



# The Effect of Consumer Traits and Situational Factors on Online Impulsive Buying of Shopee Consumers in Surabaya During the Covid-19 Pandemic

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**Abstract.** There are more and more internet users in Indonesia during the Covid-19 pandemic and people's shopping behavior has changed from offline to online. Many retail stores are expanding their market share by adding online stores. People who are increasingly consumptive during the Covid-19 pandemic have created a new habit of online impulsive shopping. This research was conducted on Shopee consumers in Surabaya and aims to determine and analyze the influence of consumer traits and situational factors on the desire to shop impulsively on the Shopee platform. These factors include the influence of impulsive buying, shopping enjoyment, consumer mood, person's situation, website quality, retailer motivational activities, and product attributes on online impulsive buying behavior. The data from this study involved 339 respondents who were analyzed using the SEM (Structural Equation Modeling) method. The results show that three accepted hypotheses are accepted: impulsive buying tendency, consumer mood, and motivational activities by retailers on online impulsive buying.

**Keywords:** online impulsive buying · consumer traits · situational factors · Covid-19 pandemic

## 1 Introduction

There are more and more internet users in Indonesia, especially during the Covid-19 pandemic. Internet eases activities during the pandemic, such as communicating, shopping, studying, and many more. By 2021, Indonesia's internet users will have significantly increased by 15.5% compared to January 2020 [1]. With the use of the internet, people's behavior has changed.

One of the changing behavior of people is from shopping offline to online. Many retail stores are expanding market share by adding online stores and joining e-commerce platforms to sell products. With online stores, e-commerce platforms, and delivery services, sellers and buyers can transact easily across the city. Not only shopping, but people could also pay for electricity and internet credit only by phone. This convenience can be felt especially during the Covid-19 pandemic [2], so people can fulfill their needs without leaving home.

Public consumption and online transactions during the Covid-19 pandemic have increased. Moreover, internet access eases people to online shopping sites and develops new habits for spontaneous shopping or online Impulse buying. People who work or study from home and have much free time can easily see the products offered at online shops and e-commerce, regardless of needs or wants. According to Forbes [3], people tend to do 'revenge shopping' to eliminate boredom at home during the Covid-19 pandemic.

One of much e-commerce with many stores that are popular in the Indonesian market is Shopee, which first operated in 2015. Shopee is an online shop in East Asia. It actively offers promotions by giving free shipping coupons, cashback, discounts, peak sales, and so on to attract people's interest. Online shops in Shopee could give additional cashback and promotions outside of Shopee's program. Furthermore, Shopee does several monthly promotions, such as big sale promotions, flash sales, super brand day, and giving out free delivery coupons without minimum purchase. According to Kontan.id, there was an increase in sales and people's impulsive purchases occurred during the Big Sale 11.11 Shopee. Detik.com [4] also revealed a 130% increase in Shopee transactions at the start of the pandemic, the second quarter of 2020. At the 11.11 Big Sale 2021 event, Shopee was recorded to have sold more than 2 billion products during the campaign [5].

External and internal factors affect people's intention to make impulsive buying. The internal factors are known as consumer traits, and the external factors are known as situational factors [6]. The consumer traits are impulsive buying, shopping enjoyment, consumer mood, and person's situation. The situational factors are website quality, retailer motivational activities, and product attributes. This study aims to examine those factors that influence online impulsive buying of Shopee consumers in Surabaya during the Covid-19 pandemic. Thus, hypothesis proposed is:

H1. Impulsive buying tendency has a positive effect on online impulsive buying.

Impulsive buying tendency significantly urges consumers to make online impulsive buying. This study is consistent with similar research in the context of either online [6] or offline [7, 8] Impulsive buying.

H2. Shopping enjoyment tendency has a positive effect on online impulsive buying.

Shopping enjoyment is an internal trait that tends to make consumers feel happy, relieved, and relaxed during the shopping process [9]. If consumers feel happy and enjoy shopping, they will likely purchase spontaneously [7].

H3. Consumer mood has a positive effect on online impulsive buying.

Consumer mood, either positive or negative, will affect online impulsive buying. This is supported by the previous research's results that showed positive and negative moods will affect impulsive buying [6, 10].

H4. Person's situation has a positive effect on online impulsive buying.

Person's situation may refer to a person's financial condition or availability during shopping. Consumers will likely make spontaneous purchases by having more time and money during shopping. This is supported by several references [7, 11, 12].

H5. Website quality has a positive effect on online impulsive buying.

Rezaei et al. [13] stated a strategy for success in online retail is to show a website that is easy to shop and use, easy to select the product you want to buy, and shows professionalism. By operating a great quality website, consumers will likely make spontaneous buying. Akram et al. [14] also supported the idea of a positive effect between website quality and online impulsive buying.

H6. Motivational activities by retailers have a positive effect on online impulsive buying.

Shops tend to attract consumers through interesting activities, such as promotions, free delivery vouchers, cashback, and lottery. Those activities may trigger consumers' urge to buy impulsively. This is supported by the results of several previous studies [6, 7, 15, 16].

H7. Product attributes have a positive effect on online impulsive buying.

Product attributes are the price, features, and quality of the product offered by the store [17]. Rook [18] demonstrated that product attributes strongly encourage someone to do impulsive buying behavior. Product attributes significantly affect online impulsive buying.

