The influence of consumer traits on impulsive buying: A study on Tokopedia users during the Covid-19 Pandemic

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Abstract

The e-commerce industry significantly expanded during a negative economic recession. This is because during the COVID-19 epidemic, many countries enacted social limitations that caused various economic activities to diminish in many sectors and resulted in layoffs in various businesses because there was no production activity. Through consumer attributes such as impulsive buying tendencies, shopping enjoyment preferences, moods, and personal situations, this study aims to understand the factors contributing to impulsive buying. The SEM statistical method and PLS software were used to test the research model empirically. Sampling with a purpose was chosen. Two hundred legitimate respondents were used as samples to test the assumptions. First, the study found that impulsive buying patterns, moods, and situations all positively influence impulsive purchases. Second, other elements, such spending patterns, are not significant. This demonstrates that customers can enjoy looking up information about the desired goods, but it hasn’t yet led customers to make impulsive purchases at online shops.

Introduction

Job losses, insufficient funds, dread, tension during overseas visits, an unclear future, and physical and mental health difficulties are just some of the psychological, social, and professional changes Covid 19 brought about (Bradbury-Jones & Isham, 2020). In order to slow the rapid spread of the virus, most countries are imposing restrictions on their social life. These restrictions include a ban on holding significant events, closing schools and universities, and temporarily closing economic activities (Koch, Frommeyer, and Schewe, 2020). Since introducing the Covid-19 lockdown policy and shop hours limits, people have needed help meeting daily needs. As a result, the phenomenon of online shopping behavior in society, which was previously commonplace, has increased during the Covid-19 Pandemic (Butu et al., 2020; Donthu & Gustafsson, 2020) So it increasingly shows a shift in how consumers buy and consume a product.

Consumers who previously bought products offline or in stores are now buying online. Pantano et al. (2020) show that consumers adapt their shopping habits during the pandemic and benefit from online services they may or may not have used before. The online platform has become the leading choice for buying and selling activities. Consumer behaviors in online platforms/marketplace are dynamic and can change quickly (Kim, 2020; Sheth, 2020; Turofdar, 2020). Data from the Global Web Index (2020) shows that 78.2% of people with 16-64-year-olds already use HP/Tablets to operate their shopping apps. While 87.3% only visit retail websites or online shops, 87.1% decide to purchase (Graha, 2016). Data from the Global Web Index (2020) shows that

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behavior due to a lack of self-control when exposed to online stimuli from online stores (Parboteah, Valacich, and Wells, 2009; Amos, Holmes, and Kesenon, 2014; Wu, Chiu, and Chen, 2020). For online shoppers, the more frequently they open the application, the more likely they will make unintentional or unplanned purchases for some reason. This is certainly not spared from the increasing number of features, prices, and promos sellers offer in each e-commerce. Meanwhile, the COVID-19 pandemic has resulted in disruptive online purchasing behavior (Butu et al., 2020; Donthu & Gustafsson, 2020; Sheth, 2020). This has dramatically shifted how customers acquire and consume products (Diebner et al., 2020).

This study aims to investigate the empirical phenomena and gaps by investigating the influence of internal factors (customer qualities) on impulse purchases made in online businesses. In addition, this study attempts to answer four research questions to investigate the potential reasons for filling up the gaps in knowledge. Consumer Traits can be broken down into four categories: shopping enjoyment tendencies, impulse buying tendencies, consumer moods, and individual situations.

**Literature Review**

**Theoretical and Conceptual Background**

Impulse buying, spontaneous consumer purchases and fast transaction decision-making was initially discussed in the 1940s (Xiao & Nicholson, 2013). Many studies have studied impulsive purchases, but it is difficult to assess. Participants were afraid to reveal their buying habits (Kollat & Willett, 1969). This leads to an unsatisfying conceptual or determinant definition of impulse buying (Amos et al., 2014; Badgaiyan & Verma, 2014). Some stimuli cause unreasonable conduct (Aruna & Santhi, 2015). For example, research focuses on identifying internal (personal) and external (situational – store and product) elements that influence impulse purchase (Amos et al., 2014; Ciunova-Shuleska, 2012; Husnain, M. et al., 2019; Sofi & Nika, 2017).

**Impulsive buying**

Beatty and Ferrell (1998) define impulsive buying as a spontaneous purchase without any intention to buy. This happens because there is an urge to buy without consideration or impulsivity, Husnain et al. (2019). Impulse buying is done spontaneously and unplanned while in the store. Impulsive buying behavior occurs at the last minute. Planned buying behavior includes gathering time-consuming information and using rational decisions, and there is a time lag before the occurrence of impulsive purchases, so impulsive buying behavior is moderated by consumer normative judgments. The concept of impulsive buying behavior should not be limited to unplanned purchases but should be able to overcome the effects of exposure to stimuli and thus make decisions quickly. We agree (Jones et al., 2003).

