



The Effects of Self-control on Impulsive Buying During National Online Shopping Day Celebration on Students of State University in Malang

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Abstract. Indonesia's national online shopping day celebration has triggered consumers to buy impulsively. This tendency of impulsive buying could be restrained through good self-control on individuals. Therefore, this research aimed to identify the effects of impulsive buying level, self-control level, and effects of self-control to impulsive buying on students of State Universities in Malang during the national online shopping day celebration. This research used instruments modified from aspects of impulsive buying proposed by Verplanken & Herabadi (2001) and aspects of self-control proposed by Tangney, Baumeister & Boone (2004) on about 177 student samples taken in proportionate stratified sampling method. The validity of the impulsive buying instrument moved from 0,115 – 0,808 with a reliability (Cronbach's Alpha) of about 0,848.

Meanwhile, the validity of the self-control instrument moved from 0,403 – 0,684 with a reliability of about 0,898. The research finding referred to negative effects between two variables examined in this research with regression coefficient value -0,509 ($p < 0,05$). Most respondents generally dominated the mediate category on each variable or dimension.

Keywords: Impulsive Buying · Self-control · Online Shopping · National Online Shopping Day Celebration

1 Introduction

Technology advances in Indonesia affect the growth of the human economy, mobility, and lifestyle. One of the impacts of the human lifestyle we can find nowadays is human attitude and behavior in shopping. The shopping method usually carried out in face-to-face contact between seller and buyer, is considered impractical in the current digital era. Hence, society is moving to a simpler and cheaper shopping model that can be done anytime and anywhere; it is called a modern or online shopping model. Online Many consumers are increasingly doing online shopping itself. This statement is indicated by the presence of various marketplaces in Indonesia. The hype of the marketplace in Indonesia affects the companies' high competitiveness in attracting and collecting

consumers or customers. They give many attractive offers such as a variety of products, cashless transactions, free shipping cost, and great sales every month on the same date, better known as the National Online Shopping Day Celebration.

National Online Shopping Day Celebration promotes online shopping activity in Indonesia. Online shop sellers often use this moment to market their products. In addition to the offers of discount vouchers, cashback, and free shipping costs given in e-commerce, the sellers also lower their product price specifically on that day only, the national online shopping day celebration. Many offers are given in e-commerce to boost the intensity of consumer shopping. Consumers tend to buy continuously and repeatedly during national online shopping day celebrations than usual days. This consumer attitude is seen from the total transaction made during the national online shopping day celebration in 2021, which has reached a transaction value of about 18,1 trillion rupiahs. This transaction value has exceeded the Indonesian E-commerce Association's initial target of about 13 trillion rupiahs (Merdeka, 2021).

Moreover, another survey by Populix has stated that about 40% of consumers who buy online are Javanese people (non-Jabodetabek), and 31% of consumers are from Jabodetabek. The products that consumers buy most often are makeup and cosmetics, with a percentage of 49%. Meanwhile, the average online shopping budget spent between 50,000 rupiah – 500,000 rupiah through various payment methods. This survey also refers that the group of people who make the most online buying are teenagers in the age range of 18–21 years, with a percentage of 35%, and 22–28 years, with a percentage of 33%, in which this survey has the total respondents of about 6.285 respondents all over Indonesia. (Wardani, 2020).

National online shopping day celebration is celebrated by all community circles and groups, including students. The students are individuals aged around 18–25 years old or in the growth stage of late adolescence to early adulthood, which is the growth phase with unstable emotional maturity characteristics, so it tends to lead to unreasonable behaviors and encourage inappropriate buying behavior (Diba, 2014). Besides adults, the impulsive buying phenomenon has also occurred in teenagers (Chita et al., 2015). This finding is supported by Rawes' statement (2014, in Sulistyawati, 2016) that teenagers in the age range of 18–29 years can make impulsive buying.

In Indonesia, teenagers aged 18–21 are ideally university students who will or are in their studies. Students in late adolescence have some characteristics, such as the tendency to be influenced by marketing or sales, a lack of realistic thinking or consideration, no savings, and being easily persuaded. Those factors trigger teenagers' impulsive behavior, especially in shopping (Larasati & Budiani, 2014). Teenagers with basic characteristics which are easily persuaded and labile make them easier to do impulsive buying, and they tend to be the main target of marketing by producers (Anin et al., 2008). Further, shopping is considered a stress-coping method and fatigue-release activity due to daily activities that have drained energy. Most shopping activities are done by girls or female students.

The tendency of impulsive buying is an irrational behavior that only concerns feelings and emotional sensations that will bring unwanted negative impacts like wasting money (Rahmasari, 2010) which will be a constraint for the person later. The individuals who

have made impulsive buying will have both internal and external consequences. In addition, impulsive buying behavior will affect negative emotional effects during or after buying, like disappointment, regret, and sadness. Those emotional effects can appear from restless feelings, since having financial difficulty after buying, guilt for buying unneeded things, and social consequence because the purchased item is not approved by relatives or parents (Rook & Gardner, 1993). Those economic problems due to impulsive buying behavior will affect individual performance and both their psychological well-being. It is in line with the research result by Barclays (2014), which has written that by experiencing economic difficulties, individuals will have trouble with their performance and reduced daily productivity. Further, the economic constraints will also make individuals experience life difficulties that may lead to depression symptoms (Dianovinina, 2018).

