

IMPULSIVE ONLINE BUYING OF “Y” GENERATIONS

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The purpose of this study was to examine the effect of the Intensity of using Instagram, and Positive shopping emotion on Impulsive buying online on Y generations of Instagram social media users. Data analysis was performed on 150 respondents' from Y generation as buyers of convenience and shopping goods. Data analysis using regression with smartPLS software version 3.3.2 which was used to test the three hypotheses in this study. The results of data analysis show that the effect of the intensity of using Instagram to impulsive buying online and positive shopping emotion, and positive shopping emotion to impulsive buying online are significant among Y generation.

Keywords: *intensity of using instagram, positive shopping emotion, impulsive buying online, Y generation, social media*

INTRODUCTION

Facebook and Instagram are two of the most prominent social media to be used as media either for promotion or selling online. This is influenced by the number of active users of these two social media which is quite a lot compared to other social media, making them social media with the highest number of online business accounts. In Indonesia, alone Facebook active users accounted for 198 million in 2023 while active users of Instagram were 88,86 million in 2023 and this number is expected to continue to grow in both. Data reported by Mustikasari (2018) referring to the Digital In 2017 Growth Overview report states that statistically, the Indonesian people spend about 3 hours 16 minutes per day for social media usage or 13.61% for a day and night. Regarding online shopping, survey results show that the average time spent by Indonesian consumers to visit an online store is 4 minutes 9 seconds.

There is an important factor that influences impulsive online purchases, namely the presence of positive consumer shopping emotions. This positive shopping emotion can be influenced by several factors such as online sales promotions, the intensity of use of Instagram (social media), the value of hedonic spending, and extraversion personality. Internal stimulus factors predominantly influence consumer emotions which ultimately lead to impulsive online purchases (Chan, Cheung, & Lee, 2017).

Gonzales, Riemenschneider, Leidner, and Koch (2013) said that social media networks can increase the self-esteem of individual users and the assessment of high self-esteem in social media can reduce the level of consumer self-control which will ultimately encourage impulsive purchases (Wilcox & Stephen, 2013). Another advantage of advertising through social media Instagram is the use of Instagram artists and users as endorsers who can offer company products provided that the user has a large number of followers. Instagram users who have many followers will give a big influence on their followers (Jin & Phua, 2014). Another researcher suggested that the artists used to endorse products influence the buying behavior of young women (Djafarova & Rushworth, 2017). Social media users who have low ratings of self-esteem will easily follow the opinions of other users (Bearden, Netemeyer, & Teel, 1989;

Bither & Wright, 1973; Djafarova & Rushworth, 2017; Kropp, Lavack, & Silvera, 2005; Rhodes & Wood, 1992).

LITERATURE REVIEW

The Intensity of Using Instagram

Web browsing is the initial phase of online purchasing that gives shoppers a quick search for information and selects the website used (Rowley, 2002). Most online shoppers see information and web browsing when making a purchase (Smith & Sivakumar, 2004). The time spent by consumers to browse the website and the number of purchases made are positively correlated and the time spent browsing the website will increase the search for products offered by producers (Iyer, 1989). When consumer browsing increases, the potential stimulus effect on products sold also increases and buyers feel how many products they want to buy (Jarboe & McDaniel, 1987).

The intensity of Facebook usage can be seen from the time duration used to access Facebook daily or weekly, the number of group members, and the number of friends they have (Bijari, Javdina, Erfanian, Abedini, & Abasi, 2013; Kirschner & Karpinski, 2010). The intensity of Facebook usage can also be seen from the number of friends, the average time spent accessing Facebook every day, and the six items about user relationships and engagement with Facebook (Ellison, Steinfield, & Lampe, 2007). Then, browsing is the time spent by consumers to look at products (L. T. Huang, 2015).

