

Study of Online Impulsive Buying in Indonesia During Covid-19 Pandemic Outbreak

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Abstract

E-commerce has swiped the new culture of marketing way in Indonesia. During the Covid-19 pandemic the intensity of the uses of marketplace canal is increasing dramatically. This research aims to know the effect of Website Quality, Electronic Word-of-Mouth and Sales Promotion on Impulsive Buying behaviors of Shopee consumers during the Covid-19 pandemic outbreak in Indonesia. The type of research used in this research was quantitative research. Data was collected through the online questionnaire. By surveying 445 respondents that had done online shopping on Shopee e-commerce during the Covid-19 pandemic this study adopt non-probability sampling technique was used in this research with purposive sampling as a sampling method. Multiple Linear Regression with SPSS 21.0 For Windows was conducted to analyze the data collected from the online questionnaire. The findings revealed that Website Quality, Electronic Word-of-Mouth and Sales Promotion of Shopee significantly and positively affect public's Impulsive Buying in e-commerce Shopee during the Covid-19 Pandemic partially or simultaneously.

Keywords

Impulsive Buying; Website Quality; Electronic Word-of-Mouth; Sales Promotion; E-commerce; Shopee; Covid-19

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Introduction

On Wednesday (11/3/2020), Tedros Adhanom Ghebreyesus as Director-General of the World Health Organization (WHO) officially declared the Corona virus or Corona Virus Disease-19 (Covid-19) as a pandemic. Corona virus is an infection that attacks the respiratory tract caused by the Covid-19 virus. In Indonesia, according to official government statistics at

covid19.go.id (01/04/2021) the number of confirmed positive cases is 1.511.712 cases in 34 provinces in Indonesia, with a death toll of 40.858 cases and a death rate of 2,7%. The Indonesian government itself has begun to implement social distancing/physical distancing policies, work from home, and dismiss teaching and learning activities, this effort is made so that

people stay at home so they can minimize the public being contaminated by the Corona virus. With this policy, people will continue to limit physical contact and begin to rely on online stores to meet their needs and avoid physical contact with crowds.

Covid-19 has a significant impact on e-commerce worldwide, one of the impacts is the rapid development of e-commerce in Indonesia due to the Covid-19 virus. Covid-19 has forced consumers to use the internet and make the internet a new hobby or habit in their daily lives (Abiad et al., 2020). Based on the latest annual report from the e-commerce solution startup, Sirclo, entitled "Navigating Indonesia's E-commerce COVID-19 Impact & The Rise of Social Commerce" during the 2020 pandemic, there has been 12 million new e-commerce users. Through a survey conducted, Sirclo stated that at least 40% of these new users would continue to grow in number and make online shopping a new habit that is not temporary during the pandemic.

One of the most popular e-commerce sites that occupy the top ladder in online buying and selling sites in Indonesia during Covid-19 pandemic outbreak is Shopee (Pink & Djohan, 2021; Wirania & Wibasuri, 2020), based on data reported from databoks.katadata.co.id as of January 2021 Shopee still occupies the top ladder of online buying and selling sites in Indonesia with a total of 129.3 million visits, beating Tokopedia with 114.7 million visits and Bukalapak with 38.6 million visits.

The internet is a form of marketing channel that can stimulate consumers to make purchases spontaneously (Sun & Wu, 2011). Spontaneous purchases have a significant role in online sales, especially for online shopping transactions made during holidays (Shen & Khalifa, 2012). To understand more about spontaneous or impulsive online purchases, e-commerce businesses must consider the inherent characteristics of consumers (Turkyilmaz et al., 2015). Because the primary purpose of the seller is to increase stimulation and

create incentives for consumers to increase sales (Amos et al., 2014). Arahap et al., (2021) mentioned an increase in impulsive buying done online during the Covid-19 pandemic.

The buying factor of impulsive buying is caused by situational impulses encountered in doing shopping, this behavior then becomes an internal individual problem, because when consumers make decisions spontaneously, consumers will be influenced by the impulsiveness and emotional condition of the individual when seeing the products offered and arranged in an attractive manner (Verplanken & Herabadi, 2001). Research conducted by Salim (2017) explains that the physical environment influences impulsive buying behavior. Meanwhile, for non-physical research objects Barnes & Vidgen (2002) explained that online impulse buying is caused by the atmosphere created by the website, such as design, layout, color, and others. This non-physical environment can be measured using the Web-Qual method.

