

FACTORS CAUSING *IMPULSE BUYING* IN E-COMMERCE IN WEST JAKARTA

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Abstract: *In this digital era, most of life and daily activities are related to digital and technology. Many discoveries and innovations in the utilization of digital technology continue to emerge. One of them is the emergence of e-commerce, which can facilitate and help people shop and fulfill their daily needs. Likewise, the fashion world continues to develop rapidly, both in terms of clothing models, innovations, and new local fashion brands that continue to emerge and develop. This study aims to determine the effect of fashion involvement, shopping lifestyle, sales promotion, and mobile marketing on impulse buying. The population of this study is Gen Z, who have an age range of 11–30 years and use the Shopee application in West Jakarta. This study used a sample of 213 respondents. Sample collection techniques using nonprobability sample techniques. The data collection method was obtained by distributing questionnaires online via Google Forms. The data was analyzed using SEM (structural equation modeling) through the SmartPLS3 application. The results of this study indicate that fashion involvement, shopping lifestyle, sales promotion, and mobile marketing have a positive and significant effect on impulse buying. The results of this study can provide information to Shopee and fashion brand owners about how to increase fashion involvement, shopping lifestyle, sales promotion, and mobile marketing because this can increase impulse buying.*

Keywords: *Fashion involvement, Shopping lifestyle, Sales promotion, Mobile marketing, impulse buying*

1. Introduction

In today's modern era, fashion has become an integral part of daily lifestyle, even serving as content in various events such as fashion shows, and so on. Interest in fashion is not limited to certain age groups but is widespread among the public. The diversity of new fashion models that continue to emerge, known as fast fashion, with the launch of new models every season, encourages brands to keep up with these developments. This is so that they are not left behind in the market competition and also in the hope of increasing the impulse purchase drive of potential consumers who are tempted to shop without careful planning, to meet the changing fashion needs.

The development of technology and the increasingly advanced internet have created e-commerce as a platform for conducting online goods exchange transactions to meet daily needs. E-commerce allows sellers and buyers to transact directly through Internet media and specialized applications (Dedi Riswandi, 2019). Sellers no longer need to interact directly with consumers to sell their products. Advances in technology and the presence of e-commerce make it easy for sellers to market products online through their store accounts and display merchandise, while consumers can easily view and order the desired items to be delivered directly to their address.

This advantage is very significant for both parties. For sellers, there is no need for a physical store to sell products, and for consumers, there is no need to spend time and money traveling to a physical store to make purchases. E-commerce applications help reduce operational costs for sellers and provide convenience for consumers to explore and search for products with a wide selection of models and prices in the application. As revealed by Kemp and Moey (2019), around 90% of internet users in Indonesia have used e-commerce to purchase goods and services, including fashion or clothing products which is one of the three most popular products on various e-commerce applications or websites.

The Impulse buying phenomenon has a significant impact on E-Commerce because the behavior of consumers who shop impulsively can indirectly increase E-Commerce sales. Consumers also pay platform fees when they make impulse purchases. Engel et al. (2019: 33) define Impulse Buying as consumer behavior that arises suddenly due to demonstrations or promotions given to products at the point of sale. Izmy et al. (2022) explain that Impulse Buying is the act of spending money uncontrollably without prior consideration, where the item purchased is not a necessity at that time. Research by Wiranata & Hananto (2020) identified several factors that influence impulse buying, including website quality, sales promotions, and fashion awareness. Meanwhile, according to Ittaqullah et al. (2020), factors such as mobile marketing, discounts, and lifestyle also influence impulse buying. Pratminingsih et al. (2021) added the factors of hedonic motivation, shopping lifestyle, and sales promotions as factors that influence impulse buying. Research by Nguyen & Ha (2021) noted that external stimuli (sensory cues, social stimuli, visual merchandising, in-store promotions, and salespeople) and internal stimuli (emotions, hedonic values, and fashion involvement) influence impulse buying.

A factor that can influence impulse buying is fashion involvement. Fashion Involvement refers to the level of individual involvement in fashion products, which can arise as a need, interest, or value for these products. Involvement in the context of fashion involves individual knowledge, interest, and response to certain fashion products (Pramestya & Widagda, 2020). However, the research findings obtained by Hidayah et al. (2019) and Sucidha (2019) concluded that involvement in fashion has no significant effect on impulse buying behavior.

