

## PAYLATER FEATURE: IMPULSIVE BUYING DRIVER FOR E-COMMERCE IN INDONESIA

**Luqman Dzul Hilmi, Yeyen Pratika**

Faculty of Economics and Business, University of Muhammadiyah Malang, Malang City, Indonesia  
E-mail: [ldh@umm.ac.id](mailto:ldh@umm.ac.id)

**Abstract:** E-commerce growth followed by the increasing of digital payment has encouraged the penetration of payment features that aims to attract consumers. The current phenomenon in Indonesia is the existence of Paylater feature. It has a similar function with credit card that allows consumers make credit purchases with a certain limit. Many previous researches indicate that credit card leads to impulsive buying behaviour which makes consumers feel the need to buy immediately by ignoring the utilitarian of purchased product. Because of the same function as credit card, Paylater is presumed the same result. Thus, this study is proposed to examine whether Paylater system drives to impulsive buying behaviour on e-commerce transactions. A total of 158 respondents involved in this study. Using Structural Equation Modelling (SEM) with SmartPLS software, this study found that Paylater and hedonic motivation influence on impulsive buying. However, when Paylater is used as mediator between hedonic and utilitarian motivation on impulsive buying, there is no significant effect.

**Keywords:** *Paylater, Impulsive Buying, Utilitarian Motivation, Hedonic Motivation*

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### 1. Introduction

E-commerce has become an important aspect in the current and following years. This technology is an integral part of life in modern society. People are increasingly shopping for many reasons. This condition is also supported by the growing development of this service. In Indonesia, the Ministry of Communication and Information Technology stated that in 2018 Indonesia was recorded as the country with the highest e-commerce value growth, reaching 78 percent and predicted to keep growing (Zuraya, 2020). This growth is also driven by various penetration efforts provided by government to create digital economy, such as technology infrastructure. The Indonesian Internet Service Provider Association (APJII) mentioned that in 2018 internet users in Indonesia reached about 171 people or around 64.8 percent of the total population. This number can be an indicator that users are starting to actively utilize technology in their daily lives, including online shopping through e-commerce. In addition, since 2016 Indonesian government has provided opportunity for Foreign Direct Investment for e-commerce companies in Indonesia. It increases the penetration of digital economy as planned. Based on report conducted by SIRCLO in 2019, the digital investment reached about 200 percent from year to year. From this data, it was noted that e-commerce growth was 88 percent between 2015 and 2019, the highest growth compared to the other digital economic sectors (Sirclo; Ravenry, 2019)

The increasing use of e-commerce has also provided a positive impact on supporting sectors such as financial industry. The Indonesian Bank (BI) noted that the number of electronic trade transaction in 2019 was around IDR13 trillion per month (Tri, 2019). Moreover, in 2019 a survey conducted by Tempo magazine related to online shopping behavior underlined that electronic payments were in high demand (Tempo, 2019). It also addressed that 70 percent of offline shoppers also chose to make payment transaction electronically. This condition shows that there is a shifting in consumer behavior from relying on traditional to digital transaction. Another report conducted by JP Morgan regarding Global Payment Trends indicated the result that electronic wallet (e-wallet) is the third most used alternative payment in e-commerce purchase transaction after debit and credit card (JPMorgan, 2019). Thus, it shows that there is a development in the use of e-wallets in e-commerce transactions.

The creativity in the development of payment instrument keep increasing with the issuance of many new features to support e-commerce and e-wallet as well, such as Paylater system. This system is a financial facility that allows payment method in installments without a credit card but easy process. Recently, Paylater are widely adopted by e-commerce and e-wallet such as Traveloka, OVO, Gojek, Shopee and others. The development of Paylater is considered to be an alternative for the gap in the penetration of credit card usage in Indonesia. As known that the penetration of credit card was only 0.07 percent per capita (JPMorgan, 2019) which means that there are enormous opportunities in this untapped market. This gap drives e-commerce as well as e-wallet to provide Paylater feature to target consumers who do not have access to credit card but need to make purchase on credit. The Paylater payment system have been adopted in Europe for quite long, however it has started to develop in the Asian market in recent years as an online purchasing solution.

