

# Understanding Impulsive Buying Behavior in Marketplace

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## ABSTRACT

*In the world, especially in Indonesia, e-commerce as a trading system using internet media has developed rapidly. Marketplaces such as Shopee, Blibli, Lazada, Tokopedia, Bukalapak, and others have contributed to improving online shopping behavior in Indonesia. Online trading transactions are also increasing and becoming a trend in society. Impulsive buying behavior arises as a result of the existence of an easy and practical online shopping system. This study aims to determine the effect of security, ease of use and trust on impulsive buying behavior. The population in this study were consumers who had made online purchases at Shopee and the sample was taken by purposive sampling of 100 people. The analysis tool uses multiple linear analysis. The results showed that the security variable had a significant and dominant positive effect on impulsive buying behavior; (2) ease of use has a significant effect on impulsive buying behavior; (3) trust has a significant effect on impulsive buying behavior. In addition, simultaneously, the three independent variables also have a significant influence on impulsive buying behavior at shopees.*

## INTRODUCTION

E-commerce has grown rapidly all over the world. The current Covid-19 pandemic has actually increased this form of transactions compared to manually. The factor of convenience and marketplace availability has encouraged people to carry out selling and buying activities online so they don't need to meet directly between sellers and buyers, and no need to queue to make transactions. Shopping online has been found easier and saves time compared to directly to a store or supermarket. Consumers feel safe and rely on it. In Indonesia, online shopping has increased drastically, marked by the development of business players involved in the online marketplace industry such as Tokopedia, Shoope, Lazada, Blibli, and Bukalapak.

Shopee is the top marketplace in Indonesia as one of the most popular online shopping applications on Android and iOS based on the number of visits on the Shopee platform. Shopee is an application for buying and selling products online, from daily necessities to fashion at affordable prices, easy transaction processes, and on-time delivery of goods. Shopee also provides facilities for sellers to easily market their products. In addition, Shopee

provides security for buyers from buyer data and data from transaction processes and provides good and integrated logistics arrangements that can build trust from consumers. Shopee uses the internet and social media as a platform for interactive two-way interactions with its users. Shopee consistently creates content and provides various kinds of information, such as providing information about shopping festivals. Shopee also provides promotions ranging from free shipping, cashback, vouchers, flash sales and other promotions so that various promotions attract a lot of visitors to the Shopee platform.

People shop perhaps on the basis of pleasure alone. They buy products they have never had before, or want to try new items that create the urge to shop. This has been further strengthened by various stimuli from online platforms with attractive offers and encouraging greater buying desire. They are not so focused on the decision-making process that they don't have a plan to buy or they don't really matter. They merely follow their emotions and feelings to buy the things they want. Empulse buying is a purchase based on unplanned actions beforehand. Sometimes consumers also do not think logically or think carefully about impulse

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buying, because at that time they only follow the emotions of an attraction to a product. They take action to buy unplanned. Impulse buying is important because it opens up an opportunity for companies to market their new products by using very effective communication in media stores to convey information about promotions. This has the opportunity to influence consumers' emotions to make purchases spontaneously. The existence of this form of behavior, namely impulse buying in online shopping, must be used as well as possible by business people. They must be able to provide security guarantees to consumers in order to build long-term relationships. Impulse buying is important because it opens up an opportunity for companies to market their new products by using very effective communication in media stores to convey information about promotions. This has the opportunity to influence consumers' emotions to make purchases spontaneously. The existence of this form of behavior, namely impulse buying in online shopping, must be used as well as possible by business people. They must be able to provide security guarantees to consumers in order to build long-term relationships. Impulse buying is important because it opens up an opportunity for companies to market their new products by using very effective communication in media stores to convey information about promotions. This has the opportunity to influence consumers' emotions to make purchases spontaneously. The existence of this form of behavior, namely impulse buying in online shopping, must be used as well as possible by business people. They must be able to provide security guarantees to consumers in order to build long-term relationships (Padma *et al.*, 2018; Wahab *et al.*, 2017). The existence of this form of behavior, namely impulse buying in online shopping, must be used as well as possible by business people. They must be able to provide security guarantees to consumers in order to build long-term relationships (Djaelani *et al.*, 2020). The existence of this form of behavior, namely impulse buying in online shopping, must be used as well as possible by business people. They must be able to provide security guarantees to consumers in order to build long-term relationships.

