237), a product will be bought spontaneously by customers depending on the type of product, product price, brand and product packaging as well as the production of the product. A study conducted by Alireza, Anahita, Javad, Sahar and Bagher (2011) proved that product characteristics have a significant relationship with impulsive buying with a significant value of 0.012. A value less than 0.05 proves that the relationship between the dependent variable and the independent variable is significant.

Feibe Kolondam (2016) also obtained the same result where product features have a significant relationship with impulsive buying with the findings showing a significant value of 0.001.

The results of the study reveal that product features such as price, packaging, and color are the driving force for consumers to make impulsive purchases.

THEORY S-O-R

The researcher has used the S-O-R theory presented by Mehrabian and Russell (1974). This theory contains 3 parts namely stimulus (stimulus), organism (organism) and response (response). Based on the model, stimuli (S) affect the individual's internal emotions (O) and cause a response (R) to either approach or avoid. According to Bagozzi (1986), when consumer behavior is linked to the S-O-R model, the external environment, marketing mix and other environmental factors are able to act as stimuli for consumers. Therefore, the researcher has modified the model designed by Mehrabian and Russell (1974) in accordance with the objectives of the study as shown in the diagram below:

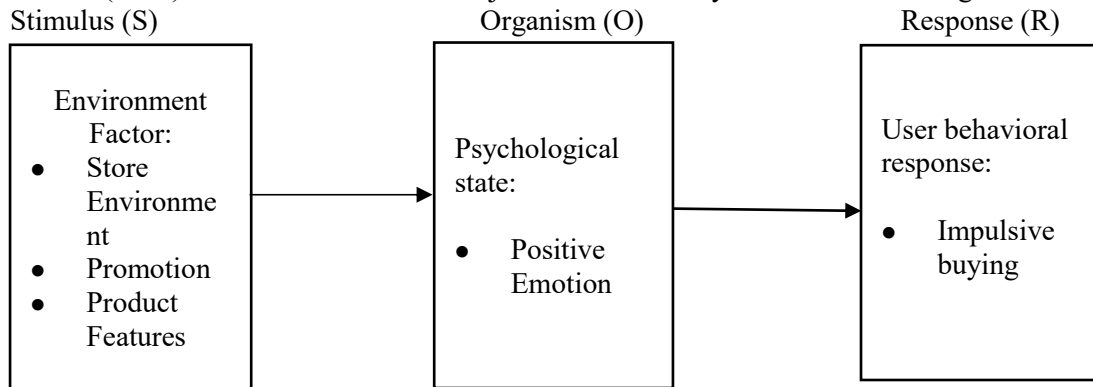


Figure 2: Model Theory S-O-R

RESULT

The finding of the study of significant of each factor as concluded:

1. Impulsive Purchase variables (DV)

Table 1: The Mean Value of the Impulsive Purchase variable

Questions	N	Mean	Deviation Standard
I often buy things spontaneously	250	3.30	1.106
I often buy things without thinking	250	2.49	1.124
Buy now and think then it's myself	250	2.38	1.126
Sometimes I feel like I want to make a purchase immediately	250	3.33	1.146
Sometimes I buy things all the way	250	2.62	1.099
If I see something I want, I'll buy it	250	3.25	1.192
I also bought products that are not on the shopping list	250	3.32	1.171

According to table 1, the values of all means are agreed or accepted by the respondent. This proves that all the questions expressed correspond to the variables tested. Based on the data obtained, it can be seen that the highest mean value is 3.33 which is sometimes I feel like making a purchase immediately. The lowest mean value on the buy now questions and think then is myself at 2.38. The standard deviation values of all questions are 1.106, 1.124, 1.126, 1.146, 1.099, 1.192 and 1.171. Significant standard deviation value when STD is greater than 0.5 then it is acceptable.

