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FACTORS INFLUENCING ONLINE IMPULSE BUYING BEHAVIOR ON SOCIAL COMMERCE: A CASE OF GREATER JAKARTA IN INDONESIA

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Abstract – This study examines the correlation between ambient indicators of shopping enjoyment and impulse purchasing behavior in social commerce. The researcher administered an online questionnaire to gather primary data. This study engaged 202 social commerce users from Greater Jakarta as respondents. The results were analyzed using Structural Equation Modeling (SEM). The findings indicate that shopping delight substantially affects online impulse purchasing behavior, mediated by impulsiveness and browsing activity. This study enhances comprehension of the influence of shopping delight on online impulse purchase behavior, specifically among social commerce users.

Keywords: *atmospheric cues, online shopping enjoyment, impulsiveness buying behavior, social commerce*

1. Introduction

Nowadays, technology dominates human life, and everyone uses technology for their essential human activity, such as buying or selling products online. E-commerce is a new market where people can buy and sell things using gadgets or computers (Permatasari & Kartikowati, 2018). Social commerce is a subcategory of electronic commerce that uses social media and online media to facilitate social interaction and user contributions while buying and selling goods and services online. The ever-growing e-commerce industry is rapidly growing in terms of market share and sales worldwide, and according to a recent market analysis by Grand View Research (2017), 2274 billion USD was spent online and is expected to reach 7724bn by 2025. According to APJII 2017 survey data utilization of the Internet in economics, purchases online are high with a percentage of 32,19% and sales online at 16,83%. The impact of sales and purchasing in online shopping impacts Indonesian GDP (Gross Domestic Product). Based on an article from Zaenudin (2017) on www.tirto.id, four startup unicorns are from Indonesia. Mapping & Database Startup Indonesia (2018) also stated that Indonesia's highest number of startups is in Jakarta, with 152 e-commerce startup businesses. As a result, researchers need a deeper understanding of impulse buying behavior related to e-commerce and social media growth. The study was also supported by Permatasari and Kuswadi (2017). Marketing research has shown proof of the high relevance of impulse buying behavior. Impulse buying covers a significant portion of retail turnover. Atmosphere cues are an indicator of online impulse buying. Based on previous research, e-store atmosphere cues affect impulse buying behavior (Floh & Madlberger, 2013).

The identified issue indicates that many problems require resolution. This research seeks to analyze the factors influencing impulse buying behavior, particularly in the context of Internet shopping. This research could help e-commerce companies know whether their atmospheric cues are enjoyable to customers and plan future business strategies that could boost their sales, especially in impulse buying behavior. This research is replicated from "The Role of Atmospheric Cues in Online impulse-buying Behavior" by Floh & Madlberger (2013). The research indicates that atmospheric cues positively affect online impulse-buying behavior in the United Kingdom. This study examines the influence of atmospheric cues on online impulse-buying behavior in Indonesia. Seven variables were used to assess the factors affecting consumer online purchasing behavior in social commerce. The variables include e-store content, e-store design, e-store navigation, shopping enjoyment, impulsiveness, browsing, and impulse buying behavior.

2 Literature Review

2.1 Impulse Buying Behavior

Impulse buying is the human behavior of buying goods without planning. Impulse buying is a behavior that results from the positive influence that a consumer immediately experiences when dealing with a product or service. Impulse buying is also described as an emotional behavior caused by an overall burden of stimulus. (Madhavaram & Laverie., 2004). Another study shows that the urge to retail can increase this momentum and the subsequent consumptive response (Permatasari & Kuswadi, 2017). According to Hassay & Smith (1996), Impulse buying is an emotional behavior when faced with a product or service in a store setting. It can also raise the impulse and the subsequent consumptive response. This research investigates factors influencing impulse buying behavior, as conducted by Floh & Madlberger (2013). A previous study by Permatasari & Kuswadi (2017) also shows social media's impact on e-commerce, focused on general e-commerce in Jakarta.