Security means that online stores should have the ability to control, supervise and be able to maintain the security of every data transaction (Park & Kim, 2006). The existence of guaranteed security has a very important role. This can form consumer confidence. Consumers will have confidence that online stores can safeguard their data and are not

afraid to give away their personal data. When consumers have the impression that online stores can maintain trust with regard to personal data, then they will have the potential to make transactions accompanied by a feeling of security. This is important because after all, potential threats to data always occur and this must be addressed with the ability to protect yourself from any threats that may occur. Threats that may occur due to the commercialization of data are personal data and financial transactions that may be stolen and used for commercialization purposes. The existence of security controls in every transaction and online activity can at least prevent data theft. This protection is needed by every party. Raman and Viswanathan (2011), state that security is the core of most internet transactions. The security of purchasing using the internet is a key factor of concern to buyers because all transactions are carried out using the internet. Perceptions of security according to consumers lead to safeguarding personal data that will not be seen, stored, and manipulated during transactions by irresponsible (third) parties (Chellapa & Pavlou, 2002). Perceptions of security have been found to be an important determinant of consumer intentions to make transactions on e-commerce sites (Pavlou 2001).

In addition to security, there are also other things that play a role, namely regarding the ease of use felt by users. This relates to the ease with which a system is used and does not cause difficulties. Davis (1989) considered that users should have the impression that the system is not difficult and does not require excessive effort just to operate it. It should be error free due to a complicated and convoluted system. In addition, it must be safe. Ease of use relates to the acceptance of the web and how to navigate a website which is considered not to require much effort. There is no difficulty causing the user to have the impression that the system is easy to use. This is also what Davis *et al.* (1989) will raise the user's intention to continue using the system. Follow-up studies have identified that there is indeed a relationship between ease of use and intention to continue using an e-commerce system (Pavlou 2001; Koufaris 2002; Van der Heijden 2004; Vijayasarathy 2004). Ease of use determines the sustainability of the relationship between buyers and sellers with regard to online shopping behavior. Ease of use of applications is an important thing that e-commerce providers need to pay attention to, considering that buyers in e-commerce have various levels of convenience ranging from easy access to choices of

goods, ease of making purchases, ease of payment to ease of getting goods (delivery). Ease of use determines the sustainability of the relationship between buyers and sellers with regard to online shopping behavior. Ease of use of applications is an important thing that e-commerce providers need to pay attention to, considering that buyers in e-commerce have various levels of convenience ranging from easy access to choices of goods, ease of making purchases, ease of payment to ease of getting goods (Kemarauwana & Darmawan, 2020). Ease of use determines the sustainability of the relationship between buyers and sellers with regard to online shopping behavior. Ease of use of applications is an important thing that e-commerce providers need to pay attention to, considering that buyers in e-commerce have various levels of convenience ranging from easy access to choices of goods, ease of making purchases, ease of payment to ease of getting goods (delivery). Ease of use has an influence on online purchasing decisions based on previous studies. This is shown by Chen and Li (2007); Cho and Sagynov (2015); and Kucukusta *et al.* (2015).

The existence of a form of trust that arises from users is important for forming and developing long-term relationships (Darmawan, 2018). Trust exists because of the company's intention and willingness to serve the expected needs of its customers (Mayer *et al.*, 1995). This has a very important role in online transactions because activities carried out online however contain risks and always raise the potential for security breaches. Companies must pay attention to the interests of consumers so that data remains safe (Chang & Chen, 2008).