Other factors have the potential to influence impulse buying behavior, namely shopping lifestyle. A shopping lifestyle is defined as an internal factor in a person that encourages unplanned purchases (Hidayah et al., 2019). Sinambela & Widyawati (2021) also state that shopping has become a lifestyle that is adopted to fulfill the desired lifestyle, and a person is willing to sacrifice many things to fulfill this lifestyle, which in turn can increase the possibility of impulse buying. However, the results of the research by Hidayah et al. (2019) and Listriyani & Wahyono (2019) concluded that the shopping lifestyle does not have a significant effect on impulse buying behavior.

Another factor that needs to be considered is sales promotion. Sales promotions are designed to stimulate potential consumers to immediately make product purchases in a certain period, with the hope of encouraging impulse buying behavior (Solomon et al., 2018). Duong & Khuong (2019) define sales promotion as a marketing tool used to motivate consumers to come and make transactions on a brand within a limited time. Juliano & Rhodiah (2023) emphasized that sales promotions give consumers the impression that they will get the lowest price and more benefits by maintaining the same product quality. However, the findings of Sumampouw & Pandowo (2022) concluded that sales promotion does not significantly affect impulse buying behavior.

The next step is mobile marketing. According to Armstrong and Kotler (2015: 477),

mobile marketing is a communication tool used to market products to consumers through devices such as cell phones, tablets, and the like. Chakti (2019) further describes mobile marketing as a multi-channel digital marketing strategy aimed at reaching target audiences through smartphones, tablets, and other devices. However, the findings in the research of Ittaqullah et al. (2020) concluded that mobile marketing has no significant effect on impulse buying behavior.

From several previous studies, this study aims to determine the effect of fashion involvement, shopping lifestyle, sales promotion, and mobile marketing on impulse buying in E-Commerce applications.

2. Literature Review

Fashion Involvement

Involvement refers to the level of interest that a person can feel or the interest that arises in response to a stimulus in a particular situation (Engel et al., 2019). Fashion involvement encompasses an attachment to the world of fashion, whether as a need, interest, or other element. Therefore, in the context of the fashion world, fashion involvement can be felt by all individuals, involving interest, response, and awareness of various fashion products that are trending (Pramestya & Widagda, 2020). In conclusion, fashion involvement is the level of individual involvement that shows interest in following the development of the fashion world to fulfill various interests in the ever-growing fashion world.

Shopping Lifestyle

Shopping today has become a lifestyle that reflects the way a person expresses their activities, interests, and income level (Hajjat, 2021). Lifestyle includes how individuals allocate their time and money (Engel et al., 2019). It reflects how their surroundings spend money by following the latest trends, which can change a person's behavior to match the ongoing trends (Izmy et al., 2022). To fulfill their needs and express their lifestyle, one must be willing to spend a sufficient amount of money. In conclusion, lifestyle has become an important factor in their lives, ensuring that they are not left behind with the current trends and ultimately increasing self-confidence.

Sales Promotion

Sales promotion is a strategy used to stimulate consumer purchasing behavior in a short period (Sohn & Kim, 2020). This activity is considered an important element that is actively involved in introducing, informing, and reminding the benefits of a product to encourage consumers to consider and buy the product being promoted (Umboh et al., 2018). Sales promotion is an action taken by the marketing team to motivate consumers and encourage them to shop for certain products from a brand within a limited period (Duong & Khuong, 2019). According to Julianto & Rhodiah (2023), the promotions provided make consumers think that they will get low prices and benefits because they can get the same goods at a lower price. Thus, it can be concluded that sales promotion has a very significant role because it can attract potential customers who were not initially interested in buying a product, to be interested in buying the product, even though it was not planned.

