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# The influence of web quality and sales promotion toward impulse buying behavior with openness personality as moderating variable

## Study on consumer of shopee indonesia online store

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### Abstract

To meet daily wants and needs, consumer conducted shopping. The development and innovation of technology in this era resulted shopping no longer only done in supermarket, shopping centre, etc. Nowadays, shopping also can be done by online via internet. There are so many online shopping website in Indonesia, one of them is Shopee. Shopee entered market in Indonesia on May 2015 and started operated on June 2015. The purpose of this research to analysis the component of web quality and sales promotion influenced impulse buying behaviour with openness personality as moderating variable. Research methodology used for this research is a case study with survey research method. Convenience sampling techniques that come from non probability sampling techniques are used for the selection of sample. The research sample is 130, comes from consumers of Shopee around Indonesia. Method of processing data using SEM with AMOS used to analysis the data. This research implicated for start-up company based in online; Because the company could be develop, improved the quality, and create new innovation related to the result of research. The limitation of this research is the result of goodness index of fit in all variables are still in the marginal category.

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### Keywords

Web Quality; Sales Promotion; Openness Personality; Impulse Buying Behavior

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### INTRODUCTION

Shopping activity is part of the way to fulfil wants and needs of consumers. In this globalization era, shopping activity is mostly conducted by internet as result of the improvement and innovations in the information technology that successful crate store basic in internet as we called e-commerce. In the whole world, e-commerce applied many companies to sale their product and increased the sale of product easily. In Indonesia itself, Indonesia as the world's fourth most populous country is currently the last of Asia's top five e-commerce markets by sales (Quartz Media, April 2 2014).

Oftentimes, the expenses of shopping exceed from the plan itself. They cannot control what they should spend and what the unimportant things to buy. For those conditions, people possibly create impulse buying behaviour. Consumer sometimes unconsciously conduct a product purchases,

it causes from the sudden encouragement condition from impulse buying. Impulse buying behaviour is composed of sudden and unplanned purchases (Srivastava and Joshi, 2014). Impulse buying behaviour is prevalent in the market. This is why impulse buying behaviour has become a phenomenon worthy of attention in marketing activities (Afjeh and Bakhshi-Zadeh, 2010). It is essential to identify factors influencing impulse buying behaviour, recognize informed customers who purchase certain products (Saeednia and Goudarzi, 2014).

Impulse buying behaviour happened when there are stimuli and factors that encourage of it. Factors can be influencing impulse buying have been the subject of many discussions in recent years. The results of previous research show that there are internal and external factors that effective to create the tendency of consumer to buy a product (Ling & Yazdanifard, 2015).

The quality of a website can also be an external factor in making impulse buying. The better quality of website will invite many consumers to shop on the website. Consumers will have a reaction or response when interacting with a website (Parboteeah et al., 2009). The important of web quality can create creativity of company develop website. Website should has good quality to attract consumer interest (Law and Bai, 2008). The company should consider about good quality of website to always attract consumer to visit the website. Continuing those, impulse buying will be created. In broader context it is expected that website quality will also has an effect on impulse buying because website quality depends on the presence of these various characteristics (Wolfinbarger & Gilly, 2003).

Sales promotion acts as a competitive weapon by providing an extra incentive for the target audience to purchase. Sales promotion is key ingredient in marketing campaign, consists of a collection of incentive tools, mostly short term, designed to stimulate quicker or great purchase of particular products or services by consumers or the trade (Kotler et al., 2013). According to Lamb et al. (2009) there are different devices of online sales promotion that companies can use; Coupon, Refund/Rebate, Premium, Loyalty Program, Discount, Free Shipping, Point-of-Purchase, Samples, Bonus Packs, Cross-Promotion, Contest/Sweep takes, and Advertising Specialties. Consumers will be more influenced to create impulse buying when there is sales promotion especially when company offering discount (Zinkweg et al., 2008).

On other hand, another factor could create impulse buying was internal factors. For internal factor always refer as psychological factors, situational factors, demographic factors and socio-economic factors (Tinne, 2010). Internal Stimuli are related to the different personality related factors which characterises an individual rather than stimuli. Internal factors of impulse buying denote the individual's internal cues and characteristics that make him / her engage in impulse buying (Bhakat and Bangalore, 2003).