Consumer behavior is so easy to change due to the uncertain e-commerce environment. Trust is an important element that determines it. Consumer trust is determined by the company's intentions and efforts to maintain the relationship between the two (Kotler & Keller, 2016). From the company's internal perspective, this is determined by the company's policies, competence, credibility, integrity, honesty (Masitoh *et al.*, 2017). According to McKnight *et al.* (2002) stated that consumer confidence is a positive consumer expectation of producers for their ability to produce products that satisfy customers. There is the involvement of money and consumer data in online transactions. This makes consumers not simply trust the offers of e-commerce actors (Hoffman *et al.*, 1999). Although there is no physical interaction in online commerce, the store's reputation and brand strength can strengthen consumer trust. Other than that, the global, unregulated nature of the Internet

further emphasizes the need to establish mechanisms for trusting the media. Therefore, it has been suggested that trust will be influenced by increased perceptions of security and privacy in e-commerce transactions (Chellapa, 2001). Thus, the existence of trust causes a contribution to shape consumer commitment to the company and the sustainability of the transaction (Morgan & Hunt, 1994). Of course, there is a real relationship if an online offer gets a lot of responses and interest means it has a high level of trust in the eyes of consumers. Its popularity shows the existence of consumer confidence. It is not easy to do this, but according to Sahney *et al.* (2011) and Joshi and Achuthan (2016), there is an intention and behavior to continue buying online if consumers already have confidence in the online offer. This relationship is unidirectional and strong.

Thus, security, ease of use and trust can influence consumer behavior in the form of impulsive purchases. It is interesting to observe that because most new product purchases result from impulsive purchases rather than planned purchases (Kacen & Lee, 2002) and according to Rook (1987), impulsive buying occurs when consumers suddenly feel an irresistible urge to buy something quickly. Based on previous studies, this study aims to determine the effect of safety, ease of use and trust on impulsive buying behavior at the Shopee marketplace in Indonesia.

## RESEARCH METHOD

The population in this study are consumers who have made online purchases at Shopee. The sampling technique used is non-probability sampling, with a purposive sampling method with the following sample criteria: consumers who have made online Shopee purchases more than once, and aged over 17 years to 50 years. Respondents came from the city of Surabaya and its surroundings. The type of data used by researchers is primary data by distributing questionnaires to respondents. Meanwhile, the primary data sources collected by researchers used closed questions. In this study using a Likert scale. The research scale used is the one that ranges from "totally disagree" with a score of one to "completely agree with a score of eight." An online web-based questionnaire was created using an application from google form. Respondents were invited via email, Whatsapp, Facebook, with a message containing a link that was linked to the website containing the questions in the questionnaire, then filled out. The targeted sample of 100 participants from this study is expected to meet the requirements to participate in this study.

The first independent variable in this study is the safety variable. This variable is about the ability of online systems that are able to control and maintain security of data transactions. This variable is measured based on Chellappa and Pavlou (2002) which states there are five indicators, namely (1) the level of confidence that information will only reach the right party; (2) a level of confidence that inappropriate parties will not view or retain consumer information; (3) the level of confidence that retailers will not disclose consumer information to others; (4) the level of confidence that inappropriate parties will not manipulate consumer information during the transaction; (5) the overall level of confidence in the security of the transaction.

The second independent variable is ease of use. This variable is related to the user's belief that the system is easy to use so that it does not require hard effort and will be free from difficulties. They hoped that a website that was well-organized, easy to navigate, and not too complex would be easier to use. The measuring tool is based on indicators from Davis (2000), which insulate this variable with four indicators, namely (1) ease to learn - information technology is easy to learn; (2) ease to use - information technology is easy to use; (3) clear and understandable - information technology is clear and easy to understand; (4) become skillful.

