

Impulse Buying: The Influence of Customer Behavior with User Experience Moderation

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Abstract

The current study aimed to investigate the role of visual merchandising strategies, consumer trust in online stores, and shopping lifestyles that can increase impulsive purchases on the Shopee e-commerce. Furthermore, this study also investigates the role of user experience as a moderating construct. Current study was conducted at Denpasar City. This study targets the entire population who use the Shopee e-commerce platform in Denpasar City. Through purposive sampling and the Roscoe formula, 125 respondents were obtained. Empirical data was collected through questionnaires and analyzed using the PLS-SEM approach. The study findings confirm that a crucial component in creating impulsive buying actions among consumers is a lifestyle that always wants to increase value and self-image. Moreover, a good user experience also becomes the driving factor that creates unplanned purchases, especially when various promotions are held. Interesting findings in this study are that there is no significant relationship between visual merchandising and online store belief constructs on impulse buying and the failure of user experience in moderating the relationship between each construct. These findings demonstrate that consumers' impulsive buying activities are not based on trust or the appearance of a visual presentation of the product.

Keywords: impulse buying, online store beliefs, shopping lifestyle, user experience, visual merchandising.

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1. Introduction

Technological advancements have brought about convenience and simplified human activities (Maarif, 2020). Furthermore, the success in the field of technology has led to the emergence of e-commerce platforms, which have influenced the economic activity structure and experienced rapid growth, with approximately 13,485 e-commerce companies in 2018 (BPS, 2019; Alwi & Sugiono, 2020). Shopee is one of the popular e-commerce platforms among the public, especially in the Bali region. This popularity has resulted in consumers continuously spending their money and time shopping on this platform.

In order to sustain the viability of e-commerce, the implementation of marketing strategies aimed at retaining customers and increasing satisfaction and sales is crucial (Firmansyah, 2018). Marketing strategies can take various forms, but the most common one involves offering a variety of promotions by e-commerce platforms, such as providing discount vouchers, free shipping, and competitive pricing. Targeted marketing activities have been believed not only to increase consumers' intention to make purchase transactions but also to create impulsive behavior. This is supported by a survey conducted by The Nielsen Company, which reported that up to 95% of people made impulsive purchases in Indonesia in 2011.

Fundamentally, there are several aspects that can trigger impulsive behavior in each consumer, one of which is visual merchandising. Visual merchandising can be described as the presentation of products by providing education and information through visual media to enhance image and sales (Irfandi, 2020). Given that products offered on e-commerce platforms cannot be physically felt by consumers, it is important to present products as attractively as possible with detailed information to encourage consumers to make impulsive purchases (Anggraini et al., 2020; Yuwinda, 2020; Isnaini et al., 2021).

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Another aspect is online store beliefs, which have been proven to enhance consumer impulsive behavior, reflecting the level of trust that consumers have in taking risks when making purchases on e-commerce (Ika et al., 2020). In online stores, consumers tend to focus on transaction security and look at ratings and reviews given by other consumers about the online store. When consumers have confidence in the performance of the online store they visit on the e-commerce platform, this indirectly encourages impulsive purchases (Asriningati & Wijaksana, 2019; Aritiya, 2019; Adriansyah & Rahman, 2022).

The lifestyle of consumers, particularly in shopping, can also be a crucial component in increasing impulsive purchases. It can be described as a series of individual actions in spending time and money on shopping (Asriningati & Wijaksana, 2019). Shopping lifestyle can be demonstrated by how an individual chooses to allocate their income and when they use their money for specific products or services (Ika et al., 2020; Isnaini et al., 2021). Not only shopping lifestyles but also the consumer experience in shopping should be considered as an aspect that can trigger impulsive behavior. Wiyata et al. (2020) argue that the consumer experience in using specific products or services can influence consumers to repeatedly use those products or services. In this regard, a pleasant experience felt by consumers will motivate them to make impulsive purchases (Handayani et al., 2018).