Based on the explanation above, it is known that impulsive buying is a type of negative behavior that appears from self-impulse. Then, it may occur to everyone, including students. Buying or shopping is one of the activities performed in an individual's daily life, so it is a lifestyle that can affect the economy, social and physical health, and individual psychology. Hence, this research is conducted to identify the effects of self-control on impulsive buying on students of state universities in Malang.

2 Method

Two variables were examined in this research: self-control as the independent variable (X) and impulsive buying as the dependent variable (Y). The total research sample was 177 students in Malang. The technique of data sampling was proportional (proportionate stratified sampling). It consisted of five State Universities in Malang: University of Brawijaya ($n = 70$), State University of Malang ($n = 51$), State Islamic University of Maulana Malik Ibrahim Malang ($n = 29$), State Polytechnic of Malang ($n = 14$), and Health Polytechnic of Malang ($n = 13$). The data sampling technique used the Likert scale, while the research instruments were the scale of self-control and impulsive buying. The self-control scale was modified from aspects of self-control proposed by Tangney, Baumeister & Boone (2004), comprising 22 statement items with validity test results of 0,403–0,684 and reliability test results of 0,898. Whereas the impulsive buying scale was modified from aspects of impulsive buying proposed by Verplanken & Herabadi (2001), comprising 27 statement items with validity test results 0,115–0,808 and reliability test results 0,848. Before testing, the experts have passed both scales of expert judgment in industrial and corporate psychology.

3 Results and Discussion

The result of the descriptive analysis described the state of the research subjects. The following table explains the level of self-control of research subjects (Table 1).

Based on the categorization table, it was referred that the self-control level of students of state universities in Malang during the national online shopping day celebration was dominated by the mediate category with 120 respondents (67,80%). Next, it was followed

Table 1. Impulsive Buying Categorization

Category	Criteria	Frequency	Percentage
Low	$X < 61$	24	13,56%
Mediate	$61 < X < 83$	129	72,88%
High	$X > 83$	24	13,56%
Total		177	100%

Table 2. Impulsive Buying Categorization

Category	Criteria	Frequency	Percentage
Low	$X < 61$	24	13,56%
Mediate	$61 < X < 83$	129	72,88%
High	$X > 83$	24	13,56%
Total		177	100%

by the high category with 33 respondents (18,64%), and the last was the low category with 24 respondents (13,56%).

As for self-control, from the highest dominating to the lowest on a sample of all State Universities in Malang (UB, UM, UIN, Polinema, and Polkesma) consisting of self-discipline, work ethic, healthy habits, deliberation, and reliability.

Meanwhile, the impulsive buying rate of research subjects can be described in the following (Table 2).

Based on the categorization table, it was referred that the level of impulsive buying among state university students in Malang during the national online shopping day celebration was dominated by the mediate category with 129 respondents (72,88%). In comparison, the low and high category has a similar percentage, with 24 respondents in each category (13,56%).

Furthermore, the distribution of research data used simple linear regression analysis. Based on the test result, the sig value was 0,000, fewer than 0,05. This value showed the effects of self-control on impulsive buying of State University students in Malang. This research result was in line with the previous research done by Larasati & Budiani (2014), Aprilia & Nio (2019), and Aprilawati & Dwityanto (2017), which have been exerted on students aged between 18–21 years.

Next, the hypothesis test result indicated that the regression coefficient value was about -0,509. It was denoted that with every addition of 1% of self-control (X), impulsive buying would increase by about -0,509. This coefficient value is also called a negative score (-). Thus, it was defined that self-control could negatively affect impulsive buying behavior. In other words, it showed the higher self-control owned by State University students in Malang.

This research result also referred that the percentage of self-control effect on impulsive buying was about 31%, while the rest of 69% was affected by other factors. The other factors that could affect impulsive buying: are individual personality (Parsad et al., 2019), motivation, shopping and browsing style (Sampurno & Winarso, 2015), individual situation factors such as money and time availability (Foroughi et al., 2012), financial well-being (Barclays, 2014), etc. Moreover, the research result also showed that about 71,4% of state university students in Malang tended to be influenced by the environment or surrounding people to make impulsive buying, and about 28,6% have stated that they were influenced environment or surrounding people to make impulsive buying during national online shopping day celebration. This condition refers to impulsive buying behavior in a social environment, especially in the student circle. Thus, impulsive buying could be a shopping lifestyle in society. This result was in line with the previous research by Wati et al. (2022), which asserted that a friend environment could influence impulsive buying.

Various offers also influenced the research subjects during the national online shopping day celebration. Based on several options included in the column of e-commerce offer, it was known that most of the buying done by State University students in Malang during the national online shopping day celebration was influenced by free shipping cost offer (54,6%). Next, discount offers (38,1%), cashback (3,6%), and need (3,6%). This result was in line with the preliminary research which found the effects of e-commerce offer on consumer buying (Sari, 2017; Andarini, 2021).

Based on the research data, the category of product mostly purchased by female students in Malang during the national online shopping day celebration was cosmetic or beauty care products (35,7%). The next category was fashion items (26,2%), book and stationery (16,7%), food and beverage (16,7%), and random products based on consumer need (4,7%).

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