2.2 Atmospheric Cues Relationship Towards Shopping Enjoyment

E-store content is a visual cue that is the dominant element among the less task-relevant cues (Eroglu, Machleit, & Davis, 2001; 2003). The E-store content has been defined as when pleasant and unpleasant environments have been separately analyzed; stimulus was an important predictor in pleasant environments (Donovan & Rossiter, 1994). Floh & Madlberger (2013) have shown that e-store content positively influences shopping enjoyment. More recently, Van der Heijden (2003) found a positive relationship between e-store content and shopping enjoyment. In assessing individuals, the relevance of stylish appearance was crucial.

H1: E-store content significantly affects shopping enjoyment in social commerce.

The design of the website influences comfort and enthusiasm, leading to varied behavioral outcomes such as store loyalty, duration of engagement, quantity of things purchased, and expenditure (Floh & Madlberger, 2013). The website's aesthetics significantly influence cognitive and emotional responses in individuals (Permatasari & Kartikowati, 2018). Floh and Madlberger (2013) demonstrated that e-store design favorably affects shopping enjoyment. Mummalaneni (2005) identified a positive correlation between e-store design and shopping enjoyment. The design of an e-store influences purchasing satisfaction, leading to many behavioral outcomes such as store loyalty and duration of visit.

H2: E-store design significantly affects shopping enjoyment in social commerce.

According to the S-O-R study, navigational cues and the efficacy of information content influence purchasing intentions. Product information, navigation, and aesthetics are essential atmospheric indicators (Floh & Madlberger, 2013). The research indicates that e-store navigation enhances purchasing enjoyment. Beatty and Ferrell (1998) identified positive correlations between e-store navigation and shopping enjoyment. A customer's mood during a purchasing transaction is influenced by their pre-existing mood, affective disposition, and emotional reactions to situational elements within the store (Permatasari & Kartikowati, 2018). Shopping satisfaction constitutes an emotional and affective bond between an individual and a particular environment, such as a structure, residence, community, or locality (Lee & Shen, 2013). Place attachment frequently arises from intricate experiences, resulting in an emotional bond with the location (Lee & Shen, 2013; Manzo, 2005). Shopping enjoyment denotes a consumer's satisfaction from a shopping experience, directly correlating with their emotional condition (Beatty & Ferrell, 1998).

H3: E-store navigation significantly affects shopping enjoyment in social commerce.

2.3 Shopping Enjoyment Relationship towards Impulsiveness and Browsing

Floh and Madlberger (2013) have shown that shopping enjoyment positively influences impulsiveness. Koufaris et al. (2002) have also shown that shopping enjoyment has a positive effect on impulsiveness. However, Kwon and Armstrong (2002) showed that shopping enjoyment negatively influences Impulsiveness. Floh and Madlberger (2013) have shown that e-store shopping enjoyment positively influences browsing. Customers engaging in browsing might derive pleasure from the browsing process, similar to that experienced during shopping or purchasing.

H4: Shopping enjoyment has a significant effect on impulsiveness in social commerce.
H5: Shopping enjoyment has a significant effect on browsing in social commerce.

2.4 Impulsiveness Relationship towards Impulse Buying Behavior

Impulsiveness is acting with instinct without making decisions. Impulsiveness was linked to debt based on psychological literature. (Ottaviani & Vandone, 2011) Impulsiveness is natural human behavior. The level of impulsiveness is based on psychological factors, such as self-esteem. (Tangney et al., 2004). Floh & Madlberger (2013) have shown that e-store impulsiveness positively influences impulse buying behavior. Prior research identified a significant positive correlation among the percentage of unplanned purchases, the variety of products acquired, and the total grocery expenditure in investigating the influence of store atmosphere on impulse buying behavior. Morrin and Chebat (2005) demonstrated that store atmospheric cues positively influence impulsive buying behavior.

H6: Impulsiveness significantly affects impulse buying behavior in social commerce.

2.5 Browsing relationship towards Impulse buying behavior

Browsing was influenced by a sense of not accomplishing anything significant (Sagioglou & Greitemeyer, 2014). Browsing is often time-consuming, during which customers frequently experience pleasure and positivity (Maier et al., 2012). Customers may encounter exhaustion and information overload during prolonged browsing (Mauri et al., 2011). Floh and Madlberger (2013) demonstrated that browsing positively affects

impulse buying behavior. The influence of browsing on impulse buying behavior is contingent upon the characteristics of the purchasing process. Exploratory searching within a store may not result in a purchase if the search experience provides comparable satisfaction to an actual purchase.