Personality traits see to its impact on impulse buying behaviour which is measured by using big-five personality dimensions which includes five different dimensions with several sub dimensions; extraversion,

agreeableness, conscientiousness, neuroticism, and openness to experience (McCrae & Costa's, 1990). Because of each dimensions have to describe one by one, for this research only using one dimension of those five, openness to experience would be the dimension to moderating variable because more suitable for case on impulse buying. Openness to experience is one of the domains which are used to describe human personality in the Five Factor Model. Openness can be viewed as a global personality trait consisting of a set of specific traits, habits, and tendencies that individual more explore about new things around (Costa & McRae., 1990). Bujisic et al., (2015) argued that the specific personality type of the individual moderated variable with the specifically considering definition of different experience dimensions, it is expected that person with a higher level of openness to experience will has higher preference for experiences that require higher levels of immersion.

From those factors that can influence impulse buying behaviour, the research will take Shopee Online Store as main focused in impulse buying behaviour. Shopee entered Indonesia market on May 2015 and started to operate on June 2015. Shopee offers various products such as fashion, cosmetic, electronic, until food and beverages. This mobile application offers ease-use for anyone to access the transaction of online shopping. Product category that offer is tends to fashion product and cosmetic.

Purpose:

- a. To analyze positive influence of web quality on impulse buying behavior.
- b. To analyze positive influence of sales promotion on impulse buying behavior.
- c. To analyze moderating influence of openness personality between web quality toward impulse buying behavior.
- d. To analyze moderating influence of openness personality between sales promotion toward impulse buying behavior.

## LITERATURE REVIEW AND HYPOTHESES

### Impulse Buying Behavior

Impulse buying is a sudden, hedonically complex purchase behavior in which the rapidity of the impulse purchase precludes any thoughtful, deliberate consideration of alternative or future implications (Sharma et al., 2010). Impulse buying as a situation

when consumer has strongly sudden desire to buy product at that time and usually there's a specific stimuli along the purchase activity (Chiu *et al.*, 2016). An impulse buying is an unplanned decision to buy a product or service, made just before a purchase as the result of stimuli force. As defined by consumer buying decision without plan or intention to buy before (Piron, 1991). It means that impulse buying behavior will create if there are stimuli that really helpful for storeowners generate more profit from their business not only in offline store but also in online store.

According to indicators of previous research, for this variable of impulse buying of this study will be take statements indicators from Cho, Ching, & Luong (2014).

- a. Often buy things spontaneously.
- b. It is irresistible to buy a seductive product.
- c. I do not think much when making purchases.
- d. When something is very attractive, I buy without concerning consequences.
- e. I often buy things which I did not intend.
- f. I often end up spending more money than I initially set out to spend.

Impulse buying contributed to the existing variable model and overall understanding of consumer's impulse buying response in shopping context.

### Web Quality

Website quality is perceived as an important contributor for systems success (DeLone and McLean, 2003). Quality is total features and product characteristics or services that depend on capability to fulfill and satisfy need of consumer (Kotler and Keller, 2013). Website is a critical component of the rapidly growing phenomenon of e-Commerce. According to Sorum (2014) quality of website is all aspects relating to information and online services, technical features and design aspects that have to be carried to the consumer during interaction between online and website. Quality of website based on the consumer perception showed on the features on the website and gave an eligibility impression from website itself (Mona *et al.*, 2013). The quality of website can be as an attribute of a website that usefulness to consumer (Gregg and Walczak, 2010). Website quality as environment factors stimuli consumer to buy impulsively, which means the environment can influence impulse buying decision making of consumer.

This research of web quality variable would be take indicators from Loiacono *et al.*, (2002) using WebQual's development that can affect consumer to visit and create buying impulsiveness by looking at quality of website.

- a. Ease of use are Ease of understanding and Intuitive operation
- b. Usefulness are Information quality, functional fit-to-task, Interactivity, Trust, Response time
- c. Entertainment are Visual appeal, Innovativeness, Flow
- d. Complementary Relationship are Online completeness, Better than alternative channels, Consistent image
- e. Customer Service

### Sales Promotion

Sales promotion is short-term incentive to encourage the sale of product or service purchases. It means that sales promotion is a tool to encourage consumer to do purchases of product or services (Kotler and Keller (2007). According to Altsiel (2006) sales promotion is activity where the value of short-term added to product or service to stimuli consumer. Company use sales promotion to attract consumer in order to consume their product or service or persuade consumer to make purchases their product. Sales promotion is one of the four aspects of a promotional mix, which itself is incorporated in the core marketing mix; Product, Price, Place, and Promotion. Sales promotion further identifies as one of the marketing tools that are used in attracting the attention of the customer (Bhandari, 2012). So it means that where there's sales promotion offer then consumer will be more influenced to conduct unplanned purchase or impulse buying.