Therefore, this study is conducted to investigate the roles of visual merchandising, online store beliefs, and shopping lifestyle in enhancing impulsive behavior in consumers when making purchases on the Shopee e-commerce platform. Furthermore, this study will analyze the role of user experience as a moderating variable, specifically how the consumer experience in using the Shopee e-commerce platform can strengthen or weaken the influence of these three determinants on consumer impulsive buying behavior.

2. Literature Review

2.1. Consumer Behavior

Consumer behavior can be described as a series of actions exhibited by consumers, especially in the process of searching for, purchasing, using, evaluating, and spending on specific products and services with the expectation of satisfying their needs and desires (Schiffman & Kanuk as cited in Nitisusastro, 2013). Several components can influence consumer behavior, including cultural, social, personal, and psychological factors (Kotler & Armstrong, 2009).

2.2. Impulse Buying

Impulse buying can be defined as the act of purchasing a specific product or service without prior planning (Trifiyanto, 2019). In this context, unplanned or impulsive purchases occur as a result of a store's successful strategy in influencing consumer behavior, especially when it leads to purchases based on spontaneous interest or without much consideration (Anggraini & Sulistyowati, 2020; Pebrianti & Yuwinda, 2021; Hadmandho, 2022). Intansari (2020) suggests that there are four models of impulsive buying: pure impulse (purchase based on brand loyalty), reminder impulse (purchase of frequently bought products), suggestion impulse (purchase triggered by the desire to try a product for the first time), and planned impulse (purchase driven by offers like coupons or other promotions).

2.3. Visual Merchandising

Visual merchandising can be interpreted as a strategy for visually communicating the products or services offered to consumers, which can impact purchasing behavior (Trifiyanto, 2019). The presentation of visual merchandising is often referred to as a "silent seller," as it conveys detailed information through visual media and serves as a suggestive selling technique, encouraging consumers to add items to their purchases (Pebrianti & Yuwinda, 2021). Various benefits can be obtained through the implementation of this strategy, including creating consumer awareness of products through detailed information, reminding consumers of the various benefits gained from buying the product, encouraging consumers to use the product, and assisting consumers in the decision-making process when purchasing products.

2.4. Online Store Beliefs

Online store beliefs can be described as the level of trust or confidence that consumers have in an online store and represent consumers' willingness to accept consequences or risks associated with online shopping (Asriningati & Wijaksana, 2019; Ika et al., 2020). In this context, consumers tend to consider various factors when making a purchase, such as looking at reviews and ratings provided by other consumers about the online store (Aritiya & Witara, 2019). Muhammad Farhan (2022) suggests that consumer trust in an online store can be influenced by two aspects: perceived web vendor reputation and perceived web site quality. Online store reputation can consist of positive information or stories from other consumers about the seller, such as honesty, friendliness, and seller competence. Additionally, a professional website appearance can create a positive first impression on customers and provide a sense of comfort during the shopping process.

2.5. Shopping Lifestyle

Shopping lifestyle refers to the actions consumers take in spending money and time on shopping activities (Aritiya & Witara, 2019). Farida (2021) argues that there are four attributes of shopping lifestyle that help inform consumer decision-making: purchasing based on product benefits, purchasing for self-indulgence, purchasing for prestige or a higher image, and purchasing based on emotional needs and desires for luxury.

2.6. User Experience

Shopping experience refers to an individual's response or feedback after using a product or service. A positive shopping experience occurs when a product is compatible, meets consumer needs, provides value, offers convenience in usage, and aligns with consumer expectations (Fitriana et al., 2020). Moreover, Nugraha (2018) reveals that a good user experience can be created by focusing on four crucial components: product ease of use, product features matching user needs, product ease of finding and using, and the ability to provide a sense of enjoyment when using the product.