H7: Browsing significantly affects impulse buying behavior in social commerce.

Looking at the model construct, the theoretical framework shown in Figure 1 is modified from (Floh & Madlberger, 2013).

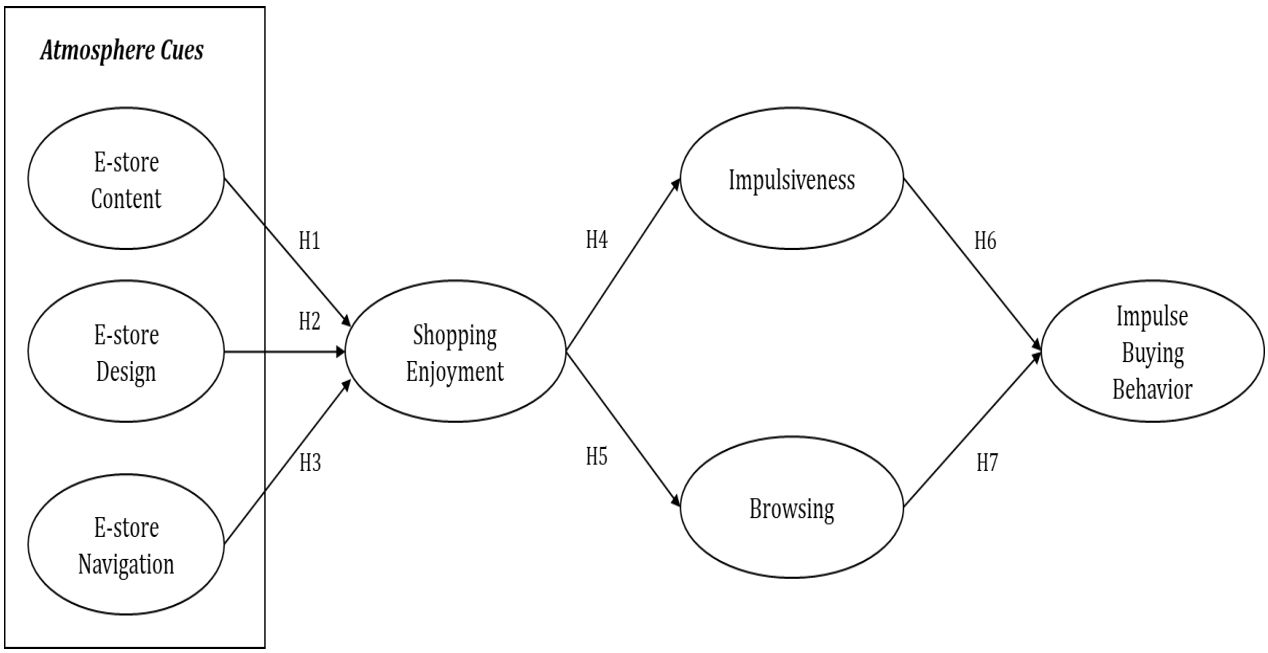


Figure 1. Theoretical Framework

3. Research Method

3.1 Research Design

This study examines social commerce usage in Indonesia, explicitly targeting Greater Jakarta. This study employed a quantitative research methodology to ascertain how independent variables influence other variables. Quantitative research emphasizes collecting and generalizing numerical data across populations or elucidating specific phenomena (Babbie, 2010). This research utilizes Greater Jakarta as a sample region due to its status as Indonesia's most densely populated area. According to www.merdeka.com (Putra, 2018), the highest e-commerce sales in Indonesia are in Greater Jakarta, with 22%. This study employed a cross-sectional design methodology. This chapter presents the theoretical framework of the investigation, followed by the hypothesis statements to be evaluated by a questionnaire. Elements of the questionnaire, including population, sample size, and sample technique, are also explained in this chapter. Moreover, summarized by discussing the method, validity, and reliability of data collection, the respondents ' profile, and lastly will be closed by discussing descriptive and inferential analysis.