The rapidly growing intensity of online shopping in e-commerce during the pandemic has forced e-commerce business people to develop strategies to face competition with other e-commerce. One of the crucial components owned by an e-commerce business is a website (Muhsin & Zuliestiana, 2017). Through a good quality website, e-commerce can attract visitors to shop, not to mention visitors who tend to shop impulsively or spontaneously (Dewi & Rachmawati, 2020).

With limited information when making online purchases, additional information such as e-WOM or electronic word-of-mouth will be needed (Goyette et al., 2010). This information can be obtained through the review column or testimonials given by consumers in the form of recommendations or comments on a product that can be a source of information and can influence online purchasing decisions (Ismagilova et al., 2017).

Spontaneous buying behavior (impulsive buying) is driven by a stimulus namely promotional activities to create marketing stimuli (Rook & Fisher, 1995). One of the stimulus strategies used to form spontaneous purchases is sales promotion (Duarte et al., 2013). Research conducted by Wiranata & Hananto (2020) found that sales promotion influenced impulsive buying.

In this study, the researcher modifies from several studies that have been done previously and combines each of the variables that exist in each study which will be used as a unified variable to be studied. This modification was carried out based on the S-O-R (stimulus-organism-response) theory (Hovland et al., 1953). Stimulus is a trigger that arouses consumer desires and the organism is the way consumers evaluate internally. Response is consumers' reaction to the stimulus and organism received (Chan et al., 2017). Online impulse buying factors based on SOR theory are classified in the form of external stimuli (website stimuli, marketing stimuli, and situational stimuli), internal stimuli (impulsive consumer characteristics), organisms (affective reactions and cognitive reactions), and online impulse buying responses (urgent tendency to buy impulsively online) (Chan et al., 2017). Based on the explanation above, this study intends to examine the influence of Website Quality, Electronic Word-Of-Mouth and Sales promotion on the Impulsive Buying behavior of Shopee e-commerce users during the Covid-19 pandemic.

Literature Review

Impulsive Buying

Impulsive buying is a buying activity that consumers do not plan and carry out (Stern, 1962). Impulsive buying usually occurs when consumers have a strong ambition that turns into a desire to buy the product (Rook & Fisher, 1995). Verplanken & Herabadi (2001) define impulsive buying as an invisible and unthinkable purchase, followed by conflict and emotional desire.

This emotional desire creates a strong feeling which is indicated by fulfilling the purchase because of a desire to buy a product, allowing the negative impact, getting satisfaction and conflicts in mind.

Loudon & Bitta (1993) stated that the factors that influence impulsive buying, including items that are unique and have low prices, little needs, and easy-to-find store; trading and marketing which includes distribution in large quantities, recommended mass media advertising, product placement and strategic store placement; the uniqueness of consumers such as personality, gender, socio-economic uniqueness.

Website Quality

Barnes & Vidgen (2002) defines website quality as the overall characteristics and characteristics of a website that determine the extent to which these characteristics can meet customer needs. It was also stated that the quality of the website could be related to the presentation of information, ease of access, ease of navigation, and criteria such as timeliness. Webqual is a method that aims to measure the usability, information, and quality of interaction services on a website that is used mainly for companies in the e-commerce field (Barnes & Vidgen, 2002).

In 1998 Barnes and Vidgen developed the Webqual Method on e-government and e-commerce websites. They started developing the Webqual 1.0 method at the online bookstore and then were developed Webqual 2.0 for the B2C web. Later then they continued again with the testing on the web auction conducted in 2001 by Barnes and Vidgen for Webqual 3.0. In 2002 the last development of Webqual 4.0. (Barnes & Vidgen, 2002). Research conducted by Hayu et al. (2020) found that the website's quality influences impulsive buying behavior online.

Electronic Word-of-Mouth

In today's era, with the advancement and development of technology, especially the internet, many consumers use it as a tool to

find information about a product, service, or organization. The development of the internet, the popularity of e-commerce and the spread of social media applications gave rise to electronic word-of-mouth or e-WOM. E-WOM itself can be seen as a less personal form of word of mouth than traditional word of mouth, but it can be seen as a more effective marketing tool because of its wider reach and public availability (Ismagilova et al., 2017). Ismagilova et al., (2017) argue that e-WOM is "all informal communication addressed to consumers through internet technology regarding the use or characteristics of an item, service, or seller."