The third independent variable is trust. This variable means that consumers have positive expectations for Shoppee for its ability to provide interaction facilities between sellers and buyers so that it can satisfy and protect the interests of buyers (and sellers). The measurement of this variable is based on indicators from Gefen (2000) which state that trust consists of three components, namely (1) integrity - how much confidence is someone in the honesty of the seller to maintain and fulfill the agreements that have been made to consumers; (2) benevolence - how much someone trusts the seller to behave well to consumers or the seller's willingness to serve the interests of consumers; (3) competence - someone's belief in the ability of the seller to help consumers to do something according to what the consumer needs. The essence of competence is how much success the seller has to produce what consumers want. The essence of competence is the seller's ability to meet consumer needs.

The dependent variable is impulsive purchases or unplanned purchases on the Shoppee marketplace. (Y) Unplanned purchases at Shoppee are related to spontaneous and unplanned purchases by consumers. This variable is arranged

based on eight indicators derived from Rook (1987) which states eight dimensions of impulsive buying, which are described as follows, (1) the spontaneous urge to buy - impulsive buying occurs after a person feels an unexpected spontaneous urge which in most cases is a response against advertisements or visual confrontation; (2) power and compulsion - This describes the strength underlying the urge to buy and the motivation of consumers to act quickly regarding the product while ignoring other aspects; (3) excitement - the urge to purchase experienced by consumers can be a source of personal pleasure and occurs to varying degrees for each consumer; (4) synchronicity - this describes the miracle-like impression that occurs when consumers experience instant compatibility, that they are in the right place at the right time, when they find the product and perceive the encounter as a coincidence; (5) product animation - each product has its own appeal and consumers are often attracted to the mysterious appeal of the product, causing them to be 'hypnotized' to buy it; (6) hedonic elements - impulsive buying contains hedonistic elements that cause positive and negative emotions, such as satisfaction or guilt; (7) conflict - an unplanned purchase can cause emotional conflict in the consumer. They experience two conflicting emotions, pleasure and guilt, because impulsive buying and the resulting spontaneous buying can violate their own personal rules; (8) consequence - a strong urge to buy, especially in impulsive purchases, can cause consumers to ignore the consequences that may arise.

The data obtained from the research were processed using data analysis techniques, namely multiple linear regression analysis. Partial Significance Test (t test), to determine how far the influence of an explanatory / independent variable individually in explaining the dependent variable. To support the analysis, the F test was carried out and the coefficient of determination was measured. F-test to determine the effect of all independent variables simultaneously on the dependent variable. The coefficient of determination ( $R^2$ ) is used to measure how far the model is able to explain the variation in the dependent variable. In other words, to find out how much the contribution of the independent variable to the dependent variable. The value of  $R^2$  is between 0 and 1.

## RESULT AND DISCUSSION

### Respondent Profile

There are one hundred respondents involved in this study. Here is a profile respondents who are summarized based on the characteristics and the percentage.



- Gender consists of women: 67%; Male: 33%
- Age of respondents consisted of: 17-24 years old at 74%; age: 25-29 years of 11%; age: 39-40 years of 11%; age 39 - 50 years by 4%.
- Respondents' education consists of high school level at 62%; a D1-D3 level of 11%; S1 level by 25% and others by 2%.
- Respondents' occupations consisted of student / student at 64%; Self-employed by 4%; Employees at 32%.
- Respondents' income consists of <Rp. 500,000, - of 29%; > Rp. 500,000 to Rp. 1,000,000-, 38%; IDR 1,000,000 to IDR 2,000,000 in the amount of 16%; Rp. 2,000,000 to Rp. 3,000,000 in the amount of 8%; > Rp. 3,000,000, - 9%.

### Validity and Reliability Test

Based on Table 1, it can be stated that all questions given to respondents are declared valid because the corrected item-total correlation value exceeds 0.3. After the statement item is declared valid, then it is through the reliability test process.