3.2 Research Instruments

The researcher uses the questionnaire to gather the needed data by adapting the previously validated instruments. The questionnaire was written in English and

translated into Indonesian to reach more millennial Indonesian respondents and ensure that all statements were understandable by the respondents. The questionnaire was revised according to the feedback given by the respondent from the pilot test. It was conducted to improve the questionnaire to be understandable when distributed. Several instruments were modified since the instruments used for the previous research were in a different industry than this study. The survey comprises three sections. Screening questions are positioned initially to mitigate bias and fulfill the requirements, inquiring whether respondents have previously engaged in social commerce and confirmed their residence in Greater Jakarta. In the next section, the respondents' profiles are given, and their gender, age, occupation, monthly income, and monthly outcome are asked. In the last section, variables from the theoretical framework are included. There are a total of 19 statements. Seven points of the Likert scale have been applied in this study to measure each statement on the questionnaire. Research indicates that data derived from Likert items becomes significantly less accurate when the number of scale points is fewer than five or exceeds seven (Sekaran, 2003). Seven-point Likert scales are more appropriate for the electronic dissemination of usability inventories (Finstad, 2010). Respondents need to give a score for every statement with 1 – 7 points, which refers to 1 (strongly disagree), 2 (disagree), 3 (slightly disagree), 4 (neutral), 5 (slightly agree), 6 (agree), 7 (strongly agree).

3.3 Sampling Design

A population encompasses the entire set of observations relevant to the study (Burns & Burns, 2008). Sampling involves selecting specific elements from a larger population (Sekaran, 2003). The initial step in the sampling process is to determine the population that will be sampled. It is essential to consider various concerns regarding a specific population limit, particularly about including individuals in marginal positions. An essential factor for selecting participants to complete the questionnaire is their purchasing experience in social commerce. The target group's population is centered on individuals residing in Greater Jakarta. According to Burns & Burns (2008), a sample is characterized as a subset of the population chosen for a study. Typically, the minimum number of respondents should be at least five times the number of instruments compared to the variables being analyzed (Burns & Burns, 2008). This study employs a minimum sample size of 200 data points. Nonetheless, larger sample sizes enhance the precision of SEM estimations. In sampling, we can categorize methods into two distinct types: probability sampling and non-probability sampling. Probability sampling refers to a sampling method where individuals and other elements are likely to be chosen for inclusion in the study. In contrast, a non-probability sample is selected through methods that are not random, often involving intentional choices rather than chance. This study employs a non-probability sampling technique, which means there is no probability associated with selecting the chosen respondent. A deliberate sampling method is employed, taking into account the population's traits and the study's aims.

3.4 Data Collection

Data stands as a fundamental component in the realm of any investigative study. The questionnaire was selected as the approach to collect primary data. The questionnaire was disseminated via Google Forms, utilizing social media platforms such as Line, Twitter, and Instagram as channels for distribution. This approach was selected for its efficiency in time management and effectiveness in distributing and completing the questionnaire. In addition, this investigation incorporated secondary data. Secondary data is gathered

and accessible from various sources, including journals, books, reports, and more. Utilizing secondary data provides valuable insights that enhance our understanding of the issue.

3.5 Data Analysis

To explore how atmospheric cues in the e-store affect impulse buying, Data analysis will start by discussing the validity and reliability test of the study. The validation of data will use Confirmatory Factor Analysis (CFA) with a requirement Standardized Loading Factor (SLF) of more than 0,50 in every single variable indicator (Hair, Black, Babin, & Anderson, 2010). Calculating reliability data using AVE and C.R. requires AVE to be more than 0.5 and C.R. to be more than 0.7. (Hair et al., 2010). Next, the structural equation model (SEM) was applied to test the model fit and hypothesis testing. In order to qualify as a good fit model, the study needs to meet some criteria, such as CMIN should be below 5, RMSEA should be below 0.08, IFI, TLI, CFI should be more or equals to 0.9, and AGFI or GFI should be more or equals to 0.9 On the order hand, in hypothesis testing the criteria need to have the value of critical ration should be more than ± 1.96 (> ± 1.96) and P value less than 0.05. The structural Equation Model (SEM) can investigate variables that cannot be calculated directly (unobserved variables) and calculate the measurement errors (Sholihin & Ratmono, 2013).