**Impulsive buying Tendency**

(Rook and Fisher, 1995; Badgaiyan and Verma, 2015), impulsive buying tendency (IBT) is a strong desire to do impulsive buying, where a person will buy things that are not planned quickly and without thinking beforehand. Impulsive buying tendency occurs before making a purchase, while impulsive buying occurs after making a purchase.

Impulsive buying tendency (IBT) is a substrate of impulsive buying behavior. IBT is a strong desire to do impulsive buying by responding quickly to a stimulus without thinking about it or considering its impact. IBT has a tendency to feel spontaneous desires and make purchases on the spot without going through the effects of impulse buying. People who have a high level of IBT tend to browse products frequently. On average, when doing impulsive buying, consumers do not plan ahead. Consumers only see the product they want in the store. Strong feelings from IBT make it easy to do highly impulsive buying. Atulkar and Kesari (2018a) Indicators of impulsive buying tendencies are a strong desire, getting satisfaction, lack of self-control, and buying things without consideration.

**Shopping Enjoyment Tendency**

Consumers who shop feel shopping is everything (Goyal and Mittal (2007); Badgaiyan & Verma, 2015). Shopping Enjoyment Tendency has the characteristics to show a tendency to shop very pleasantly and provide an exhilarating experience (Engel, Blackwell, and Miniard 2005). Shopping can relieve bad feelings in someone, have a passion for hunting for something, make shopping an excuse, fulfill fantasies and relieve depression.

**Mood Consumer**

The mood is an unstable emotional state that arises under particular circumstances (Sminor & Cmoven, 2013). Positive and bad. According to studies, a consumer's mood affects their first impression of an object. Positive-mood customers receive more positive product ratings because they utilise their feelings to decide (Furnham & Milner, 2013). Negative mood buyers desire to escape by buying the product. Consumer mood is key to spontaneous purchases (Tariq Khan et al., 2015; Bashar et al., 2013; Chang et al., 2014). Negative emotions affect self-control, causing impulsive purchasing (Herman & Polivy, 2004).

**Person Situations**

The time and financial resources available to someone are a person's situation in their tendency to make impulsive purchases (Foroughi, Discard, and Senik, 2012). Consumers spend more time browsing in stores with the expectation of making an impulse purchase (Sharma, Sivakumaran, and Marshall, 2010b; Chavosh et al., 2011; Badgaiyan & Verma, 2015). Consumers who frequently
spend time in stores will shop more than those who do not frequently spend time in stores, and the most critical factor in making both planned and unplanned purchases is having access to cash. Ferrell and Beatty (1998). (Luo, 2005). More money will improve consumers’ spontaneous purchases and happy sentiments. Jones et al. (2003). Impulse buyers respond fast to encouragement and want to acquire products immediately. Therefore, the time between looking and buying is brief. Kim (2012), Money and time will allow shoppers to spend more than usual.

Empirical Review and Hypothesis Development

Impulsive buying

Impulsive buying tendency (IBT) is defined as two tendencies, namely (1) spontaneous feelings to do impulsive buying, (2) acting based on feelings felt with little consideration or evaluation of the consequences (Beatty & Elizabeth Ferrell, 1998; Zafar et al. al., 2021). Impulsive buying habits are often intrinsic features that cause people to act rapidly without forethought (Rook & Fisher, 1995; Dholakia, 2000; Zafar et al., 2021). In order for e-commerce business players to be able to execute the right strategy to deal with online buying behaviors that is different from offline, it is very important to understand the the antecedents of online impulse buying, especially related to the psychological and environmental conditions around online consumers (Dodoo & Wu, 2019). Impulse buying tendencies, which include impulsive traits, reflect an enduring disposition to act spontaneously in a particular consumption context (Iyer et al., 2020). Thus, the tendency of consumers to buy impulses shows impulse buying behavior on impulse perception. Therefore, the conclusion that can be drawn about the hypothesis is as follows:

H1: Impulsive buying tendency has a positive and significant effect on Online Impulsive buying.