Table 1. Validity Test

Variable	ITEM	Corrected item total correlation
Security (X.1)	X.1.1	0.522
	X.1.2	0.483
	X.1.3	0.621
	X.1.4	0.589
	X.1.5	0.604
Ease of Use (X.2)	X.2.1	0.512
	X.2.2	0.527
	X.2.3	0.636
	X.2.4	0.567
Trust (X.3)	X.3.1	0.496
	X.3.2	0.551
	X.3.3	0.576
Impulsive Buying Behavior (Y)	Y.1	0.513
	Y.2	0.532
	Y.3	0.621
	Y.4	0.634
	Y.5	0.659
	Y.6	0.664
	Y.7	0.625
	Y.8	0.572

Source: SPSS 25 output processed by the author, 2021

Based on Table 2, the following results for each variable, namely security, ease of use and trust in impulsive purchases which have a Cronbach alpha value > 0.6. Thus the whole item statement variable under study is declared reliable.

Table 2. Reliability Test

No.	Variable	Cronbach's alpha
1.	X.1	0.842
2.	X.2	0.857
3.	X.3	0.819
4.	Y	0.794

Source: SPSS 25 output processed by the author, 2021

### Classic Assumption Test

The result of sorting the classical assumptions shows the feasibility in all parts such as fulfilled normality because the output results have points scattered between the diagonal lines and in the direction of the diagonal lines. See Figure 1.

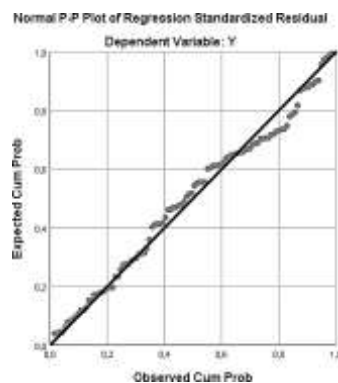


Figure 1 Normality Test  
Source: SPSS 25 output

In the heteroscedasticity test based on the scatter plot observation as shown in Figure 2. The SPSS output shows there is no visible pattern that is clearly formed and is still spreading on the Y axis so that it can be concluded that there are no problems in the heteroscedasticity test.

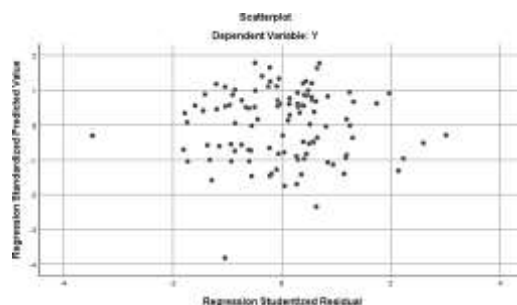


Figure 2 Heteroscedasticity Test  
Source: SPSS 25 output

The result of autocorrelation test, the durbin-watson value was obtained 1,988. It shows that there is no autocorrelation problem. Meanwhile, the multicollinearity test was obtained each VIF value shows a value below 10 and a tolerance value above 0.1 for the independent variable. Thus the variables involved in this study did not have a multicollinearity test problem or did not have a very strong correlation.

### t test

Based on Table 3, the results of the t test show that all independent variables have a significant positive effect on impulsive buying behavior. Therefore, the significance value of each has met the requirements below 0.05 so that the hypothesis is accepted. The regression equation formed is:  $Y = 5,569 + 4,361X_1 + 2,250X_2 + 1,410X_3$ . From this equation, it can be seen that the security variable becomes the independent variable that has a dominant effect on impulsive buying behavior.

Table 3. Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		t	Sig.
	B	Std. Error		
(Constant)	5.569	1.461	3.812	.000
X <sub>1</sub>	4.361	.246	17.755	.000
X <sub>2</sub>	2.250	.159	14.107	.000
X <sub>3</sub>	1.410	.185	7.631	.000

Source: SPSS 25 output processed by the author, 2021

### F test

The results of the F test in Table 4 show that the calculated F value is 665.341 with a significance of 0.000 so that the independent variable has a significant effect simultaneously on the dependent variable.