3. Research Method and Materials

This study employed a quantitative approach and was conducted in the city of Denpasar, which is one of the regions in Bali known for its high economic activity. The target population for this study consisted of all users of the Shopee e-commerce platform in Denpasar. The sample size was determined using purposive sampling and the Roscoe formula, resulting in a total of 125 participants who took part in the study (Ferdinand, 2014). Data for the research were obtained directly through responses from the participants and were supplemented by information from previous literature and survey results published by other organizations. Empirical data were collected through the distribution of questionnaires using a 10-point Likert scale. Data analysis was conducted using the partial least squares - structural equation modelling (PLS-SEM) approach, with the assistance of SmartPLS 3.2 software. The research framework can be seen on Figure 1.

4. Results and Discussion

This study aimed to investigate how visual merchandising strategies, consumer trust in online stores, and shopping lifestyles influence consumer impulsive behavior when purchasing products on the Shopee e-commerce platform. Additionally, the study sought to explore how user experience moderates the relationships between these factors and consumer impulsive buying. Through the distribution of questionnaires, a total of 125 respondents participated in this research. Referring to Table 1, it is confirmed that the majority of respondents are residents of Denpasar City, with a predominantly female population (56.8%), aged between 20 to 30 years (74.4%), and possessing a high school education (45.6%).

Next, the outer model testing phase was conducted, which includes assessing convergent validity, discriminant validity, and reliability testing through Cronbach's alpha and composite reliability values. The testing outputs successfully confirmed the accuracy and reliability of the data, making it suitable for inner model testing. Referring to Table 2, it can be seen that each indicator has obtained a loading value > 0.70 with AVE > 0.50 , demonstrating the

fulfilment of validity criteria. Furthermore, both Cronbach's alpha and composite reliability outputs exceeded the expected value of 0.70 overall, indicating good reliability criteria fulfilment.

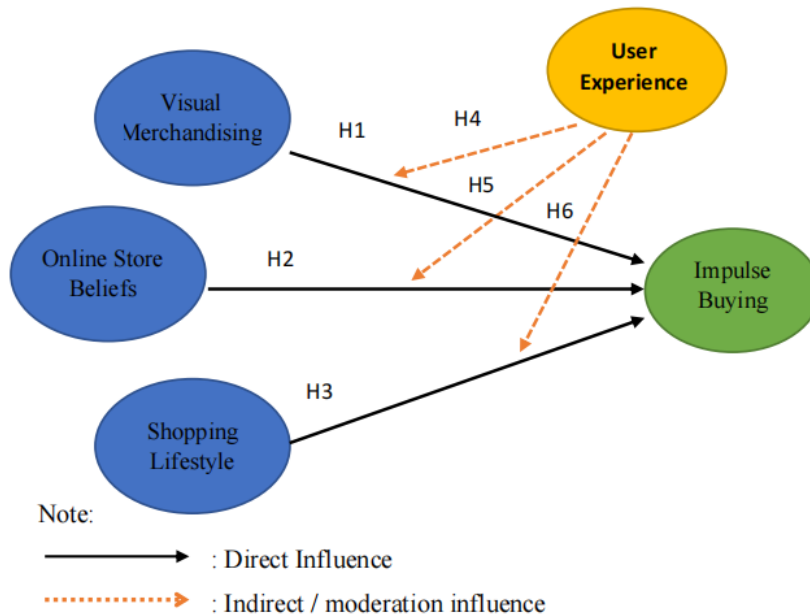


Figure 1. Research Framework

Table 1. Respondent Characteristics.

Characteristics		Number of Respondents	Percentage
Sex	Male	54	43.2%
	Female	71	56.8%
Age	20-30 y.o.	93	74.4%
	31-40 y.o.	20	16.0%
	41-50 y.o.	8	6.4%
	> 50 y.o.	4	3.2%
Education Background	SMA	57	45.6%
	Diploma	15	12.0%
	S1	45	36.0%
	S2	5	4.0%
	S3	3	2.4%
Total		125	100%

Source: Data Processed, 2023

The second phase involved the testing of the inner model, which includes the analysis of R2 and hypothesis testing. Referring to Table 3, it can be confirmed that the construct of impulse buying can be predicted by visual merchandising, online store beliefs, and shopping lifestyle determinants to the extent of 37.5%, falling into the moderate category (Haryono, 2017). The remaining 62.5% is predicted by other determinants.