2. Store Environment Variables (IV)

Table 2: Mean Value of Store Environment variable

Question	N	Mean	Deviation Standard
1. When I see new and latest items on display, I tend to buy them	250	2.78	1.194
2. When I see items I like in the store, I tend to buy them	250	3.31	1.142
3. I often make decisions to buy depending on how the items are arranged	250	2.52	1.030
4. The atmosphere in the store encourages me to make unplanned purchases	250	2.72	1.092
5. The catchy music in the store encourages me to make unplanned purchases	250	2.26	0.981

According to table 2, all mean values are agreed or accepted by the respondents. This proves that all the stated questions correspond to the tested variables. Based on the data obtained, it can be seen that the highest mean value is 3.31 which means that when I see items that I like in the store, I tend to buy them. The lowest mean value on the interesting music question in the store encouraged me to make an unplanned purchase which was 2.26. The standard deviation values for all questions are 1.194, 1.142, 1.030, 1.092 and 0.981. The significance of the standard deviation when the STD is greater than 0.5 is acceptable. It shows that, the higher the value of the standard deviation, the higher the accuracy of the information.

3. Promotional Variables (IV)

Table 3: Mean Value of Promotion variables

Questions	N	Mean	Deviation Standard
I buy as much as I can during the cheap sale	250	2.98	1.279
Free items are the reason I made a purchase without a plan	250	3.15	1.184
I carefully choose products at a discounted price	250	3.76	1.006
If I look at the discounted price, I will tend to make spontaneous purchases	250	3.31	1.061

According to table 3, the values of all means are agreed or accepted by the respondent. This proves that all the questions expressed correspond to the variables tested. Based on the data obtained, it can be seen that the highest mean value is 3.76 i.e. I carefully select products at a discounted price. The lowest mean value in my question was 2.98. The standard deviation values of all questions are 1.279, 1.184, 1.006 and 1.061. Thus, it can be concluded that the question tested coincides with the variables studied through the finding of the mean value and the standard deviation indicated.

4. Product Feature Variable (IV)

Table 4: Mean Value of Product Feature variables

Questions	N	Min	Deviation Standard
Product information is important to me when making a purchase	250	4.09	0.975
I am careful in comparing products whether good or bad before buying	250	4.15	0.821
The habit, I choose cheap products	250	3.45	1.009
I am a price sensitive buyer	250	3.81	1.107
I keep buying if I see a products I like	250	3.02	1.063
I love buying the best-selling brands on the market	250	2.93	1.008

According to table 4, the values of all mins are agreed or accepted by the respondent. This proves that all the questions expressed correspond to the variables tested. Based on the data obtained, it can be seen that the highest mean value is 4.15 which is very careful in comparing products whether good or bad before buying. The lowest mean value in my question is to buy the best-selling brand on the market at 2.93. The standard deviation values of all questions are 0.975, 0.821, 1.009, 1.107, 1.063 and 1.008. Significant standard deviation value when STD is greater than 0.5 then it is acceptable. It shows that, the higher the standard deviation value, the higher the accuracy of the information. Thus, it can be concluded that the question tested coincides with the variables studied through the finding of the mean value and the standard deviation indicated.

CONCLUSION

In conclusion, expense management involving high impulsive purchases should be paid attention to because it can cause critical financial problems. Various negative issues occur when consumers cannot control their spending, especially in making impulsive purchases. The situation becomes worse when addicted users make impulsive purchases that exceed the financial budget and experience critical financial problems where the user can experience mental stability problems.

Factors that affect impulsive buying should be paid attention to by consumers. In this study, it can be seen that the store environment and promotions influence consumers to make impulsive purchases. A store environment that includes attractive lighting, diverse colors, pleasant music and fragrant smells can attract the attention of consumers to buy. Added to this, promotional elements through price reductions and giving free items further encourage consumers to make spontaneous (impulsive) purchases.

Therefore, consumers should pay close attention to the factors that influence them to make impulsive purchases. Learning and knowledge about these factors is very important to avoid the occurrence of critical purchases. Through such learning, users will be aware of the negative effects when they do not control their daily expenses well. The researcher hopes that there will be further studies on impulsive buying that involve other factors such as personality, purchasing power and shopping culture. Future research also needs to understand the economic factors that enhance the online purchasing issues.

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