Table 4. ANOVA<sup>a</sup>

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	8301.485	3	2767.162	665.341	.000 <sup>b</sup>
Residual	399.265	96	4.159		
Total	8700.750	99			

Source: SPSS 25 output processed by the author, 2021

The results of the coefficient of determination in Table 5 describe that the Adjusted R square value is 0.953 so that 95.3% of the variable impulsive buying behavior is explained by the variables of security, ease of use, and trust, while other explanations of other causes that are not discussed in this study with a contribution of 4.7%. Thus, if the value is close to one, the stronger the model will explain the dependent variable.

Table 5. Model Summary<sup>b</sup>

R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
.977 <sup>a</sup>	.954	.953	2.03937	1.807

Source: SPSS 25 output processed by the author, 2021

### Discussion

From the results of data analysis previously described, it will be adjusted to the predetermined research hypothesis. The following is the explanation. The first hypothesis states that security has a significant effect on impulsive buying behavior. This is consistent with the findings of Pavlou (2001) and Zhang and Von Dran (2002). Respondents' impression of security is a factor driving them to make impulsive purchases on e-commerce sites. Security issue is an important aspect of an information system. Online transaction security is an effort to prevent abuse and prevent fraud (cheating) or at least detect fraud in an information-based system, where the information itself has no physical meaning. The very important value of information causes the desired information to be accessed only by certain people. The fall of information into the hands of other parties can cause harm to the owner of the information (Chen *et al.*, 2015). For this reason, the security of the information system used must be guaranteed within acceptable limits.

The second hypothesis states that ease of use has a significant effect on impulsive buying behavior. This finding is consistent with studies from Chen and Li (2007); Yoon and Sagynov. (2015); and Kucukusta *et al.* (2015). System design that makes it easy for system users has a great opportunity to be accepted and mastered by users. Apart from that it will help save consumers time and effort. Although in some cases online shopping is considered a failure when ordering is time-consuming and complicated (Lim & Dubinsky, 2004).

The third hypothesis states that trust has a significant effect on impulsive buying behavior at shopees. This is consistent with studies from McCloskey (2006); Sahney *et al.* (2011); and Joshi and Achuthan (2016) who state that trust has a significant effect on sustainable behavior in online purchases and use of e-commerce. Sustainable behavior is in accordance with the conditions in this study that the respondents have made previous transactions at shopees. Impulsive buying falls into the category of continuous behavior. One form of trust is the idea of a willingness to take risks when deciding on a purchase (Sheppard & Sherman, 1998). There is a willingness to take risks with their money and this may be correlated with this trust variable. Satisfying experiences for those who engage in impulsive buying will also lead to more spontaneous consumer behavior in the future (Darmawan, 2019).

## CONCLUSION

From the results of the analysis of the results of the research and its discussion, the researcher can establish the following conclusions: (1) security has a significant effect on impulsive buying behavior in shopees; (2) ease of use has a significant effect on impulsive buying behavior at shopees; (3) trust has a significant influence on impulsive buying behavior at shopees. In addition, simultaneously, the three independent variables also have a significant influence on impulsive buying behavior at shopees.

In fact, consumers make purchases spontaneously (impulsive purchases) even though the main characteristic of this behavior is that they do not really need the goods. Safety, ease of use and trust are the main drivers in this study to make impulsive purchases at shopee. This should make Shopee strive to always update for the sake of being user friendly in designing the system so that besides having an attractive appearance, it also has the convenience and security of the system. Shopee is expected to maintain ease of use of the application from features and transaction processes. Shopee must continue to be a media and shopping place that is more attractive to Indonesians, especially among users who want to shop online. Cellphone users as the majority of users are the main target users of the system to make impulsive purchases more often. For the security variable, it is necessary to improve the payment features that are easier, faster and safer. With a payment that is more practical but still safe, it will cause consumers to shop more often. In addition, Shopee can also develop cooperation with other forms of virtual payments.

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