E-WOM is a way for consumers to express their opinions about products and services that are very important for consumer knowledge, companies can also use e-WOM as a promotional media to affect impulsive buying (Pai et al., 2013). E-WOM is a form of development from the previous theory, namely WOM (word-of-mouth) following current marketing developments which have begun to switch to electronic media (Goyette et al., 2010). Research conducted by Astuti et al., (2020) found that electronic word-of-mouth influences impulsive online buying.

Sales Promotion

Kotler & Keller (2016) define sales promotion as various short-term incentives to urge the desire to buy or try a product or service. Meanwhile, Piza (2005) defines sales promotion as a material, technique, or activity that triggers a purchase by offering added value or incentives to a product for consumers, experimentation, and interest. Based on this understanding, it can be concluded that the notion of sales promotion is a form of incentive given to consumers to urge the desire to experiment or buy a product to increase sales volume quickly in that period.

One of the stimulus strategies used to form spontaneous purchases is sales promotion (Duarte et al., 2013). Research conducted by Wiranata & Hananto (2020) found that

sales promotion influenced impulsive buying.

The Effect of Website Quality on Impulsive buying

Website Quality is a method used to measure the usability, information, and quality of interaction services on a website used especially for companies engaged in e-commerce (Barnes & Vidgen, 2002). Hovland et al., (1953) on S-O-R (stimulus, organism, response) theory shows that the stimulus in the form of the quality of a website can provide a stimulus or organism that will respond to the form of Impulsive Buying behavior online (Chan et al., 2017; Syastra & Wangdra, 2018).

Wiranata & Hananto (2020) in their research state that website quality impacts online impulsive buying behavior in e-commerce.

H₁: Website quality affects impulsive buying.

The Effect of Electronic Word of Mouth (e-WOM) on Impulsive Buying

Electronic word of mouth (e-WOM) according to Ismagilova et al., (2017) suggests that e-WOM is "all informal communication addressed to consumers through internet technology regarding the use or characteristics of an item, service, or seller."

The relationship between electronic word of mouth (e-WOM) and impulsive buying has been mentioned in several studies, such as the research of Bagheri & Mokhtaran (2018). The SOR theory proposed by Hovland et al., (1953) states that the stimulus is in the form of marketing stimuli such as a review column or testimonials (e-WOM) can trigger the organism and provide a response in the form of Impulsive Buying behavior online (Chan et al., 2017; Syastra & Wangdra, 2018).

H₂: Electronic word of mouth (e-WOM) affects impulsive buying.

The Effect of Sales Promotion on Impulsive Buying

Kotler & Keller (2016) define sales promotion as various short-term incentives to encourage the desire to buy or try a product or service.

The relationship between sales promotion and impulsive buying has been previously studied by Sugianto (2016) which states that sales promotion has a significant impact on impulsive buying on consumers in Zalora. Solomon et al., (2018) stated that sales promotions are designed to stimulate spontaneous purchases and trials of a product during a specific period, so that it is very likely to trigger impulsive buying behavior.

H₃: Sales promotion affects impulsive buying.

The Effect of Website Quality, Electronic word-of-mouth and Sales Promotion simultaneously on Impulsive Buying

The S-O-R theory (Hovland et al., 1953) states that the given stimulus will form an organism and provide response or behavior. One form of response by consumers is impulsive buying behavior (Chan et al., 2017). The forms of stimulus that companies or sellers can give consumers are website quality and marketing stimuli (Syashtra & Wangdra, 2018).

The simultaneous relationship between website quality, electronic word-of-mouth and simultaneous sales promotion on impulsive buying is mentioned in Sugianto's research (2016). This study found that the three variables simultaneously affect the dependent variable, namely impulsive buying.

H₄: Website quality, electronic word-of-mouth and sales promotion have a simultaneous effect on impulsive buying.

Methodology

The type of research used in this research is quantitative research. Quantitative research

itself is defined as a tool to test objective theories by examining the relationship between variables. These variables, in turn, can be measured usually on an instrument, so numbered data can be analyzed using statistical procedures (Creswell, 2009). The population in this study were people who had shopped online through the Shopee platform during the Covid-19 pandemic.

