

# The Differences of Online and In-store Impulse Buying Behavior using Stimulus and Response Model.

Damayanti Octavia

Faculty of Economic and Business, Telkom University  
Bandung, Indonesia

[damavia@yahoo.co.id](mailto:damavia@yahoo.co.id) ; [damayantioctavia@telkomuniversity.ac.id](mailto:damayantioctavia@telkomuniversity.ac.id)

**Abstract-** Impulse buying is buying directly without planning, triggered by stimuli from the external and internal environment with the purpose of pleasing yourself. Impulse buying can take place in the store and online. Online and in-store impulse buying have differences in environmental stimulus. This paper is prepared with an exploratory approach to give ideas and insights about the factors that stimulate impulse buying. The purpose of this paper is to create a framework of impulse buying in-store and online, using SOR models. This paper proposes framework that generates impulse buying in-store and online. The first stage is to build the stimulus, there are five stimulus, namely: Environment (place), Promotion, Payment, Product, availability. The second stage is Organism, there are two attitudes, namely: the first, consisting of mood affective, hedonism, self-esteem, donation, and second, cognitive consisting of financial, time availability, product knowledge.

**Keywords:** *Online, In-store, Impulse Buying, Stimulus-Organism-Response (SOR) Model*

## I. INTRODUCTION

Most people when requiring short-term entertainment, they would prefer to go to the nearest shopping center or go shopping than somewhere else as natural attractions, museums, etc. There are several reasons why some people choose the shopping center when needing entertainment: 1) shopping is a social activity and it spends leisure time [1]. 2) Shopping is also an activity to improve mood [2,3]. There are 2 shopping attitudes. Shopping with planning and shopping without any plans or spontaneous (impulse buying). Hedonic behavior and pleasure encourage impulse buying and reduce for shopping with planning [1,3].

Impulse buying can occur when shopping in the store and online. Store atmospheres (such as music, scent, touch the product) encourage consumers to do impulse buying [1], but what about the online retail atmosphere?. Online impulse buying only provides the product information through the website or internet [5]. Online atmosphere has a limited effect compared with the atmosphere in the store [6].

Product Involvement is the level of interest and commitment to buying a product with a particular brand. Product involvement tends to be higher for goods with high prices and requires enough consideration, example of automotive and electronic. Impulse buying online is higher for products with a high involvement product, while in-store impulse buying is higher for products with low product involvement [5].

Many papers discuss about online and in-store impulse buying separately. In this paper, it would be an integrated online and in-store impulse buying factors.

This paper will discuss the differences of stimulus impulse buying based on place, namely: in-store and online, using the model of stimulus and response.

## II. LITERATURE REVIEW

Impulse buying is a condition in which the consumer has an interest in a product triggered suddenly by external and internal factors [5]. Impulse buying is unplanned purchases [7]. Impulse buying is buying without thinking of time [8]. Impulse buying is a purchase on the spot, triggered by stimuli [1]. Impulse buying is a purchase that was not planned due to a sudden desire to give pleasures themselves [5]. From the definitions, it can be concluded that the purchase made on the basis of impulse buying is spontaneously triggered by internal or external stimuli with the aim of pleasing oneself.

### A. Online Impulse Buying Stimulus

Virtual atmosphere, virtual layouts, and virtual theatrics can influence impulse buying online [9]. There are two conditions that can increase impulse buying online, namely: 1) the website is secured and is easily navigated, 2) it builds emotional face to face with creative design and innovative interface [10]. Virtual experience significantly influences the impulse buying. Virtual experience can be created through interactive features and vivid website [11].

Design and navigation are two factors that have significant positive effects on online impulse buying [Floh & Madlberger, 201]3. Variety of selection and price attributes are important factors in e-impulse buying [13].

Consumers who shop online may still feel distrust, they prefer choosing cash on delivery to reduce risk in payment [14].

### B. In-Store Impulse Buying Stimulus

Window display, merchandise floor (personal sales), shop brand name are stimulus that can increase impulse buying [15]. Touch the product, smell it, and listen the background sound, they may be sensory cues that stimulate impulse buying [1,16]. Attractive displays in-store encourages shoppers to touch the product and therefore increases impulse buying [8,17]. Mood, promotion, finances (budget) are three factors influencing impulse buying [2].

In-store promotions encourage shoppers to make impulse buying [8,17]. Excitement, fun, variety promotes, self-respect, and product knowledge influence impulse buying on product innovations [18].

Out-of-store and in-store marketing programs influence impulse buying. Out-of-store marketing programs refer to receiving any information about mixed promotion, such as

sales promotion and advertising. In-store marketing programs refer to the recommendation and/or interference of social effects (parents, relatives, friends) [19].

C. Impulse Buying Organism

Emotion has positive relationship to impulse buying [20]. Money availability was positively related to impulse buying [16], Credit cards also encourage impulse buying [8]. Emotion and passion tend to increase impulse buying [7,8,20]. However, self-esteem is how one can appreciate and be proud of himself. Self-esteem is important because any differences with other person’s view would affect a person’s behavior and impact on impulse buying behavior and desires. Self-esteem or self-respect has a negative correlation to the current impulse buying for a product like fashion [20], but for innovative products, self-respect influence impulse buying.