Hypothesis testing through bootstrapping procedures confirmed that two hypotheses could be accepted: the relationship between shopping lifestyle and impulse buying, and the moderating role of user experience in the relationship between shopping lifestyle and impulse buying. These hypotheses obtained path coefficients with positive values and t-statistic > 1.65 and p-values < 0.05. The remaining hypotheses were rejected due to non-fulfillment of the established criteria.

Table 2. Outer Model Evaluation.

Variable	Indicator	Loading	AVE	Cronbach's Alpha	Composte Reliability
Impulse Buying	IB1	0.637	0.654	0.817	0.822
	IB2	0.857			
	IB3	0.898			
	IB4	0.818			
User Experience	UE1	0.824	0.700	0.895	0.921
	UE2	0.778			
	UE3	0.882			
	UE4	0.866			
	UE5	0.831			
Visual Merchandising	VM1	0.823	0.718	0.921	0.938
	VM2	0.888			
	VM3	0.876			
	VM4	0.913			
	VM5	0.741			
	VM6	0.831			
Online Store Beliefs	SB1	0.853	0.704	0.88	0.905
	SB2	0.873			
	SB3	0.773			
	SB4	0.854			
Shopping Lifestyle	SLS1	0.801	0.627	0.833	0.91
	SLS2	0.811			
	SLS2	0.805			
	SLS4	0.823			
	SLS5	0.786			
	SLS6	0.723			

Source: Data Processed, 2023

Table 3. R² Testing.

	R ²	Adjusted R ²
Impulse Buying	0,375	0,337

Source: Data Processed, 2023

First, the relationship between visual merchandising and impulse buying was found to be not significant (t-statistic $0.380 < 1.65$; p-values $0.704 > 0.05$), demonstrating that product presentation did not significantly enhance impulsive purchases among Shopee consumers (Irfandi, 2021; Handayani & Rosyidi, 2022). In this context, the store appearance on the Shopee platform was not a crucial aspect that could significantly increase unplanned purchases, as consumers tend not to focus on storefront displays because they are viewed merely as images that do not provide a direct product experience. In other words, consumers have their own knowledge from other information sources, and they are already familiar with the product's performance, so they do not need to pay attention to the display of products on the Shopee platform. Second, online store beliefs were also found to be not significant in relation to impulse buying (t-statistic $0.945 < 1.65$; p-values $0.345 > 0.05$), confirming that consumer willingness to accept negative consequences in online transactions was not a crucial aspect that could boost impulsive buying behavior (Ika et al., 2020; Cynthia et al., 2021). In this context, consumers are aware that Shopee has selected trusted stores to be featured on the homepage, and consumers tend to make purchases based on Shopee's recommendations. Moreover, the promotional activities applied by online stores are believed to have gone through a quality control process by Shopee, making them secure and trustworthy. Therefore, consumers generally have confidence in the various stores selling on the Shopee e-commerce platform, which does not make this aspect a driver of unplanned purchases.

Furthermore, it can be confirmed that there is a significant relationship between shopping lifestyle and impulse buying (t-statistic $4.408 > 1.65$; p-values $0.000 < 0.05$), demonstrating that an increased shopping lifestyle tends to impact impulsive buying behavior positively (Asriningati & Wijaksana, 2019; Aritiya, 2019; Ika et al., 2020; Isnaini et al., 2021). Shopping lifestyle essentially refers to how individuals spend money and time on shopping and fulfill their lifestyles, even if it does not align with their needs. In this context, consumers perceive shopping as a way to showcase their identity, values, and the joy of purchasing the latest products to stay in line with current trends. On the Shopee e-commerce platform, there are numerous online stores with renowned brands, and Shopee frequently provides discounts and attractive offers to consumers, ultimately leading to impulsive product purchases. This reflects that consumers buy certain products without prior planning, aiming to enhance their self-esteem and image, especially when owning products from famous brands.

Table 4. Hypothesis Testing.