Shopping Enjoyment Tendency

Shopping Enjoyment Tendency is the pleasure one gets from shopping (Beatty & Elizabeth Ferrell, 1998; Mohan, Sivakumaran, and Sharma, 2013). When shoppers recognize shopping as a pleasurable retail experience, shopping enjoyment tends to be perceived as an internal tendency that lasts a long time, creating feelings of pleasure and excitement that consumers can feel (Chavosh et al., 2011). Consumers shop to buy stuff, have fun, and discover new things (Hausman, 2000; Mai et al., 2003). The previous study on impulse buying examined individual differences (e.g., shopping enjoyment) and situational characteristics (e.g., mood state) in specific shopping scenarios. These can affect impulse buying (Mai et al., 2003). Atulkar and Kesari (2018b) found that shopping enjoyment influences impulse purchases. Sensory arousal and shopping enjoyment affect impulse buying, Kaur and Singh (2007). Mohan et al., (2013) explained that the excitement of shopping can lead to impulse purchases. Saad and Metawie (2015) also added support regarding the relationship pattern between shopping enjoyment and impulse purchases. It is important for e-commerce managers to consider the elements that can create store environments that make visitors feel welcome so that they continue impulse buying behaviors. For example, by designing attractive images, relevant informations and useful links as well as the involvement of appropriate endorsers. Therefore, the conclusion that can be drawn about the hypothesis is as follows:

H2: Shopping Enjoyment Tendency has a positive and significant effect on Online Impulsive buying.

Consumer Mood

The mood is an unstable emotional state that arises under particular circumstances (Sminor & Cmoven, 2013). Positive and bad. According to studies, a consumer's mood affects their first impression of an object. Positive-mood customers receive more positive product ratings because they utilise their feelings to decide (Furnham & Milner, 2013). Negative mood buyers desire to escape by buying the product. Consumer mood is key to spontaneous purchases (Tariq Khan et al., 2015; Bashar et al., 2013; Chang et al., 2014). Negative emotions affect self-control, causing impulsive purchasing (Herman & Polivy, 2004). Therefore, the conclusion that can be drawn about the hypothesis is as follows:

H3: Consumer Mood has a positive and significant effect on Online Impulsive buying.

Person Situations

According to research by Beatty and Ferrell (1998), consumers who spend more time in stores buy more on impulse, and money acts as a facilitator in making routine or impulse purchases. Luo (2005) shows that the availability of extra cash increases consumers' positive emotions and stimulates them to buy on impulse. Furthermore, the findings of other studies for the person-situation construct show significant positive results influencing impulse buying. This finding is in line with (Khan et al., 2015), who found that Generation Y's tendency to make impulse purchases is influenced by demographic factors (income) and cash and credit availability. Previous studies reported that personal factors, including time availability and family influence, had a significant and positive effect on the impulse buying behavior of Generation Y consumers in Pakistan, as well as in-store factors, except for the availability of money had a significant impact on impulsive buying behavior (Husnain et al., 2019). Meanwhile, a person's situation in terms of time availability proves that in several observed studies. The length of time spent shopping affects impulsive purchases. As shown (Foroughi, Buang, and Senik, 2012), the longer a consumer stays in the store, the more likely he is to make an impulse purchase. Therefore, the conclusion that can be drawn about the hypothesis is as follows:

H4: Person Situations has a positive and significant effect on Online Impulsive buying.
Research and Methodology

The population in this study were all buyers who had shopped at Tokopedia in Indonesia. Data collection was carried out by distributing questionnaires with google form. The sample collection technique chosen is non-probability sampling with a purposive sampling approach. In this case, the researcher chose a subjective purposive sample. This research managed to collect data from 200 respondents who use Tokopedia E-Commerce. Questionnaires were made using the Google Form format and distributed online through social media such as Instagram and WhatsApp. The Likert scale has a gradation of strongly disagree with a score of 1, disagree with a score of 2, somewhat disagree with a score of 3, neutral with a score of 4, somewhat agree with a score of 5, agree with a score of 6 and strongly agree with a score of 7 which is used as a measurement scale in this research. Data analysis research method using co-variance SEM (Partial Least Square SEM)

![Figure 1: Research Model](image)

Analysis and Findings

Descriptive Analysis

Table 1 shows the demographic descriptions of the respondents selected as the sample. The number of female respondents is greater than that of males, which represents 60.2% of the total respondents. In terms of age, the largest range is represented by the young age group between 20-30 years which represents 71.6% of the total respondents. Most of the respondents' work is as students/students with a total of 115 people, equal to (57.2%). Most of the respondents have a low monthly income (50.2%). The number of respondents online shopping in 1 month is 2-4 times (34.3%), > 10 times (33.8%), 5-10 times or (25.4%), and the rest (6.0%). Moreover, the biggest reasons for respondents to shop are divided into three big ones, namely promos (34.3%), mood influences (33.8%), and time-saving (25.4%).