Although it offers a solution, this system also creates a negative impact on impulsive behavior in making purchase. Paylater system creates a minimal shopping effort in one click that encourages consumers to make purchase immediately (Mitchell & Qadar, 2019). The Grand Thornton Indonesia also mentioned that one of the risks of using Paylater is the excessive consumptive behavior (Setiawan, 2019). The pattern of Paylater system is almost the same as a credit card that provides an impulsive behavior for purchase decisions because of the convenience to buy now and pay later (Duke, Andy, & Andrew, 2019). In fact, the purchased products are unnecessary. Thus, this Paylater system phenomenon is sounded to be able to encourage impulsive buying in e-commerce transactions. Previous studies have discussed about impulsive buying, but are limited to impulsive purchases driven by credit card (Arslan, 2015; Braga, Isabella, & Mazzon, 2013; Chatterjee & Rose, 2012; Chauhan & Shingari, 2017), mobile commerce (Zheng, Men, Yang, & Gong, 2019) and fashion (Cai, Chen, Siqin, Choi, & Chung, 2019). Thus, this study is aimed to examine impulsive buying drivers in online shopping due to the existence of Paylater system.

## **2. Literature Review**

### **Interpersonal Factors, Hedonic and Utilitarian Motivation**

Recently, the use of internet as communication tools cannot be separated from daily activities. It provides multiple information that can be obtained at any time. This condition raises the potential to influence individual in making sudden decision. The influence that can lead to interpersonal matters is part of interpersonal communication, a process of exchanging

information between one to another parties (Alfisyahr & Devita, 2019). Information received through internet based links can increase individual's desire to take further action. The availability of various communication media which are widely used daily has a potential to encourage person to do certain activity. Previous study claimed that informational and normative interpersonal can trigger consumptive behavior (Bearden, Netemeyer, & Teel, 1989).

Encouragement from informational interpersonal influence means trusting to others' information as an evidence, meanwhile normative interpersonal refers to the adjustment of behaviors and attitudes toward existing norms and expectations. Thus, both interpersonal types will create different reasons why people buy products. Consumers who buy because the rational and non-emotional behavior are considered as utilitarian value (Jones, Reynolds, & Arnold, 2006). Hedonic values are driven by personal emotional needs for a sense of pleasure and comfort (Anderson, Knight, Pookulangara, & Josiam, 2014; Overby & Lee, 2006). In addition, utilitarian consumptive characteristics can be viewed through prudent attitude in minimizing the cost of obtaining certain product and higher satisfaction when being able in maximizing the utility of certain products (Ferrand & Vecchiadini, 2002). These categories are carried out by selecting and comparing the utility that will be fulfilled based on consideration of the cost incurred or the benefits obtained (Solomon, 2013). Moreover, hedonism comes from social experiences, share common interests in certain things, social status awards for products with prestige attributes and happy feeling for valuable products (Solomon, 2013). Thus, the proposed hypotheses in this study are as follows:

H1: Interpersonal factors have a positive influence on hedonic motivation

H2: Interpersonal factors have a positive influence on utilitarian motivation

### **External Factors, Hedonic and Utilitarian Motivation**

Hedonic and utilitarian motivation related to external factors also affect the individual which can trigger them to behave consumptively. This condition comes from several factors such as demographics, culture, social-economy, social groups, family, etc (Huang, 2016; Makanyeza & Mutambayashata, 2018). Another studies stated that internet usage can be triggered by web design (Wang, 2012), word of mouth (Abubakar & Ilkan, 2016; Floyd, Freling, Alhoqail, Cho, & Freling, 2014). Word of mouth, also known as WOM is a form of communication through oral. Written and electronic communication that conveys knowledge and experience of feeling the effects of certain products (Kotler & Keller, 2016). Given the benefits of internet, which is easily accessible anytime and anywhere, the information obtained can be more diverse, so that external factors have a significant effect to influence individual in buying or using certain things. Thus, the next hypotheses are as follows:

H3: External factors have a positive influence on hedonic motivation

H4: External factors have a positive influence on utilitarian motivation

### **Hedonic Motivation, Utilitarian Motivation and Impulsive Buying**

The purchase decision is divided into five stages which are needs recognition, seeking information, evaluating alternatives, purchasing and post-purchase behavior (Kotler & Keller, 2016). However, impulsive buying does not follow this phases which is called as disruption in buying decision purchase (Esterhammer & Huang, 2017). Impulsive buying ignores the existing stages because of the desire to make purchase immediately (Huang, 2016). A previous research

underlined that consumers' emotional condition has a relationship with impulsive buying desires (Adelaar, Chang, Lancendorfer, Lee, & Morimoto, 2003). Impulsive buying can be caused by external factors such as discount information, persuasion from others, store placement and layout and actions by other consumers (Esterhammer & Huang, 2017; Huang, 2016). The development of online shopping has prompted a lot of research on online buying behavior. The characteristics possessed by a site can improve the hedonic value of the site, such as a sense of fun and visual appearance (Parboteeah, Valacich, & Wells, 2009).

Additionally, a research conducted in online review said that both hedonic and utilitarian have significant influence in purchasing decision (Amos, Holmes, & Keneson, 2014; Eren, Eroğlu, & Hacıoglu, 2012; Ham, Lee, Kim, & Koo, 2019). A study related to credit card also addressed that the presence of credit card can create impulsive purchases (Arslan, 2015). The credit card payment system that allows consumers to buy goods at present by making payment later increasingly motivates impulsive buying (Akram et al., 2018). Hedonic aspects, credit card availability and impulsive buying influence each other (Salwa, Musadik, Abdul, & Azmi, 2017). hedonic motivation tends to drive impulsive buying behavior that is stimulated by the availability of credit cards. Besides, impulsive buying is also influenced by utilitarian (Akram et al., 2018; Badgaiyan & Verma, 2014). Thus, the next hypotheses are as follows:

H5: Hedonic motivations have a positive influence on impulsive buying

H6: Hedonic motivations have a positive influence on impulsive buying

### **Paylater Feature and Impulsive Buying**

Although the use of credit card and paylater is slightly different, but both payment systems provide an opportunity to let consumers purchase in credit. The presence of credit cards and digital money makes online shopping becomes more attractive (Akram et al., 2018). Another study also found that credit card and impulsive buying have a positive relationship (Badgaiyan & Verma, 2014). In addition, the advance technology has made an access to purchase in installment easier. The paylater feature, which is an alternative of digital payment, also makes it easier for consumers to get credit and can led to the impulsive buying behavior (Mitchell & Qadar, 2019). Thus, the next hypotheses are as follows:

H6: Hedonic motivations have a positive influence on impulsive buying

H7: Hedonic motivations have a positive influence on impulsive buying

### **3. Research Method**

This study uses Structural Equation Modeling (SEM) by using SmartPLS software. SEM is a multivariate analysis technique that combines factor analysis and multiple regression, allowing researchers to test the relationship between independent and dependent variables simultaneously (Hair, Black, Babin, & Anderson, 2014). To check validity and reliability, this study uses outer model by evaluating the value of Average of Variance Extracted (AVE), Confirmatory Factor Analysis (CFA) and Construct Reliability (CR). The value of CFA and CR are considered as good if it is  $\geq 0.7$  and AVE should be  $\geq 0.7$  (Hair et al., 2014). To predict the causal relationship between latent variables, this study uses inner model. The inner model is evaluated by comparing the values of construct R-square and measuring the value of Q-square. A total of 17 indicator statements are used in this study to examine the proposed research model as mentioned on Table 1 below:

**Table 1. Indicator Statement**

<b>Construct</b>	<b>Items</b>	<b>Statement</b>
Interpersonal Factor	INT1	Almost all of my friends use paylater feature
	INT2	Almost all of my colleagues think using paylater feature is a good idea
	INT3	My friends/colleagues think that we should all use paylater feature
	INT4	Some of my friends/colleagues recommended I should try out paylater feature.
External Factor	EXT1	Media and advertisement about paylater suggest that it is a good idea
	EXT2	Media and advertisement consistently recommend using the paylater feature
Hedonic Motivation	HED1	While using paylater feature I am able to forget my problems, and I feel relaxed
	HED2	I look around at product items on the paylater feature just for fun.
Utilitarian Motivation	UTI1	I use paylater to buy better items in price or quality
	UTI2	I use paylater feature to get additional value as much as possible
Impulsive Buying	IMP1	Paylater feature encourage me to have a desire to buy products that are not actually on my shopping list
	IMP2	Paylater feature encourage me to buy products that are not actually on my shopping list
	IMP3	Paylater feature encourage me to have a tendency to buy products that are not actually on my shopping list
	IMP4	Paylater drives me to buy on the spot for products I do not really need
Paylater	PL1	The submission process for paylater feature is easy
	PI2	The submission process for paylater feature is fast
	PL3	Paylater feature offers low interest rate

## **4. Results and Discussion**

### **4.1. Results**

A total of 158 respondents are used in this study that can indicate some characteristics as mentioned on Table 2 as follows:

**Table 2. Respondent Characteristics**

Category	Explanation	Frequency	Percentage
Gender	Male	54	34.18%
	Female	104	65.82%
Age Range	17 – 21	23	14.56%
	22 – 26	26	16.46%
	27 – 31	80	50.63%
	32 – 36	21	13.29%
	37 – 41	8	5.06%
The Most Attractive Paylater Provider	Gopay	33	20.88%
	OVO	31	19.62%
	Shopee	70	44.30%
	Traveloka	23	14.56%
	Kredivo	1	0.63%
Payment Using Paylater in the Last 6 Months	Daily necessities (food, drink, etc)	84	53.16%
	Fashion/cosmetics	33	20.89%
	Travel (plane, train, hotel, etc)	6	3.80%
	Others (internet, electricity, cable TV, etc)	35	22.15%

From the data above, it can be gathered some points. Female respondents dominate the result with the total of 104 persons (65.82%). Most of them are millennial with different age categories. This result is understandable because millennial generation tends to easily accepts changes in technology. Interestingly, Shopee is categorized as the most attractive paylater provider with the total of 70 persons (44.30%) say the same thing. Compared to other platforms, the products offered by Shopee are very diverse so customers have many choices to buy. Moreover, 84 respondents (53.16%) used paylater to buy their daily necessities.

**Table 3. Output of Measurement**

Construct	Item	SFL	AVE	CR
Interpersonal Factor	INT1	0,788	0,745	0.921
	INT2	0,891		
	INT3	0,861		
	INT4	0,907		
External Factor	EXT1	0,910	0,817	0.899
	EXT2	0,897		
Hedonic Motivation	HED1	0,758	0,731	0.843
	HED2	0,942		
Utilitarian Motivation	UTI1	0,932	0,807	0.893
	UTI2	0,863		
Impulsive Buying	IMP1	0,916	0.838	0.954
	IMP2	0,933		
	IMP3	0,948		
	IMP4	0,863		
Paylater	PL1	0,910	0.659	0.847
	PL2	0,923		
	PL3	0,544		

This research has no issue regarding convergent validity and reliability because all items meet the criteria. The value of SFL, AVE and CR are more than 0.50. However, one of items in



Paylater variable has the lowest SFL. The result of this study show that  $R^2$  value for hedonic motivation is 0.389, impulsive buying is 0.314, and utilitarian motivation is 0.286. Based on all of  $R^2$  values, so the value of  $Q^2$  can be calculated with the result of 70.07%.  $Q^2$  has a value with a range of  $0 < Q^2 < 1$ , where the closer to 1 means that the model is close to fit.