4. Results and Discussion

4.1 Respondents' Profiles

Questionnaires are distributed through electronic channels, 212. However, only 202 valid feedback pieces will be used for analysis (Table 1). Based on the total number of respondents obtained, the majority of respondents are male respondents by 55,4% from total respondents with 112 male respondents. Based on the total number of respondents obtained, the majority of respondents are between the ages of 21 and 25 years old 56,4%, with several majority respondents 114. Based on the total number of respondents obtained, the majority were college students, with a total number of respondents 151 or 74,8%. Based on the total respondents obtained, the majority of respondent's monthly income is Rp 1.000.000 – Rp. 3.000.000 with a total of respondent 77 or 38,1%. Based on the total respondents obtained, most respondents' monthly income is Rp 1.000.000 – Rp. 3.000.000 with a total of 115 respondents or 56,9%.

Table 1. Respondents Profile

	Description	Number of Respondent	Percentage (%)
Gender	Male	112	55.4%
	Female	90	44.6%
Age	<15	0	0%
	15-20	70	34.7%
	21-25	114	56.4%
	26-30	17	8.4%
	30>	1	0.5%

Occupation	Student	11	5,40%
	College Student	151	74.8%
	Entrepreneur	16	7.9%
	Employee	22	10.9%
	Other: Jobless	2	1%
Monthly Income/ Allowance	< Rp. 1.000.000	25	12.4%
	Rp. 1.000.000 - Rp. 3.000.000	77	38.1%
	Rp. 3.000.000 - Rp. 5.000.000	55	27.2%
	Rp. 5.000.000 - Rp. 7.000.000	24	11.9%
	Rp. 7.000.000 - Rp. 10.000.000	12	5.9%
	> Rp.10.000.000	9	4.9%
Monthly Shopping Expenses	< Rp. 1.000.000	32	15.8%
	Rp. 1.000.000 - Rp. 3.000.000	115	56.9%
	Rp. 3.000.000 - Rp. 5.000.000	35	17.3%
	Rp. 5.000.000 - Rp. 7.000.000	11	5.4%
	Rp. 7.000.000 - Rp. 10.000.000	5	2.5%
	> Rp.10.000.000	4	2%

4.2 Validity and Reliability Test

Validity means how well a test measures what it is purported to measure. The researcher needs to know if the questionnaires are tested effectively. The validation of data using Confirmatory Factor Analysis (CFA) with a requirement Standardized Loading Factor (SLF) of more than 0,50 in every single variable indicator (Hair, Black, Babin, & Anderson, 2010).

Table 2. Validity Test

Items	SLF>0.5	Results
SC1	0.70	Valid
SC2	0.85	Valid
SD1	0.78	Valid
SD2	0.80	Valid
SN1	0.69	Valid
SN3	0.71	Valid
IM1	0.91	Valid
IM2	0.85	Valid
IM3	0.83	Valid
IM4	0.89	Valid
SE1	0.82	Valid
SE2	0.84	Valid

SE3	0.86	Valid
BR1	0.76	Valid
BR2	0.70	Valid
IB1	0.93	Valid
IB2	0.93	Valid

Reliability refers to how an assessment instrument yields reliable and consistent outcomes. This study examined seven variables: e-store content, e-store design, e-store navigation, shopping delight, impulsiveness, browsing, and impulse purchasing behavior. Given that the dependability of all constructs exceeds 0.6, their reliability is satisfactory.