Mobile Marketing

Mobile marketing is a strategy in the marketing field that utilizes digital platforms to reach consumers in a personalized, appropriate, and cost-efficient way (Sulistyo, 2020). The popularity of mobile marketing in the business world is due to its ease of delivering messages about products and services to customers (Shinta & Sachitra, 2021). Mobile marketing plays a big role in marketing communication by giving consumers continuous access, without being constrained by place and time, so it can be accessed at any time, especially by the younger generation (Shahina & Sachitra, 2021). Overall, mobile marketing can be summarized as a digital marketing strategy that is mainly aimed at the younger generation, because it provides access to anyone, anytime, and anywhere, making it easier to deliver information.

Impulse Buying

Impulse buying is consumer behavior triggered by product demonstrations or promotions at the point of sale (Engel et al., 2019: 33). Impulse buying decisions occur when consumers buy products without prior planning, such as without looking at catalogs, ordering products, watching shopping shows on television, visiting websites, and so on (Berman et al., 2018). Izmy et al. (2022) explain that impulse buying is an unplanned action to spend money without control, where the items purchased are often not actual needs. In conclusion, impulse buying is a shopping behavior that occurs without prior planning, triggered by promotions from a brand to attract consumers to buy products, even though the product is not needed.

From several previous studies, the following research model can be formed:

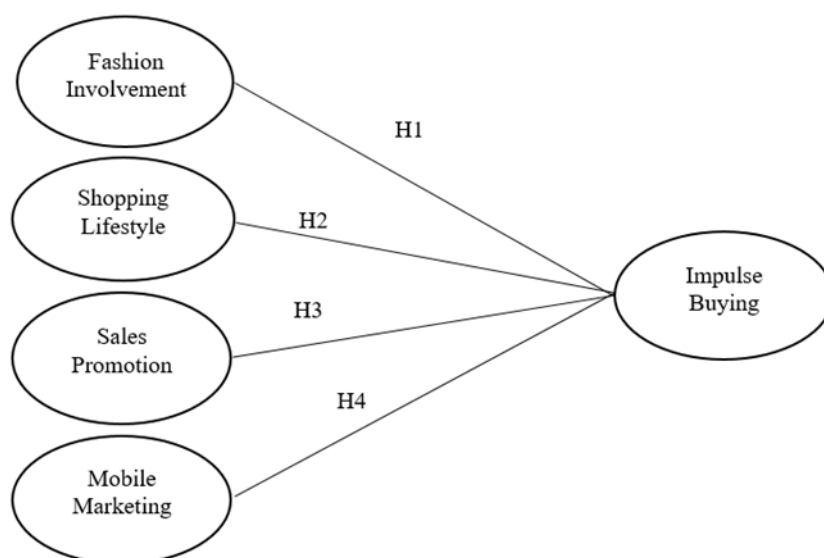


Figure 1. Research Model

The hypothesis of this study is as follows:

- H1: Fashion involvement has a positive and significant influence on impulse buying in E-Commerce applications.
- H2: Shopping lifestyle has a positive and significant influence on impulse buying in E-Commerce applications.

H3: Sales promotion has a positive and significant influence on impulse buying in E-Commerce applications.

H4: Mobile Marketing has a positive and significant influence on impulse buying in E-Commerce application.

3. Research Methods

The population in this study is Gen Z who has an age range of 11-30 years who use E-Commerce applications in the West Jakarta area. This research uses a purposive sampling technique. The number of samples studied was 213 respondents. The data collection technique used a questionnaire. The questionnaire was distributed online using Google Forms. This study examines the following variables: fashion involvement measured using 4 statement items, shopping lifestyle variables using 5 statement items, sales promotion variables using 5 statement items, mobile marketing variables using 4 statement items and impulse buying variables using 5 statement items. Research data processing uses PLS-SEM software which consists of two analyses, namely the outer model and the inner model.

4. Results and Discussion

Respondent Profile

Based on the data on the characteristics of respondents, the majority of respondents are female respondents (54.5%) with student status aged 17-23 years (62.4%) and have an income of Rp 1,000,000 - Rp 2,000,000.