Positive Shopping Emotion

Weinberg and Gottwald (1982) suggest that emotions are certain facial expressions and consumer attitudes in certain buying situations that encourage impulsive buying. Donovan and Rossiter (1982) in their research suggested that consumer emotions are consumer reactions when they are in a purchasing environment consisting of two main dimensions, arousal, and comfort (pleasant). Isen (1984) in his research stated that emotions are good feelings possessed by someone who will be reflected in their behavior. Watson and Tellegen (1985) state that emotions are a person's feelings which are classified into two opposing dimensions, namely positive and negative emotions. Gradner (1985) states that emotions are feelings that are owned by consumers and play an important role and the formation of brand attitudes and product selection by consumers. Gardner and Hill (1988) suggest that emotions are conditions of feeling that are subjectively accepted by consumers. Beatty and Ferrell (1998) state that emotions are feelings of enthusiasm, active, and always alert in all their activities. Yoo, Park, and Macinnis (1998) in his research stated that emotions are the result of mood which is an important factor in consumer purchasing decisions. Previously Schiffman and Kanuk (2000) suggested that consumers are emotional images that can be easily attracted to something when it involves emotional factors.

Babin and Babin (2001) state that emotions are one's feelings that are influenced by special characteristics found in the environment in which the person is located. Cha (2001) states that emotions are consumer attitudes that originate from social interactions related to the experience of consumers themselves. Hawkins, Best, and Coney (2004) states that emotion is a feeling that cannot be controlled but can influence a person's behavior and habits. E. J. Park, Kim, and Forney (2006a) states that positive emotions are feelings of an individual which are manifested in various expressions such as being attractive, proud, feeling happy, attracting heart,

satisfaction, and extraordinary pleasure. The feeling or emotion factor is a momentary construct related to a particular situation or object (Chang, Eckman, & Yan, 2011).

Impulsive Buying Online

Theoretically impulsive purchases apply to convenience goods consumption groups, but in its development, it turns out impulsive purchases also apply to consumer goods that are included in the types of shopping goods such as clothing (fashion) and body care products (E. J. Park et al., 2006a). Consumers buy shopping goods products more to the desire to express the uniqueness of the consumer itself or think that the purchases made are good value for money and whether the purchase is practical or useful for him.

Impulsive buying is caused by the presence of a colleague and the presence of a consumer family member will be able to reduce the occurrence of impulse buying (Luo, 2005). Muruganatham and Bhakat (2013) suggest that impulsive buying is a sudden and urgent purchase where speed in making decisions precludes wise judgments and the search for alternative options. Impulsive buyers feel unable to control their buying goals and behavior from the various stimuli provided by producers (Wu, Chen, & Chiu, 2016).

Research Hypotheses

When Instagram users browse websites, they are faced with a special offer, attractive web design, attractive colors, and usually result in real purchases (Rowley, 2002). Browsing online stores can also encourage impulsive purchases (Koski, 2004). Besides browsing the website will also cause consumers to get stimuli which then encourage impulsive buying. The role of the media used to present product information can increase the intensity of impulsive purchases (Adelaar, Chang, Lancendorfer, Lee, & Morimoto, 2003). This is confirmed again by Verhagen and Dolen (2011) which states that there is a connection between browsing the website with the impetus to make a purchase. The intensity of Facebook usage is seen from the duration of time used to access Facebook daily or weekly, the number of group members, and the number of friends they have (Bijari et al., 2013; Kirschner & Karpinski, 2010). The intensity of Facebook usage can also be seen from the number of friends, the average time spent accessing Facebook every day, and the six items about user relationships and engagement with Facebook (Ellison et al., 2007).

Social media networks can increase the self-esteem of individual users (Gonzales et al., 2013) and the assessment of high self-esteem on social media can reduce the level of consumer self-control which will ultimately encourage impulsive purchases (Wilcox & Stephen, 2013). Another advantage of advertising through social media Instagram is the use of Instagram artists and users as endorsers who can offer company products provided that the user has a large number of followers. Instagram users who have many followers will give a big influence on their followers (Jin & Phua, 2014). Djafarova and Rushworth (2017) suggested that artists used to endorse products influence young women's buying behavior. Social media users who have low self-esteem ratings will easily follow the opinions of other users (Bearden et al., 1989; Bither & Wright, 1973; Djafarova & Rushworth, 2017; Kropp et al., 2005; Rhodes & Wood, 1992).