Table 3. Reliability Test

	Construct Reliability CR>0.7	**Average Value Explained AVE>0.5**	**Results**
Store Content	0.75	0.60	Reliable
Store Design	0.77	0.62	Reliable
Store Navigation	0.74	0.50	Reliable
Impulsiveness	0.92	0.75	Reliable
Shopping Enjoyment	0.88	0.71	Reliable
Browsing	0.70	0.53	Reliable
Impulse Buying	0.93	0.87	Reliable

4.3 Model Fit Test

The GFI and AGFI results in this study are GFI 0.893 and AGFI 0.851. The IFI value is 0.963, TLI 0.954, CFI 0.963, and RMSEA 0.063.

Table 4. Model Fit

Model fit Criteria	**Suggested Value**	**Obtained Value**	**Conclusion**
GFI		0.903	Good Fit
AGFI		0.851	Good Fit
IFI		0.963	Good Fit
TLI		0.954	Good Fit
CFI		0.963	Good Fit
RMSEA		0.063	Good Fit

4.4 Hypothesis Testing

This study conducts seven hypotheses to be tested. The first hypothesis is "E-store content does not influence the effect towards shopping enjoyment in social commerce."

Table 5 shows confirmation influences satisfaction with a critical value -of .486 and a p-value of .627. This finding contrasts with the previous study by Floh & Madlberger (2013). This hypothesis is accepted and supported by van der Heijden (2003). To confirm this hypothesis, regarding the ease of use, color usage, background, and use of graphics and writing, atmospheric cues in e-commerce have better results (Rohandi, 2017). The second hypothesis is that "E-store design does not influence the effect towards shopping enjoyment in social commerce." Table 5 shows confirmation influences satisfaction with a critical value of -667 and a p-value of .505. This finding is interesting due to the previous study (Madlberger, 2013). This hypothesis is accepted and supported. To confirm this hypothesis, impulse buying is characterized by reduced information processing and cognitive reactions, often based on a product's ability to evoke shopping enjoyment (Verplanken & Sato, 2011). The third hypothesis is "E-store navigation does not influence the effect towards shopping enjoyment in social commerce." Table 5 shows confirmation influences satisfaction with a critical value of 1.071 and a p-value of .284. This finding is the same as H1 and H2; the hypothesis is rejected. The results contrast the previous study by Floh & Madlberger (2013). This hypothesis is accepted and supported by Beatty and Ferrell (1998). To confirm this hypothesis, Verhagen and van Dolen (2011) showed that navigation does not influence shopping enjoyment; emotions empirically confirmed a mediating impact of the effect on the relationship between shopping enjoyment and impulse buying. From the three hypotheses above, it is shown that atmospheric cues have no significant influence on shopping enjoyment.