The level of product involvement can influence impulse buying [4]. Internal factors have a greater influence on the online impulse buying compared with external factors. Internal factor consists of affective and cognitive state. Affective tends to use feelings in buying, while cognitive uses interpretation and reasoning in buying [21]. Impulse buying closely relates to affective state [8]. A person’s personality may influence impulse buying; individuals who have extrovert character tend to do impulse buying that is higher than others [5]. Culture in a region also influences impulse buying [22].

Hedonic web browsing influences online impulse buying [13]. If a product is offered with donation, it can increase impulse buying because someone easily justifies himself to buy a product [23].

III. CONCEPTUAL FRAMEWORK

The framework proposed is to use the SOR model (Stimulus, Organism, and Response). SOR models developed by Mehrabian and Russell 1974 are used to create a theoretical framework. SOR model has three stages. The first stage is the stimulus in which environmental stimuli induces internal behavior. The organism is the second stage of the SOR models. Here, the internal behavior of the organism is influenced by the attitude of affective and cognitive. The third phase is the Response which is the final results of the model SOR [6].

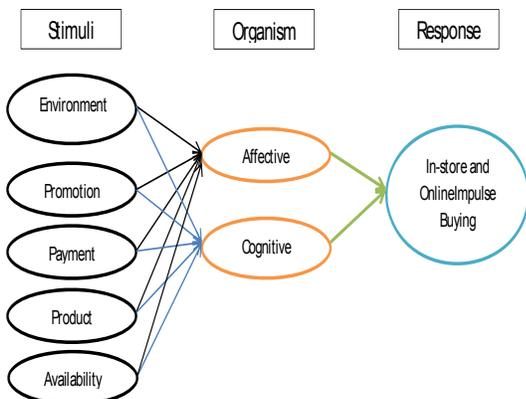


Figure 1. Conceptual Online and In-store Impulse Buying

Figure 1 shows the proposed impulse buying framework. Stimulus online and in-store impulse buying consist of: Store environment (Place), Promotion, Payment, Product, Availability (4P1A). Organism for online and in-

store at the same level generally consists of affective and cognitive attitudes. Affective is represented by mood, hedonistic, self-esteem and donations. While the cognitive stance is represented by financial, time availability, and product knowledge. The response is impulse buying in-store and online.

IV. DISCUSSION

Besides the framework, this paper also presents the indicators of each concept, as shown in table 1:

TABLE I INDICATORS OF EACH CONCEPTS

	Online Impulse Buying	In-Store Impulse Buying
Environment	<ul style="list-style-type: none"> <li>Virtual Atmosphere</li> <li>Virtual Display</li> <li>Virtual Theatrics</li> <li>Virtual Experience (Interactive)</li> </ul>	<ul style="list-style-type: none"> <li>Store Atmosphere</li> <li>Store Display</li> <li>Store Layout</li> </ul>
Promotion	<ul style="list-style-type: none"> <li>Sales Promotion</li> </ul>	<ul style="list-style-type: none"> <li>Sales Promotion</li> <li>Personal Sales</li> </ul>
Payment	<ul style="list-style-type: none"> <li>Credit Card</li> <li>Cash on Delivery</li> </ul>	<ul style="list-style-type: none"> <li>Cash</li> <li>Debit, Credit Card</li> </ul>
Product	<ul style="list-style-type: none"> <li>Product Involvement</li> <li>Variety of Product</li> </ul>	<ul style="list-style-type: none"> <li>Product Involvement</li> <li>Variety of Product</li> </ul>
Availability	<ul style="list-style-type: none"> <li>Network Quality</li> </ul>	<ul style="list-style-type: none"> <li>Work Hour</li> </ul>
Affective	<ul style="list-style-type: none"> <li>Mood</li> <li>Hedonism</li> <li>Self Esteem</li> <li>Donation</li> </ul>	
Cognitive	<ul style="list-style-type: none"> <li>Financial</li> <li>Product Knowledge</li> <li>Time Availability</li> </ul>	

From Figure 1 and Table 1, the proposed hypothesis can be formulated as follows:

- H1a: Affective is positively associated with Online/In-Store Impulse Buying
- H1b: Cognitive is positively associated with Online/In-Store Impulse Buying
- H2a: Environment is positively associated with Affective
- H2b: Promotion is positively associated with Affective
- H2c: Payment is positively associated with Affective
- H2d: Product is positively associated with Affective
- H2e: Availability is positively associated with Affective
- H3a: Environment is positively associated with Cognitive
- H3b: Promotion is positively associated with Cognitive
- H3c: Payment is positively associated with Cognitive
- H3d: Product is positively associated with Cognitive
- H3e: Availability is positively associated with Cognitive

V. CONCLUSION AND FUTURE RESEARCH

It can be concluded that there are five impulse buying on stimulus online and in-store, namely: environment, promotion, payment, product, and availability. There are two factors organism, namely: affective and cognitive. Limitations in this paper are that the validity and reliability are not yet tested. Therefore, further research is recommended using the model validity so that this

framework may be more useful for further research. The next proposal is to build a SOR model based on different types of products, such as product innovation, Eco-friendly products, and existing products.

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