<table>
<thead>
<tr>
<th>Variables</th>
<th>Description</th>
<th>Total</th>
<th>Proportion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td>Male</td>
<td>79</td>
<td>39.3</td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>121</td>
<td>60.2</td>
</tr>
<tr>
<td>Age (year)</td>
<td>19</td>
<td>25</td>
<td>12.4</td>
</tr>
<tr>
<td></td>
<td>20-30</td>
<td>144</td>
<td>71.6</td>
</tr>
<tr>
<td></td>
<td>31-40</td>
<td>14</td>
<td>7.0</td>
</tr>
<tr>
<td></td>
<td>41-50</td>
<td>14</td>
<td>7.0</td>
</tr>
<tr>
<td></td>
<td>&gt;51</td>
<td>3</td>
<td>1.5</td>
</tr>
<tr>
<td>Occupation</td>
<td>Student</td>
<td>115</td>
<td>57.2</td>
</tr>
<tr>
<td></td>
<td>Civil servant</td>
<td>10</td>
<td>5.0</td>
</tr>
<tr>
<td></td>
<td>Private employee</td>
<td>48</td>
<td>23.9</td>
</tr>
<tr>
<td></td>
<td>Entrepreneur</td>
<td>23</td>
<td>11.4</td>
</tr>
<tr>
<td></td>
<td>Other</td>
<td>4</td>
<td>2.0</td>
</tr>
<tr>
<td>Monthly Income (IDR)</td>
<td>&lt; Rp 1,000,000</td>
<td>101</td>
<td>50.2</td>
</tr>
<tr>
<td></td>
<td>Rp 1,000,000 – 5,000,000</td>
<td>67</td>
<td>33.3</td>
</tr>
<tr>
<td></td>
<td>Rp 5,000,000 – 10,000,000</td>
<td>26</td>
<td>12.9</td>
</tr>
<tr>
<td></td>
<td>&gt;10,000,000</td>
<td>6</td>
<td>3.0</td>
</tr>
<tr>
<td>Frequency of Online Shopping in 1 month</td>
<td>Once</td>
<td>13</td>
<td>6.0</td>
</tr>
<tr>
<td></td>
<td>2-4 times</td>
<td>69</td>
<td>34.3</td>
</tr>
<tr>
<td></td>
<td>5-10 times</td>
<td>51</td>
<td>25.4</td>
</tr>
<tr>
<td></td>
<td>&gt;10 times</td>
<td>68</td>
<td>33.8</td>
</tr>
<tr>
<td>Reasons for Shopping Online</td>
<td>have free time</td>
<td>13</td>
<td>6.0</td>
</tr>
<tr>
<td></td>
<td>The existence of promos</td>
<td>69</td>
<td>34.3</td>
</tr>
<tr>
<td></td>
<td>Time-saving</td>
<td>51</td>
<td>25.4</td>
</tr>
<tr>
<td></td>
<td>The influence of mood</td>
<td>68</td>
<td>33.8</td>
</tr>
<tr>
<td></td>
<td>Product quality</td>
<td>1</td>
<td>0.5</td>
</tr>
<tr>
<td></td>
<td>website view</td>
<td>5</td>
<td>2.5</td>
</tr>
<tr>
<td></td>
<td>Have more money</td>
<td>7</td>
<td>3.5</td>
</tr>
<tr>
<td></td>
<td>It's hard to get certain items in offline stores</td>
<td>12</td>
<td>6.0</td>
</tr>
</tbody>
</table>
Reliability and Validity Assessment

Table 2. illustrates some of the validity and reliability outputs generated by the PLS software. Convergent validity is indicated by the AVE value which according to the rule of thumb must be on a scale above > 0.5. The results of data processing with PLS show that the average AVE of all the variables tested is above 0.5. The reliability of the processed data is shown by composite reliability, the values of which are all above the limit of 0.7 as well as the Cronbach alpha which are all above 0.6. So it can be said that the data from the processed sample is valid and reliable.

Table 2: Reliability and validity of the variables and items

<table>
<thead>
<tr>
<th></th>
<th>Cronbach's Alpha</th>
<th>rho_A</th>
<th>Reliabilities Composite</th>
<th>Average variance extracted (AVE)</th>
</tr>
</thead>
<tbody>
<tr>
<td>CM</td>
<td>0,882</td>
<td>0,893</td>
<td>0,914</td>
<td>0,683</td>
</tr>
<tr>
<td>IBT</td>
<td>0,831</td>
<td>0,839</td>
<td>0,888</td>
<td>0,666</td>
</tr>
<tr>
<td>OIB</td>
<td>0,907</td>
<td>0,910</td>
<td>0,927</td>
<td>0,643</td>
</tr>
<tr>
<td>PS</td>
<td>0,708</td>
<td>0,765</td>
<td>0,869</td>
<td>0,769</td>
</tr>
<tr>
<td>SET</td>
<td>0,875</td>
<td>0,886</td>
<td>0,914</td>
<td>0,726</td>
</tr>
</tbody>
</table>