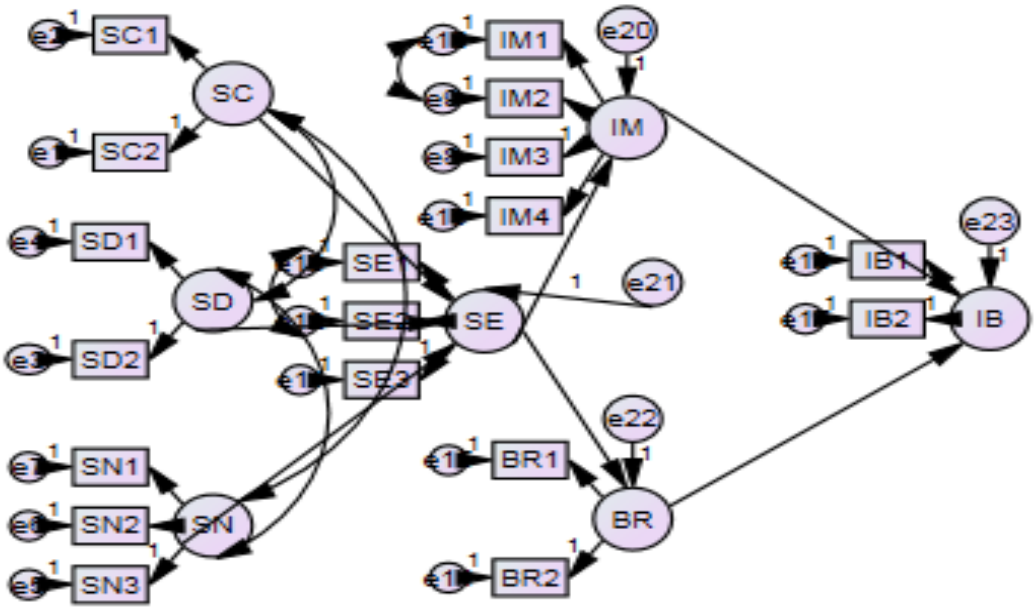


Figure 2. Statistics Results

On the other hand, Hypotheses 4 and 6 show significant results. Hypothesis 4 shows that "Shopping enjoyment positively influences impulsiveness in social commerce." Table 5 shows that confirmation does influence satisfaction with a critical value of 10.072 and a p-value of 0.000. The result of this hypothesis has been supported by Floh & Madlberger (2013). The hypothesis is supported. The findings showed that Shopping Enjoyment

would impact Impulsiveness. Customers' impulsiveness is due to shopping enjoyment. For hypothesis 5, "Shopping enjoyment positively influences browsing in social commerce." Table 5 shows that confirmation does influence satisfaction with a critical value of 8.802 and a p-value of 0.000. The result of this hypothesis has been supported by Floh & Madlberger (2013) and Jones et al. (2003). Shopping enjoyment positively influences Browsing. As with H4 and 5, the sixth hypothesis, "Impulsiveness has a positive influence on impulse buying behavior in social commerce," is accepted. Table 5 shows that confirmation does influence satisfaction with a critical value of 10.506 and a p-value of 0.000. The result of this hypothesis has been supported by Floh & Madlberger (2013).

The findings of this study showed that H6 and H7 have a positive influence on impulse buying behavior. Parallel with H6, the seventh hypothesis, "Browsing has a positive influence on impulse buying behavior in social commerce," is accepted. Table 5 shows confirmation influences satisfaction with a critical value of -2.278 and a p-value of 0.023. The result of this hypothesis has been supported by Floh & Madlberger (2013). This hypothesis is supported by Morrin and Chebat (2005). Browsing positively influences impulse buying behavior. Flash Sales enable online retailers to provide greater discounts than standard sales by restricting the duration and quantity of the offers (Uniteu, 2018). Time constraints and restricted availability entice buyers to engage in impulsive purchases on the initial page (BigCommerce, 2012). Customers may encounter fatigue and information overload when they engage in prolonged browsing (Mauri, Cipresso, Balgera, Villamira, & Riva, 2011). Given its significance, the corporation proposed augmenting the frequency of flash deals to convert more surfers into consumers.

Table 5. Hypothesis Testing

Hypotheses				C.R.	P	Results
H1	ShoppingEnjoyment	<---	StoreContent	-.486	.627	Not Supported
H2	ShoppingEnjoyment	<---	StoreDesign	-.667	.505	Not Supported
H3	ShoppingEnjoyment	<---	StoreNavigation	1.071	.284	Not Supported
H4	Impulsiveness	<---	ShoppingEnjoyment	10.072	***	Supported
H5	Browsing	<---	ShoppingEnjoyment	8.802	***	Supported
H6	ImpulseBuying	<---	Impulsiveness	10.506	***	Supported
H7	ImpulseBuying	<---	Browsing	-2.278	.023	Supported

5. Conclusion

From all hypotheses tested, four hypotheses are accepted, while three hypotheses are not supported. The four supported hypotheses are shopping enjoyment's influence on impulsiveness (H4) and browsing in social commerce (H5). The results also show that Impulsiveness and Browsing significantly influence Impulse Buying Behavior in social commerce (H6 and H7). Meanwhile, three variables related to atmosphere cues have rejected the hypothesis (not supported). E-store Content, Design, and E-store Navigation do not significantly influence Shopping Enjoyment in social commerce (H1, H2, H3). For the next research, further investigation is required by adding new variables such as customer involvement and positive emotion. Consumers' involvement in fashion can increase their emotional experiences while shopping. Also, positive emotions while

shopping can be a significant mediator that encourages impulse buying. Positive emotion is due to consumers who experience positive emotions, such as excitement or satisfaction, who tend to buy products they initially did not plan.

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