	Path Coefficient	T-statistic	P-values
VM -> IB	-0.070	0.380	0.704
SB -> IB	-0.145	0.945	0.345
SLS -> IB	0.683	4.408	0.000
UE x VM -> IB	-0.056	0.378	0.705
UE x SB -> IB	-0.101	0.801	0.423
UE x SLS -> IB	0.309	2.335	0.020

Source: Data processed, 2023

User experience, on the other hand, refers to consumers' experiences when using specific products or services, and it can also trigger unplanned purchases. The moderating role of the user experience was found to be successful only in moderating the relationship between shopping lifestyle and impulse buying (t-statistic $2.335 > 1.65$; p-values $0.020 < 0.05$). Referring to the bootstrapping results, it can be demonstrated that user experience can strengthen the relationship between shopping lifestyle and impulsive buying behavior. In this regard, consumers who have had a good shopping experience on the Shopee e-commerce platform play a significant role in determining their shopping behavior. In today's society, shopping behavior can reflect an individual's status, dignity, habits, and image, driving them to shop for well-known brands. When consumers find their favorite brands available on the Shopee platform, it becomes natural for them to engage in impulsive buying. Moreover, this is supported by the frequent promotions and significant discounts offered by these brands on specific days, which benefit consumers financially and lead to unplanned purchase activities.

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On the other hand, the user experience construct failed to moderate the relationship between visual merchandising and impulse buying (t-statistic $0.378 < 1.65$; p-values $0.705 > 0.05$), indicating that the experience consumers gain while shopping or using products through Shopee purchases is not related to product presentation and impulsive buying activities. This can be understood because Shopee consumers, whether they have shopping experience or not, consider storefronts with attractive visuals to be similar to those with ordinary visuals. Visual merchandising, which mainly involves product presentation through images and information, is not crucial in driving their desire to shop, especially for unplanned purchases. Furthermore, user experience also failed to moderate the relationship between online store beliefs and impulse buying (t-statistic $0.801 < 1.65$; p-values $0.423 > 0.05$), demonstrating that the consumer's experience when shopping or using products through Shopee purchases is not related to the level of trust and impulsive buying activities. This can be understood because for Shopee consumers, whether they have shopping experience or not, Shopee ensures that stores selling on the platform have undergone a rigorous process, making them

trustworthy for every user. Moreover, the presence of the Star Seller feature for highly-rated sellers encourages users to have high trust when shopping. Therefore, consumers do not have difficulty finding trusted stores, and this is also not a factor driving impulsive buying. In other words, unplanned purchases occur when attractive offers are provided without concerns about store trust because Shopee always guarantees that stores participating in offers are highly trusted.

5. Conclusion

This study was conducted to investigate how visual merchandising strategies, consumer trust in online stores, and shopping lifestyles can influence impulsive consumer behavior when purchasing products on the Shopee e-commerce platform. Additionally, the study aimed to explore how user experience can strengthen or weaken impulsive buying activities among consumers. Hypothesis testing confirmed that only two hypotheses were accepted: the relationship between shopping lifestyle and impulse buying and the moderating role of user experience in the relationship between shopping lifestyle and impulse buying. The study found that one crucial component in driving impulsive buying behavior among consumers is the desire to enhance one's self-esteem and image when owning products from well-known brands. Moreover, when coupled with a positive user experience, this becomes a driving factor that encourages unplanned purchases, especially when famous brands offer attractive promotions such as discounts that benefit consumers. An interesting finding in this study is the lack of a significant relationship between the constructs of visual merchandising and online store beliefs with impulse buying, as well as the failure of user experience to moderate these relationships. These findings demonstrate that impulsive buying behavior among consumers is not necessarily influenced by trust or the visual presentation of products. Therefore, some recommendations that can be provided are that Shopee and online stores should continuously focus on visual merchandising strategies to attract consumer attention, especially in the midst of intense competition, and strive to enhance consumer trust. Furthermore, considering that an R-squared value of 37.5% was obtained, future studies could delve deeper into other determinants that may influence impulsive buying, such as positive emotions and promotional strategies.

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