This research tends to use indicators from Lamb *et al.* (2009) for this variable with five indicators to measure;

- 1) Discount
- 2) Free shipping
- 3) Contests
- 4) Coupons
- 5) Refunds and Rebates

Sales promotion tools have had the greatest breakthrough, would benefit from increasing the usage of online sales promotion. According to Berter *et al.*,(2010). Sales promotion tools if used in the correct way, consumer sales promotion online create a value for the customers and increase sales and can be the indicator variable that influenced consumer in impulse buying.

## Openness Personality

Personality is the dynamic structure within the person of those psychophysical arrangements that indicate his distinctive adjustments to surroundings. It was way of behavior, thought, and feelings that are depicted in diverse situations (Tasneem *et al.*, 2016). According to Ajzen (2005) a trait is a temporally stable, cross-situational individual difference. It represents individuals' characteristics that can be used to distinguish between two individuals. Personality trait is defined as a person who performs in consistent behavior and thinking patterns. People who have tendency of impulsive buying are prone to be unreflective, emotional and impulsive (Chen, 2011). Personality is significantly related with impulsive buying behaviour (Sofi and Nika, 2017). Openness to experience in personality traits is one of the domains which are used to describe human personality in the Five Factor Model. Openness involves six facets, or dimensions, Ideas (curious), Fantasy (imaginative), Aesthetics (artistic), Actions (wide interests), Feelings (excitable), and Values (unconventional) (Costa & McRae, 1992). This is related with other variable so personality traits especially openness personality being an important thing related with consumers to create impulsiveness buying.

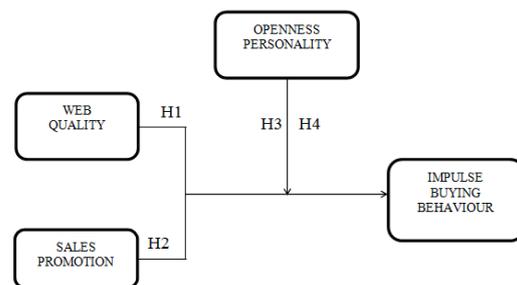
With the indicators of openness to experience are (Costa & McRae, 1992);

- 1) Ideas (curious)
- 2) Fantasy (imaginative)
- 3) Aesthetics (artistic)
- 4) Actions (wide interests)
- 5) Feelings (excitable)
- 6) Values (unconventional)

Individuals who score high on openness to experience are active imagination (fantasy), aesthetic sensitivity, tend to be unconventional, preference for variety, creative, and intellectual curiosity. They seek experiences and like to explore new ideas. Study personality traits by using big-five personality create important contribution affect online impulse buying. The specific personality type (openness) more suitable for online impulse buying behavior will moderate variables toward impulse buying. Individual that have high openness to experience would be more explore website in internet easily, would like to know what the new things in internet, interest with the visual appearance that they see, it can create the buying

## METHODS

Type of research is causal quantitative research with survey method using questionnaires for 130 respondents who ever purchased in Shopee. The measurement scale used in this study is Likert scale type. The answer of each instrument using Likert scale with 7 scales have gradations from strongly positive to strongly negative.



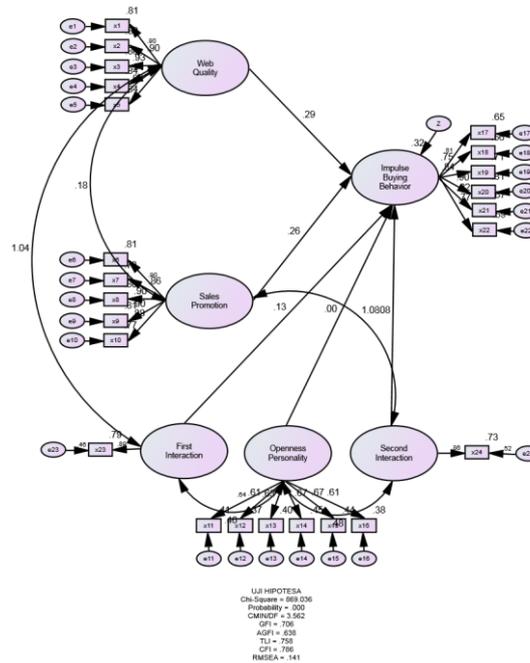
H1: Web quality has positive influence on impulse buying behaviour

H2: Sales promotion has positive influence on impulse buying behaviour

H3: Openness has moderating influence between web quality and impulse buying behaviour

H4: Openness has moderating influence between sales promotion and impulse buying behavior

## RESULTS AND DISCUSSION



Research hypotheses are as follows:

### First Hypothesis Testing

Based on the confidence level of 95% ( $\alpha = 0.05$ ) and degree of freedom ( $n - k$ ) with one tailed test, it known the table value is 1.660. From the result of Structural Equation Modeling (SEM) analysis, it is obtained the CR value of web quality on impulse buying behavior of 3.224 is greater than value of ttable. Thus,  $H_0$  is rejected and  $H_a$  is accepted. Therefore, first hypothesis which states that web quality has positive influence on impulse buying behavior is accepted.