**Table 4. Output of Hypothesis Testing**

Hypothesis	Effect	t-Value	t-value required	Supported
H1: INT → HED	0.603	8.429	1.96	YES
H2: INT → UTI	0.322	4.116		YES
H3: EXT → HED	0.044	0.585		NO
H4: EXT → UTI	0.308	3.339		YES
H5: HED → IMP	0.362	2.771		YES
H6: UTI → IMP	0.081	0.662		NO
H7: HED*PL → IMP	0.140	0.894		NO
H8: UTI*PL → IMP	-0.027	0.172		NO
PL → IMP	0.209	2.749		YES

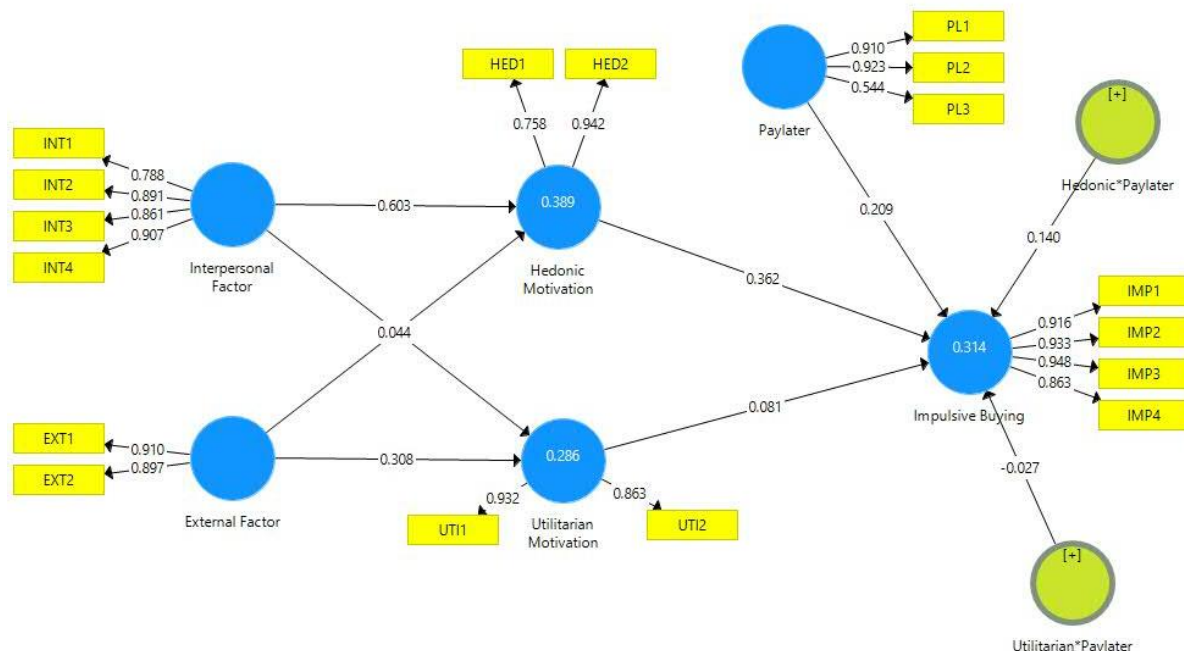
#### 4.2. Discussion

The result of this study find that interpersonal factor had a significant effect on consumers' hedonic motivation (H1) and utilitarian (H2) with the value of 8.429 and 4.116. It was consistent with prior research, which suggested that m-commerce on Single Days shopping festival influence on consumers to browse as a hedonic motivation (Anderson et al., 2014; Zheng et al., 2019). In addition, previous study also supported this finding that underlined that interpersonal factor can influence the customers' sense of utilitarian (Solomon, 2013). This illustrates that consumers have internal motivation in using paylater based on both hedonic value and benefits provided by this current technology.

The study also found that external factor had no significant effect on hedonic motivation (H3) with the value of 0.585. It was supported by previous research that mentioned hedonic motivation comes from internal factor instead of external factors (Mamuaya, 2018). It can be inferred that media or advertisement do not give any impact on impressing consumer to use paylater. The situation of consumers in the short duration has no effect in shaping their behaviour, however in the long period of time it can affect their behaviour (Hawkins & Mothersbaugh, 2012). In addition, the fourth hypothesis (H4) with the value of 3.339 showed that external factors had a significant effect on consumers' utilitarian motivation when deciding to purchase by using paylater. The study related to online shopping carnival underlined that utilitarian motivation refers to consumer convenience in shopping (Yu, Zhang, & Liu, 2018). It means that online shopping is better than traditional if it is related to time and energy (Childers, Carr, Peck, & Carson, 2001).