Hypotheses Testing

Table 3: Hypotheses Testing: Direct Effect

|          | Sample (O) | Average (M) | (STDEV) | T (|/STDEV |) | P Values | Status  |
|----------|------------|-------------|---------|------|----------|---------|
| CM -> OIB| 0,364      | 0,362       | 0,073   | 5,007| 0,000    | Accepted|
| IBT -> OIB| 0,411    | 0,409       | 0,065   | 6,343| 0,000    | Accepted|
| PS -> OIB| 0,205      | 0,208       | 0,056   | 3,684| 0,000    | Accepted|
| SET -> OIB| -0,014   | -0,010      | 0,062   | 0,217| 0,828    | Rejected|

The path diagram produced in this study is consistent with the hypotheses, and research models presented and aims to show predictive relationships and directions of influence between variables (Ghozali & Latan, 2015).
Discussion

The results of testing the first hypothesis between the Impulsive buying tendency variable and the Online Impulsive buying variable have a positive and significant value. Thus, H1 is accepted. The results of this study can be interpreted that in conditions where a person has a high level of impulsive buying tendency and also a lack of self-control, this condition will encourage consumptive behavior because someone will feel very happy if they can shop for all goods they desire. Impulse buying itself is identified by Atulkar & Kesari (2018b) as a trait in shopping for certain product categories. So not all goods in general may lead to impulsive buying.

In other studies, with different product categories, research by Febrilia and Warokka (2021), (Newman and Patel (2004), and Dawson and Kim (2009) found similar findings.

The results of the second hypothesis test between the variables Shopping Enjoyment Tendency and Online Impulsive buying have a negative value and are not significant, then H2 is rejected. This indicates that the tendency of consumers to enjoy shopping does not affect impulsive online purchases at Tokopedia e-commerce. This study supports the finding from Febrilia and Waroka (2021) on their study in similar context with finding that shopping enjoyment tendency has no effect on impulsive online buying can enjoy the process of browsing information on the desired item or looking for information on the price of goods to compare it with other stores to get information what they need quickly. However, that has not yet made consumers spontaneous to make impulse purchases at online stores since most consumers will first search for information to determine their purchases at various online stores that make it easy to get information on the desired goods and not immediately make spontaneous purchases.

The results of the third hypothesis test between Consumer Mood and Online Impulsive buying variables have a positive and significant value. This means that H3 is accepted. The finding can be interpreted that when consumer’s mood is getting higher, the tendency of conducting impulse buying in Tokopedia e-commerce is also higher. Consumers are more likely to make a purchase when they are in a good mood because they love going out shopping more when they are feeling good. Similarly, when consumers are in a foul mood, they purchase as a means of relieving tension and lifting their spirits. This raises the prospect of making impulsive buys. The results of testing this hypothesis are in line with the results of previous research conducted Bahrainizad and Rajabi (2018), and Febrilia and Warokka (2021).

The results of the fourth hypothesis test between Person Situations and Online Impulsive buying variables have a positive and significant value. Thus, H4 is accepted. This indicates that the higher the situation experienced by consumers, the higher the perception of making impulsive purchases on Tokopedia e-commerce. Everything relating to a person's shopping circumstance, such as time, promotes impulsive conduct. More time in the store increases the likelihood of an impulse buy. Luo (2005), Khan et al. (2015), Husnain et al. (2019), and Foroughi, Discard, and Senik found similar results (2012).
Conclusions

This study concludes that there has been a significant increase in the first, third, fourth, sixth, and seventh hypotheses. This shows that impulse buying tendencies, moods, one's situation, retailer motivational activity, and product attributes influence consumer decisions to buy products at online stores impulsively/suddenly/unplanned. However, not influenced by shopping enjoyment and website quality in influencing consumer decisions to buy products at online stores impulsively. Implications From the e-commerce side, it is advisable to encourage potential customers to make more impulse purchases during the Covid-19 pandemic and be consistent afterward. This can be done by activating the free shipping program, increasing product attributes, and so on. In further research, some limitations should be addressed in certain research lines. i.e., can add some relevant indicators to increase validity's robustness by replacing invalid ones. Further research must use large and representative illustrations and practice probabilistic sampling procedures to confirm or refute the findings of this research. Additionally, it can expand the sample segment of respondents into a more comprehensive demographic range to have cross-analyses and strict generalizations and add moderating variables to strengthen the relationship between the independent and dependent variables.

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