Kaisheng (2011) conducted a study of the dimensions of online sales promotions and created a research model that links online sales promotions with impulsive online purchases through the time and energy spent on browsing websites. Verhagen and Dolen (2011) show that browsing that shows the intensity of internet use has an indirect effect on impulsive online purchases through an urgent situation to make impulsive purchases. Ozer and Gultekin (2015)

in their research showed that browsing is influenced by hedonic motives, which significantly influences impulsive buying. In line with, Floh and Madlberger (2013) in their research showed that hedonic motives are proxied by convenient shopping encourage consumers to browse and encourage these consumers to make impulsive online purchases. Yang et al. (2014) in his study suggested that internet use approaching addiction affects impulsive online purchases.

Turkyilmaz et al. (2015) in his study suggested that website quality and personality affect impulsive online purchases. L. T. Huang (2015) shows that browsing will encourage impulsive online purchases through an urgent feeling to make impulsive purchases. Rezaei, Ali, Amin, and Jayashree (2015) conducted a study that showed that utilitarian and hedonic web browsing led to impulsive online purchases. However, there is an interesting finding that utilitarian web browsing encourages impulsive online purchases. Though usually only hedonic web browsing that encourages impulsive online purchases.

Leong, Jaafar, and Ainin (2017) suggested that browsing when using Facebook and the intensity of Facebook use can significantly encourage electronic commerce to occur through social media, in this case, Facebook. Zhang, Xu, Zhao, and Yu (2018) argue that consumer browsing behavior will encourage consumers to immediately make impulsive purchases which will ultimately lead to impulsive online purchases. Based on several previous studies, the following hypotheses were prepared.

H1: Intensity of Instagram usage has a positive effect on positive shopping emotions and impulse buying online

The formation of consumers 'positive emotions towards products offered online can increase consumers' motivation to make unplanned purchases (Amiri, Jasour, Shirpour, & Alizadeh, 2012). Research conducted by (Pattipeilohy & Rofiaty, 2013) shows the same result that positive emotions have a significant effect on impulsive purchases. These results are also the same as the findings of E. J. Park et al. (2006a) which states that consumers with positive feelings such as feeling happy and satisfied are more encouraging consumers to buy clothing products more than before.

In his research, positive consumer emotions arising from attractive merchandise, easy product use, happy feelings, website communication style, will encourage consumers to search (browsing) which will then encourage impulsive purchases. In addition to encouraging the emergence of the process of searching (browsing), positive emotions will also directly affect impulsive online purchases (Verhagen & Dolen, 2011). The pleasant feeling and passion are caused by the ease of navigation on the website. These pleasant feelings and passions will in turn lead to impulsive online purchases (S. W. Lin & Lo, 2015). Positive emotions with indicators of everything pleasant (pleasantness) and something that gives rise to arousal will cause and cause impulsive online purchases (Liao, To, Wong, Palvia, & Kakhki, 2016). Other research results by Sohn and Lee (2016) show that positive emotions will shape impulsive purchases when influenced also by time pressure and consumer involvement in shopping. However, there is an interesting thing that is when there is time pressure, negative emotions will arise and it will increase the possibility of impulsive buying. Based on several previous studies, the following hypotheses were prepared.

H2: Positive shopping emotions have a positive effect on impulsive buying online.

H3: Positive shopping emotions mediated the effect the instagram user intensity of instagram on impulsive buying online.

METHODOLOGY

Population and Sample

The study population is generation Y (born 1980-1994) Instagram users who have made product purchase transactions after seeing sales promotions on Instagram in Banten, Indonesia. The sample of research came from 150 Y generation Instagram users who bought convenience and shopping products.