The sample collection method used in this study is Non-Probability Sampling. The selected non-probability sampling method is purposive sampling. Purposive sampling is a method of determining the sample with an exceptional estimate. The sample criteria for this study are people who have shopped online through the Shopee platform during the pandemic, with an age range of 17-55 years. Researchers chose this age range because at the age of 17-55 years respondents were easier to fill out the questionnaire and were considered to have been able to take responsibility for the contents of the questionnaire and minimize missing data and non-responses.

The method of data collection in this study was through the distribution of questionnaires. The questionnaire was prepared in Google Forms format distributed online via Instagram, WhatsApp, Line, Twitter, Facebook and Telegram applications. Screening is carried out to ensure that all respondents are domiciled in Indonesia and who done online shopping on Shopee e-commerce during the Covid-19 pandemic. Determination of the number of samples is determined by the criteria set by Hair et al., (2010) which states that the number of respondents taken is a minimum of 5 times and a maximum of 10 times the number of indicators used in the study. The indicators used are 43 items, so the number of samples is 430 respondents. To overcome the presence of questionnaires that were filled out incompletely by respondents or the questionnaire was considered to be a failure, this study targeted a sample of 445 respondents.

Finding and Discussion

Table 1. Hypothesis Testing Results

	Significance	T-Statistics	Conclusion
WQ => IB	0,000	14,474	H1 Accepted
EWOM => IB	0,000	6,652	H2 Accepted
SP => IB	0,024	2,260	H3 Accepted

	Significance	F	Conclusion
WQ, EWOM, SP => IB	0,000	680,084	H4 Accepted

Source: Data Process (2021)

The Effect of Website Quality on Impulsive Buying

According to the results of the research on the influence of Website Quality Shopee on Impulsive Buying in this study, it states that Website Quality has a positive and significant effect on Impulsive Buying, where the regression coefficient value of Website Quality is 0.223 and the significance value is $0.000 < \alpha 0.05$ with $t_{\text{value}} > t_{\text{table}} (6.652) > 1,965$. This shows that the higher the Website Quality of the Shopee e-commerce site, the higher the level of Impulsive Buying on Shopee e-commerce during the Covid-19 pandemic. This study supports the existing literature conducted by (Arahap et al., 2021; Febrilia & Warokka, 2021; Thakur et al., 2020) the research find that Website Quality has an influence on Impulsive Buying behavior during the Covid-19 period. This research also supports other previous studies such as research conducted by Liu et al., (2013) that Website Quality positively affects the Impulsive Buying of online consumers in China. The results of other studies are also in line with previous research Floh & Madlberger (2013) finding through the S-O-R theory that Website Quality can affect Impulsive Buying for purchases in e-commerce books.

The Effect of Electronic Word of Mouth (e-WOM) on Impulsive Buying

According to the results of the research on the effect of Electronic Word-of-Mouth Shopee on Impulsive Buying in this study, it is stated that Electronic Word-of-Mouth has a positive and significant effect on Impulsive Buying, where the Electronic Word-of-Mouth regression coefficient is 0.305 and the significance value is $0.000 < \alpha 0.05$ with $t_{\text{value}} > t_{\text{table}} (6.652) > 1.965$. This shows that the increasing Electronic Word-of-Mouth from Shopee's e-commerce, the higher the level of Impulsive Buying in Shopee's e-commerce during the Covid-19 pandemic. This study supports the existing literature conducted by (Ardyan et al., 2021; Kshatriya & Sharad Shah, 2020; Saif Furqan Abdullah & Artanti, 2021) the research find that Electronic Word-of-Mouth has an influence on Impulsive Buying behavior during the Covid-19 period. This study also support the previous research before pandemic conducted by Zafar et al., (2019) that Electronic Word-of-Mouth has a positive and significant effect on consumers' impulsive buying behavior in Pakistan. Previous research conducted by (Liu et al., 2017) on 7Net e-commerce users in Taiwan also found a positive and significant effect of Electronic Word-of-Mouth on impulse buying in 7Net e-commerce.