### Second Hypothesis Testing

SEM analysis result shows that the CR value of sales promotion on impulse buying behavior of 3.340 is also greater than ttable value (1.660). Thus,  $H_0$  is rejected and  $H_a$  is accepted. Therefore, second hypothesis which states that sales promotion has positive influence on impulse buying behavior is accepted.

### Third Hypothesis Testing

Refers to the result of Structural Equation Modeling analysis, it is obtained the CR value of first interaction ( $WQ*OP$ ) on impulse buying behavior of 2.064 is greater than the ttable value (1.660). Thus, the  $H_0$  is rejected and  $H_a$  is accepted. Therefore, third

hypothesis which states openness personality has moderating influence between web quality and impulse buying behaviour is accepted.

### Fourth Hypothesis Testing

Furthermore, SEM analysis result shows that the CR value of second interaction ( $SP*OP$ ) on impulse buying behavior of 2.010 is also greater than the ttable value (1.660). Thus,  $H_0$  is rejected and  $H_a$  is accepted. Therefore, fourth hypothesis which states that openness personality has moderating influence between sales promotion and impulse buying behaviour is accepted.

## Discussion

### *The Effect of on Web Quality on Impulse Buying Behavior*

Result within study proves that web quality has positive influence on impulse buying behaviour. It means that the higher level of web quality, so the higher level of impulse buying behaviour. This result is in line with the opinion by Loiacono et al., (2007) who stated that website characteristics represent the many facets of the website quality. A well quality website will increase the likelihood of impulse purchases at the website. Empirically, this result is consistent with the study was conducted by Magdalena et. Al., (2016) who conclude that web quality has

positive influence on impulse buying behavior.

### ***The Effect of Sales Promotion on Impulse Buying Behavior***

Current study found that sales promotion has positive influence on impulse buying behaviour. This causal relationship means that the better level of sales promotion, so the higher level of impulse buying behaviour. Result of this study is in line with the opinion Nagadeepa et al., (2015) who suggested sales promotion influences buying decisions of customers and simply exists to have a direct impact on consumer buying behavior. Additionally, this result is consistent with the previous study was conducted by Pathmini (2015) who found that sales promotion tools have a positive influence on consumer impulse buying behavior especially in price discounts, free sample, buy get one and loyalty programs as most commonly used promotional techniques to attract impulse buying behavior.

### ***The Moderating Role of Openness Personality on the Causal Relationship between Web Quality and Impulse Buying Behavior***

Result of this study shows that openness personality moderate the influence of web quality on impulse buying behavior. It means that the higher level of openness personality is always strengthens the influence of web quality on impulse buying behaviour. Result of this study is in line with the previous study finding was conducted by Husnain et al., (2016) that openness has the high result on moderating in interaction to impulse buying.

### ***The Moderating Role of Openness Personality on the Causal Relationship between Sales Promotion and Impulse Buying Behavior***

Finally, this study proves that openness personality moderate the influence of sales promotion on impulse buying behavior. It means that the higher level of openness personality is always strengthens the influence of sales promotion on impulse buying behavior. Result of current study is also in line with the previous study was conducted by Husnain et al., (2016) who conclude that openness has the high result on moderating in interaction to impulse buying

### **Limitation**

There are several limitations of this study, such as all value of goodness of fit index of SEM analysis result within study are only accepted in a marginal category, and result of current study may have lack of generalizability to the Shopee consumers as the disadvantage of non-probability sampling (convenience sampling method), because of data about number and details of population is difficult to be obtained formally.

### **CONCLUSION**

1. Web quality has a positive influence on impulse buying behavior.
2. Sales promotion has a positive influence on impulse buying behavior.
3. Openness personality has moderating influence between web quality and impulse buying behavior.
4. Openness personality has moderating influence between sales promotion and impulse buying behaviour

### **Implication**

To increase the consumers' impulse buying behavior, Shopee online store needs to make priority on the marketing policies related to increasing web quality and sales promotion, both directly and indirectly through openness personality.

Refers to the several limitations within study, further researches need to extend the studies by add the other independent variables of impulse buying behavior, or add the other moderator variable. Further researches are also needs to choose and add the number of respondents that in practically can using the probability sampling method, and develop wider object to produce the better result and more generally and objectively.

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