An online questionnaire survey was conducted to examine the relationships between the intensity of Instagram usage, positive shopping emotions, and impulsive buying online. The questionnaire consists of two sections. The first section is about the characteristic of respondents. The second contains 18 questions regarding the research modeling constructs as shown in Table 2. A 5-point Likert scale (ranging from 1=strongly disagree to 5=strongly agree) is designed to ask the respondents to rate these 18 questions.

Data Analysis

Descriptive and verification research is used to see the effect of the variables –Intensity of Instagram Usage (IPI), Positive Shopping Emotions (EBP), and Impulsive Buying Online (POI) of Generation Y consumers. This study has six verification hypotheses. Based on the three hypotheses, the analysis design in this study contains a verification analysis. Verification analysis used to answer the verification hypothesis (hypotheses 1-3) through assessment and linking theory with facts in the field. This analysis is done by testing the hypothesis using Structural Equation Modeling (SEM) SmartPLS. There are three stages in the analysis using SmartPLS, namely: the first stage of performing algorithm calculations; the second stage, doing bootstrapping.

RESULTS AND DISCUSSION

Results

Responden Background

Table 1 and 2 show the detailed background information of the respondents. Table 1 contains Education and Instagram usage

Table 1. Summary of Respondent Education Background

		Education			Cumulative
		Frequency	Percent	Valid Percent	Percent
Valid	SD dan sederajat	1	.7	.7	.7
	SMA dan sederajat	7	4.7	4.7	5.3
	Diploma 1,2,3	8	5.3	5.3	10.7
	S1	96	64.0	64.0	74.7
	S2	36	24.0	24.0	98.7
	S3	2	1.3	1.3	100.0
	Total	150	100.0	100.0	

Source: Authors

Table 2. Summary of Respondent Instagram Usage

		Instagram Usage			Cumulative
		Frequency	Percent	Valid Percent	Percent
Valid	< 1 tahun	12	8.0	8.0	8.0
	1-3 tahun	36	24.0	24.0	32.0
	>3-5 tahun	53	35.3	35.3	67.3
	>5 tahun	49	32.7	32.7	100.0
	Total	150	100.0	100.0	

Source: Authors

Model Measurement Analysis

From table 3, it can be seen that Table 3 shows that Cronbach's alpha, Average Variance Extracted (AVE), Construct Reliability (CR), and the correlation of each construct have fulfilled the specified requirements namely Cronbach's alpha > 0,700; Average Variance Extracted (AVE) > 0.500; Construct Reliability (CR) > 0,700. Whereas the Fornell-Lacker Criterion is used to ensure discriminant validity, the AVE for each latent variable must be higher than R2 with all other latent variables. From the table it can be seen that the rootsquare value of AVE is each higher than R2 with all other latent variables.

Table 3. Outer Loading, Composite Reliability, Average Variance Extracted

Variabel	Indikator	Outer Loading	Cronbachs Alpha	Composite Reliability	AVE
Intensity of Instagram Usage	IPI1	0,797	0,849	0,889	0,573
	IPI2	0,773			
	IPI3	0,799			
	IPI4	0,803			
	IPI5	0,710			
	IPI6	0,648			
Possitive Shopping Emotion	EBP1	0,927	0,916	0,947	0,857
	EBP2	0,920			
	EBP3	0,929			
Impulsive Buying Online	POI1	0,864	0,932	0,948	0,786
	POI2	0,871			
	POI3	0,890			
	POI4	0,928			
	POI5	0,877			