Outer Model

Based on the analysis of the measurement model results (Outer Model Analysis), it is found that all indicators used to measure variables in the study are valid so that they can present reliable research variables.

a. Convergent Validity

Table 1
Analysis Result AVE

Variable	Average Extracted Variance (AVE)
<i>Fashion Involvement</i>	0,664
<i>Shopping Lifestyle</i>	0,691
<i>Sales promotion</i>	0,717
<i>Mobile Marketing</i>	0,712
<i>Impulse Buying</i>	0,644

Based on the results of the AVE value, each variable has a value above 0.5 which has met the criteria and is declared passed and valid.

b. Discriminant Validity

Table 2
Analysis Result Discriminant Validity

Variabel	<i>Fashion Involvement</i>	<i>Shopping Lifestyle</i>	<i>Sales Promotion</i>	<i>Mobile Marketing</i>	<i>Impulse Buying</i>
<i>Fashion Involvement</i>	0,815				
<i>Shopping Lifestyle</i>	0,749	0,831			
<i>Sales Promotion</i>	0,692	0,807	0,847		
<i>Mobile Marketing</i>	0,685	0,714	0,708	0,844	
<i>Impulse Buying</i>	0,683	0,729	0,724	0,788	0,802

Based on the results above, each variable gets greater results than the other variables horizontally and vertically. So, the results are declared valid because they meet the criteria.

c. Composite Reliability

Table 3
Analysis Result Composite Reliability

Variable	Composite Reliability
Fashion Involvement	0,887
Shopping Lifestyle	0,918
Sales Promotion	0,927
Mobile Marketing	0,908
Impulse Buying	0,900

Of all the variables, the composite reliability value is above 0.7. It can be concluded that the variables used in this study are reliable.

Inner Model

a. Determination Coefficient Test (R²)

Testing the coefficient of determination or R² is useful for calculating how much and

how little influence or relationship between the dependent variables. The independent variables in this study are fashion involvement, shopping lifestyle, sales promotion and mobile marketing. The results of the coefficient of determination will be presented in the following table:

Table 4
Analysis Result Determination Coefficient Test

Variable	R2	Description
Impulse Buying	0,696 \Rightarrow 69,6%	Sedang

The results of the calculation of the coefficient of determination (R2) found that the value of the dependent variable in this study, namely impulse buying, is 0.696 or 69.6% and the remaining 30.4% can be explained by variables other than the variables in this study. The R2 value of 0.696 means that fashion involvement, shopping lifestyle, sales promotion, and mobile marketing make a moderate contribution to impulse buying because it is in the range of 0.50 to 0.75.

b. Uji Path Coefficient

According to Hair et al (2022) the path coefficient has a standard value with a range of -1 to +1. If the test results on the path coefficient have a value close to -1, then the relationship is not positive and weak, but if it is close to the value +1, it indicates that the relationship is getting stronger, positive and almost significant. In this study, testing uses bootstrapping mode to get the path coefficient value.

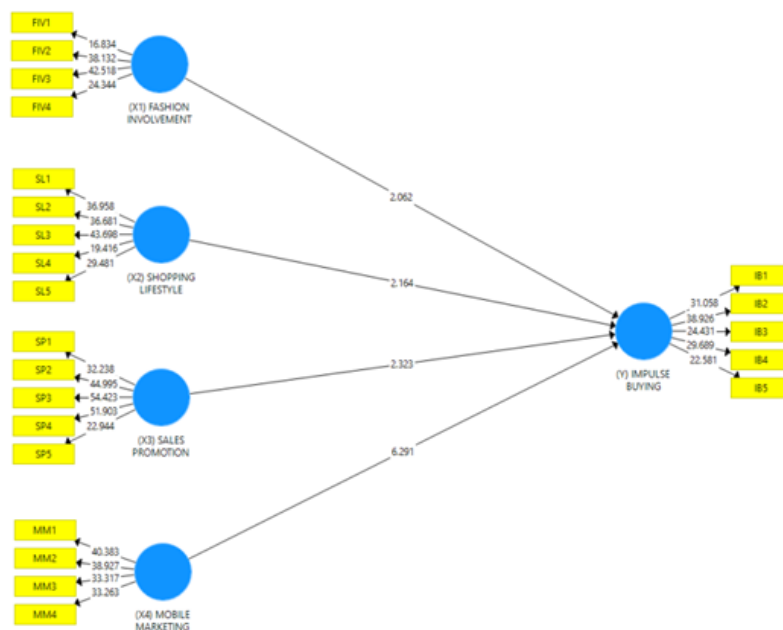


Figure 2 Bootstrapping Result

From Figure 2, it can be seen that all variables have positive results, which indicates that fashion involvement has a positive value of 0.118, the shopping lifestyle variable has a positive value of 0.162, the sales promotion variable has a positive value of 0.186, then the mobile marketing variable has a positive value of 0.460.