The Effect of Sales Promotion on Impulsive Buying

According to the results of the research on the influence of Sales Promotion in e-commerce Shopee on Impulsive Buying in this study, it is stated that Sales Promotion has a positive and significant effect on purchasing decisions, where the Sales Promotion regression coefficient value is 0.181 and the significance value is $0.001 < \alpha 0.05$ with a $t_{\text{value}} > t_{\text{table}}$ ($2.260 > 1.965$). This shows that the higher the Sales Promotion provided by Shopee, the higher the level of Impulsive Buying in Shopee's e-commerce during the Covid-19 pandemic. This study supports the existing literature conducted by (Chauhan et al., 2021; Febrilia & Warokka, 2021; Firdausy & Fernanda, 2021) the research find that Sales Promotion has an influence on Impulsive Buying behavior during the Covid-19 period. This is in line with research conducted by Badgaiyan & Verma (2015) that Sales Promotion significantly affects the Impulsive Buying of consumers in India. Dawson & Kim (2009) suggest that sales promotion is part of an external stimulus. If it present on an e-commerce website to an adequate level, it can form an impulse to make an impulse purchase.

The Effect of Website Quality, Electronic Word-of-Mouth and Sales Promotion simultaneously on Impulsive Buying

According to the results of the research on the influence of Website Quality, Electronic Word-of-Mouth and Sales Promotion on Impulsive Buying simultaneously in e-commerce Shopee in this study, it is stated that Website Quality, Electronic Word-of-Mouth and Sales Promotion simultaneously have a positive and significant effect on Impulsive Buying, where the value of $F_{\text{value}} = 680.084$ while F_{table} is 2.626, then $F_{\text{value}} > F_{\text{table}}$ and a significance value of $0.000 < \alpha 0.05$. This shows that the increasing Website Quality, Electronic Word-of-Mouth and Sales Promotion provided by Shopee, the higher the level of Impulsive Buying in Shopee e-commerce

during the Covid-19 pandemic. This is in line with research conducted by Sugianto (2016) who found that Website Quality, Electronic Word-of-Mouth and Sales Promotion simultaneously have a positive and significant impact on the online behavior of Impulsive Buying of Zalora e-commerce consumers.

Conclusion

With the development of online commerce and the emergence of the Covid-19 pandemic, business people must continue to develop their business and increase sales. This study found that Website Quality, Electronic Word-of-Mouth and Sales Promotion had a positive and significant impact either partially or simultaneously on impulsive buying.

In this study it was found that the Website Quality variable affected Impulsive Buying. So it is hoped that Shopee's e-commerce will continue to improve the quality of its website, starting from the design and appearance, ease of use and website navigation, website security, to the quality of the information provided by the website and other supporting things that can meet consumer needs during the Covid-19 pandemic and after the Covid-19 pandemic ends.

This study also found that Electronic Word-of-Mouth affects Impulsive Buying so that it is hoped that Shopee's e-commerce can make more adequate review features, such as increasing the number of words that can be written when writing a review, increasing the number of photos and videos that can be uploaded when writing a review. In addition, Shopee can provide additional gifts when users do online reviews such as giving discount coupons so that Shopee users are more likely to review the products they buy online through Shopee e-commerce.

This study found that Sales Promotion affected Impulsive Buying so it was hoped that Shopee's e-commerce could compare

the number of promotions they provided with other platform sites, and provide more attractive promos that would attract the attention of Shopee users. The accuracy of the targeting of the promotions provided must also be considered, in this way Shopee will continue to compete with other platforms in terms of price and continue to dominate the Indonesian e-commerce market.

Limitation and Future Research

For further researchers, this study recommends adding more variables or other factors that influence online Impulsive Buying behavior and can modify and develop models relevant to future conditions to obtain results that are also relevant to new conditions in the future.

With these findings as well, further research can be focused on improving the performance of e-commerce websites both in terms of marketing and performance for ease of transactions. Moreover, the sample obtained can be more comprehensive, future research can focus on the younger generation rather than millennials. With the continuous progress of society, more and more people have their cell phones which are dominated by Gen Z who do online shopping more often (Ayuni, 2019).

In this study, some limitations are expected for future researchers to develop research as well as possible. Research on the variables in this study still needs to be studied further, because at this time research on the influence between these variables is still rarely found, especially with the renewal during the Covid-19 pandemic where impulsive purchases increase in intensity (Arahap et al., 2021). In addition, in the future, the use of e-commerce will increase Ayuni (2019), so it is hoped that it is necessary to investigate the effect of creating renewal in the future.

Notes on Contributors

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