Source: Authors

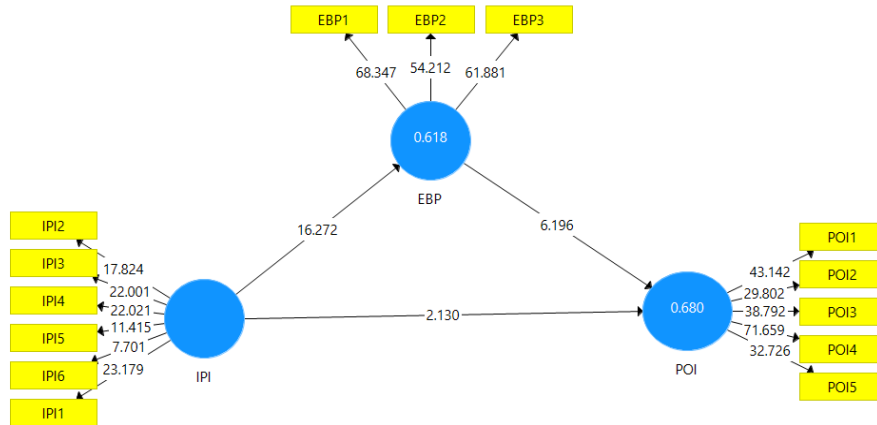


Figure 1. Research Model

Table 4 shows the results that Intensity of Instagram usage (IPI) has a positive effect on positive shopping emotions and impulse buying online (POI), therefore H1 supported. Positive shopping emotions have a positive effect on impulsive buying online, therefore H2 supported. Positive shopping emotions mediates the effect of Intensity of Instagram usage (IPI) on impulse buying online (POI), therefore H3 supported.

Table 4. Path Coefficients

	Original Sample	T Statistic	P Values
EBP → POI	0,631	6,196	0,000
IPI → EBP	0,786	16,272	0,000
IPI → POI	0,231	2,130	0,034
IPI →EBP→POI	0,496	7,125	0,000

Source: Authors

Discussion

This study aims to determine the differences in influence on users of Y generations. Women are considered to be more likely to shop online when compared to men (Davis, Lang, & Diego, 2013). In addition, women are more likely to become impulsive online shoppers compared to men (C. H. Lin & Lin, 2005). The results show that Intensity of Instagram usage has significant effect on impulsive online purchases. This shows the same results as Davis et al. (2013), that women prefer to shop online for products that fall into the utilitarian group. In addition, While the high intensity of using Instagram positively influences both consumers' shopping emotions and impulsive online purchasing decisions. Likewise, positive shopping emotions that significantly influence online purchases impulsively.

CONCLUSION

The results of data analysis of Y generation show the same result with previous research. These results are following some of the results of studies using previous Y and Z generations such as (Khan, hui, Chen, & Hoe, 2016), Krbova (2016), (Priporas, Stylos, & Fotiadis, 2017), and Thomas, Kavya, and Monica (2018). Whereas the Intensity of using the Instagram variable

significantly influences the online Impulsive Buying variable both directly and indirectly through the Positive emotion shopping variable.

Practically, this research contributes to marketers who promote their products through social media Instagram, that the frequency of using Instagram is very important in encouraging impulsive online purchases, as well as paying attention to the personality of consumers who are the target market. With a more attractive and interactive display compared to other social media, Instagram is more favored by Generation Z when compared to Generation Y, although in terms of income generation Z is still inferior to Generation Y. Therefore, companies must improve the performance of their product display on Instagram by clarifying the difference between these products and other similar products, in addition to increasing consumer confidence in electronic transactions that occur.

There is a limitation in the design of measurements. This study only examines one variable that affect impulsive online purchases in generations Y, with one variable acting as a mediating variable. Other researchers can expand the research by adding other variables such as the value of hedonic spending or other variables that are by the Stimulus (S) - Organism (O) - Response (R) paradigm. Then, the research sample is directed to respondents who purchase convenience and shopping goods. Therefore, in subsequent studies, it can be done on other goods whose prices are more expensive than the two groups of goods. Besides, this research is only conducted for consumers in Indonesia as Instagram users. Future studies are expected to research Indonesia by comparing other social media that can be used as electronic product transaction media.

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