Hypothesis Test (Uji t-statistik)

Table 5
Hypothesis Test Results

Variable	P-Value	T-Value
<i>Fashion Involvement (X1) ⇒ Impulse Buying (Y)</i>	0,040	2,062
<i>Shopping Lifestyle (X2) ⇒ Impulse Buying (Y)</i>	0,031	2,164
<i>Sales Promotion (X3) ⇒ Impulse Buying (Y)</i>	0,021	2,323
<i>Mobile Marketing (X4) ⇒ Impulse Buying (Y)</i>	0,000	6,291

Hypothesis testing 1: The effect of Fashion involvement on impulse buying is positive and significant, meaning that H1 is not rejected.

Hypothesis testing 2: The effect of Shopping lifestyle on impulse buying is positive and significant, meaning that H2 is not rejected.

Hypothesis testing 3: The effect of sales promotion on impulse buying is positive and significant, meaning that H3 is not rejected.

Hypothesis testing 4: The effect of Mobile marketing on impulse buying is positive and significant, meaning that H4 is not rejected.

Discussion

Based on the results of the first hypothesis test, it can be stated that fashion involvement has a positive and significant effect on impulse buying on Shopee users in West Jakarta because the p-value is 0.040 and the t-value is 2.062. Thus, H1 is accepted, and this result is in line with previous research by Padmasari and Widyastuti (2022), Natalie and Japariato (2019), and Andani and Wahyono (2018) which state that fashion involvement has a significant influence on impulse buying. Changes in fashion styles that move so fast make changes to people's patterns and lifestyles. With such rapid changes, people's lifestyles become more impulsive.

Based on the results of the second hypothesis test, it can be stated that the shopping lifestyle has a positive and significant effect on impulse buying on Shopee users in West Jakarta because the p-value result is 0.031 and the t-value is 2.164. Thus, H2 is accepted, and this result is in line with previous research by Padmasari & Widyastuti (2022), Sari & Pidada (2019), and Izmy et al (2022) which state that shopping lifestyle has a significant influence on impulse buying. A person's lifestyle is important in life so as not to be left

behind by current trends, and well-known brands can strengthen self-confidence.

Based on the results of the third hypothesis test, it can be stated that sales promotion has a positive and significant effect on impulse buying on Shopee users in West Jakarta because the p-value result is 0.021 and the t-value is 2.321. Thus, H3 is accepted, this result is in line with previous research by Padmasari and Widyastuti (2022), Andani and Wahyono (2018), and Firdausy and Fernanda (2021) which state that sales promotion has a significant effect on impulse buying. Sales promotion is a way to entice potential customers to shop at their store.

Based on the results of the fourth hypothesis test, it can be stated that mobile marketing has a positive and significant effect on impulse buying for Shopee users in West Jakarta because the p-value is 0.000 and the t-value is 6.291. Thus, H4 is accepted, this result is in line with previous research by Bucht & Gillberg (2015) and Shahina & Sachitra (2021) which state that mobile marketing has a significant effect on impulse buying. Mobile marketing is a digital marketing strategy, especially for the younger generation, because it allows them to easily access information at any time. When information is easily available, attitudes towards impulse buying increase. As the promotional offer passes, your curiosity may increase and you may be tempted to shop, instead of being tempted by the advertisement offered.

5. Conclusion

After the respondent data has been obtained, processed as a whole, and analyzed, the researcher gets the conclusion of this study, namely: Fashion involvement has a positive and significant influence on impulse buying in E-Commerce application users. Shopping lifestyle has a positive and significant influence on impulse buying in E-Commerce application users. Sales promotion has a positive and significant influence on impulse buying in E-Commerce application users. Mobile marketing has a positive and significant influence on impulse buying in E-Commerce application users.

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