Hedonic motivation had a significant influence on impulsive buying (H5) with the value of 2.771. It was in line with the past research related to online shopping that all hedonic factors have a positive influence on impulsive buying (Sri & Asnawati, 2018). Hedonic motivation that has a positive effect on impulsive buying behaviour includes experiences, guarantees, values, social and ideas in shopping activities (Merima, Kasim, & Srdjan, 2011). Inversely to the previous hypothesis, utilitarian motivation had no significant effect on impulsive buying (H6)

with the value of 0.662. Although utilitarian motivation does not have an influence on impulsive buying, utilitarian factors can have an indirect positive effect when mediated by satisfaction (Berlianto, 2019). This finding was supported by previous research that said utilitarian browsing does not give any direct impact on the urge to buy impulsively, but it indirectly influence on impulsive buying through hedonic browsing (Zheng et al., 2019).



**Figure 1. Research Model**

The next result found that paylater had no mediation between hedonic and impulsive buying (H7). The same result also indicated that paylater could not mediate between utilitarian and impulsive buying (H8). However, the effect of paylater between utilitarian motivation and impulsive buying has a negative influence that means the smaller paylater mediates tends to the higher consumers to make impulsive purchase. Since paylater is still a new thing for Indonesian customers, so the easiness and speediness have no reason for them to buy impulsively regarding hedonic or utilitarian motivation. Interestingly, paylater had a direct significant effect when it comes to make impulsive purchases. Easiness, speediness and low interest rates increasingly encourage customers to buy impulsively.

## 5. Conclusion and Recommendation

### 5.1. Conclusion: Manager Implication

The development of technology offers many benefits for consumers in the purpose of making consumer easier in fulfilling their needs and wants. Paylater system also provides the same function to the consumers. Based on the study result, it can be inferred that interpersonal factors have a significant effect on both hedonic and utilitarian motivation. The exchange of information through internet affects interpersonal decision making in certain activities, such as



consumptive behavior. Although external factors influence on utilitarian motivation of consumers in buying products or services, it has no effect on hedonic motivation. The recent emergence of e-commerce which has easy access provides its own direct benefits for consumers. However, hedonic motivation is something that provided by consumers' internal motivation.

Moreover, impulsive buying is motivated by hedonic features instead of utilitarian. It describes that unplanned purchasing decisions tend to arise due to the emotional condition of consumers on attractive offers, so that the consideration of the value of the benefits is put aside. The interesting results of this study indicate that paylater cannot mediate the relationship between hedonic motivation and impulsive buying, as well as utilitarian motivation and impulsive buying. However, paylater is directly effects on impulsive buying. The convenience, speed and low interest rates, that are the advantages of paylater's features, have a positive effect on consumers in making impulsive purchases. To provide better services to consumers, companies that offered paylater system can keep boosting their consumers through hedonic motivation, however companies can also increase utilitarian aspect by providing the added value aspect of its benefits, such as bundling price if using paylater. Thus, consumers can feel that they get better price when using this feature. From the result, it is also found that most of paylater users are female, so that companies can offer more products related to women in this payment feature.

## **5.2. Recommendation: Limitation and Future Research**

This research offers an interactive finding in explaining impulsive buying on consumers because of the appearance of paylater feature, but it also bears some limitations. The subject of this research is too general that also describe very common condition. Thus, future research can be more specific in determining the sample such as generation X, generation Y, student, employee, etc. This object of research is also not specifit because it refers to all paylater features in the digital money application, even though certain application may have other features to complement and encourage consumers to use them. To improve the result quality of this study, it is also suggested to add other variables such as trust and satisfaction in order to see the drivers of impulsive buying.

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