## 2 Research Method

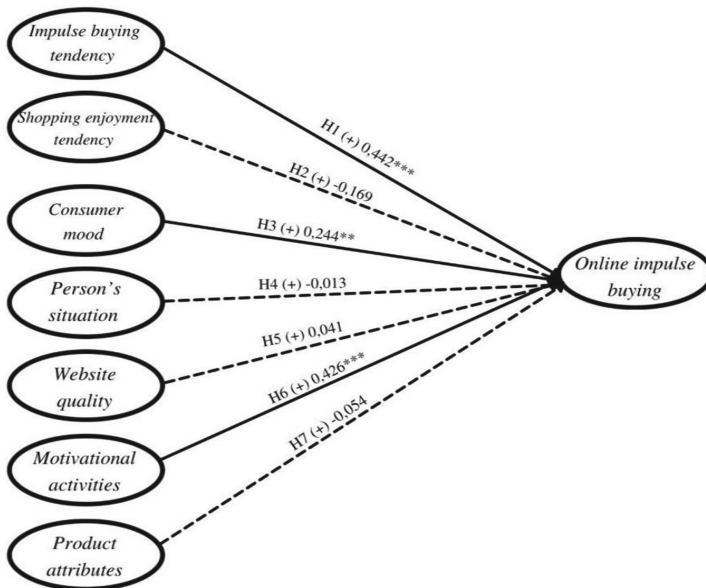
This study's target population was Indonesians domiciled in Surabaya and actively shopped in Shopee in the last six months. The population characteristics chosen were consumers who have participated in promotional events (discounts, clearance sales, buy 1 get 1, and others) organized by Shopee, were at least 18 years old, and have a minimum high school/vocational school education. The sample size used in this study was at least 300, and this study obtained 339 samples.

## 3 Results

The validity and reliability test were tested on 40 respondents with SPSS 24. All indicators for each variable show a Pearson correlation value  $\geq 0.3$  (valid), a significance value  $\leq 0.05$ , and a Cronbach's alpha value  $\geq 0.6$  (reliable). All data from 339 respondents were analyzed using SEM (Structural Equation Modeling) with two testing steps. Hypothesis testing was carried out using AMOS 22 software, provided the hypothesis is supported by a critical ratio of  $\geq 1.96$  and a p-value of  $\leq 0.05$  (Table 1). The following is the result of testing the hypothesis, which shows the p-value and standardized estimate value (Fig. 1):

**Table 1.** The Results of the Hypothesis Testing

| Hypothesis |           | Standardized Estimate | C.R.   | Results       |
|------------|-----------|-----------------------|--------|---------------|
| H1 (+)     | IBT → OIB | .442                  | 4.569  | Supported     |
| H2 (+)     | SET → OIB | -0.169                | -1.797 | Not supported |
| H3 (+)     | CM → OIB  | 0.244                 | 2.182  | Supported     |
| H4 (+)     | PS → OIB  | -0.013                | -0.295 | Not supported |
| H5 (+)     | WQ → OIB  | 0.041                 | 0.453  | Not supported |
| H6 (+)     | MA → OIB  | 0.426                 | 5.201  | Supported     |
| H7 (+)     | PA → OIB  | -0,054                | -0,895 | Not supported |

**Fig. 1.** Hypothesis Results

## 4 Discussion

Based on the result of processing research data and hypothesis testing using AMOS 22 software, out of 7 hypotheses, 3 are supported, and 4 are not supported. Shopping enjoyment tendency, person's situation, website quality, and product attributes have no significant effect on online impulsive buying.

Of the 3 supported hypotheses, 2 variables are consumer traits: impulsive buying tendency and consumer mood are internal factors in online impulsive buying. 1 supported hypothesis of an external factor is motivational activities by retailers. Of the 3 supported hypotheses, the standardized estimate value of the impulsive buying tendency

has the greatest influence on online impulsive buying at 0.442. This shows that during the Covid-19 pandemic, factors influencing consumers to make spontaneous buying came from each consumer, especially consumers who tended to shop impulsively. The highest average on the Impulsive buying tendency variable is IBT2, “I buy products at Shopee to get certain satisfaction” with a value of 4.03. Shopee and sellers must understand that consumers shop at Shopee to get certain satisfaction and need to maximize the resources and activities that can be carried out to increase the satisfaction sought by consumers.

The next supported hypothesis that has a strong influence is motivational activities by retailers, with a value of 0.426. Shopee and sellers could urge online impulsive buying by giving interesting activities to consumers. The lowest average on the motivational activities by retailers is MA10, “Lucky draws are always held by the seller I choose to shop for in Shopee” with a value of 3.51. Recommendations for shops that operate in Shopee are to conduct a lucky draw and interact more with consumers. Sellers in Shopee could hold the lucky draw in the form of discounts with a minimum nominal set by the sellers so that consumers shop for unplanned products. If consumers do not desire to shop beforehand and get the discount lottery, consumers will be urged to shop. If consumers get discounts when they shop for more products and are not on the shopping list, consumers will tend to feel satisfied and proud.

## 5 Conclusion

This study has limitations that might affect the study results. Most of the respondents in this study were aged 18–23 years, which is the young generation. That means the results of this study reflect the perceptions of consumers, who are mostly the younger generation.

This study also has a limitation in that only focuses on Shopee, so further research can use other operating marketplaces such as Tokopedia, Lazada, Bukalapak, and others. This research is still limited to focusing on consumers who shop during the Covid-19 pandemic in Surabaya. Future research can use other regions or the whole of Indonesia to get various results. In addition, this research sample can still be added again. It is hoped that further research can add more samples from this study.

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