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The Influencing Factors of Impulsive Buying Behaviour in Transmart Carrefour Sidoarjo

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ABSTRACT

This research examined the influence of money availability and idea shopping on impulsive buying behavior. This research was a type of associative-conclusive research to test the magnitude of the influence of money availability directly to impulsive buying behavior or indirectly through idea shopping as an intervening variable. This research used 218 respondents who made unplanned purchases spontaneously and suddenly. This research used Structural Equation Modeling (SEM) method based on General Structured Component Analysis (GSCA). The data used to test the hypothesis were obtained from the results of the distribution of questionnaires. This research finds there is good direct influence between money availability and impulsive buying behavior, or indirectly through idea shopping as an intervening variable. There are several recommendations for the company. First, the salesman should be more intensive in interacting with consumers to influence them. Second, the salesman in each outlet must have good communication skills.

Keywords: money availability, idea shopping, impulsive buying behavior

INTRODUCTION

In recent years, the retail business sector in Indonesia has been down. This is marked by the closing of several Matahari and 7-Eleven outlets (Kusuma, 2017). In 2015, Hero management also closed 74 outlets although in the following years it was still expanded in several areas in Indonesia (Pasopati, 2015).

Some economists mention that this issue is due to the declining purchase caused by weak national economic growth. In addition, currently emerging online businesses have also contributed to the fall of the traditional business (Ardyan & Aryanto, 2015). Another opinion also suggests there has been a consumption shift made by consumers (Souiden, Ladhari, & Chiadmi, 2018). Previously, it is assumed that consumers come to a shopping center to shop for clothes, household needs, and others. However, consumers prefer to spend money on leisure needs such as traveling or culinary nowadays.

In the midst of this issue, retailers need to keep their business survive. Business strategies need to be done to increase or improve the competitiveness. Business strategies are related to the ways that possibly bring in more consumers. Unique product variety, store displays, and packaging design can be used to attract consumers (Lee & Kacen, 2008). On the other hand, a comfortable store environment (Tendai & Crispen, 2009) and appropriate promotional strategies (Bell, Corsten, & Knox, 2011) can affect the purchases made by consumers.

The strategies to bring consumers are intended for the consumer. It is not only to for their decision-making purchases using rational way but also eliciting their quickly and suddenly made purchasing

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decisions. Consumers decide to buy quickly and pay less attention to the consequences (Jones, Reynolds, Weun, & Beatty, 2003). In short, the strategy has to target these unplanned purchases. Purchasing models made by consumers are divided into two types. Those are planned and unplanned. Spontaneous or unplanned consumers' purchasing behavior is called impulsive buying behavior (Mathai & Haridas, 2014).

The introduction to consumers' behavior as the company's most valuable assets becomes a critical factor in formulating the successful marketing strategy. Effective consumer-related information can be obtained when the consumer is in the store. The information can be used as a material to observe and map consumer behavior in purchasing a product (Agustiningsih, Anindhita, & Arisanty, 2017; Ehsan & Samreenlodhi, 2015; Niestrój, 2014). Furthermore, the company can shorten the marketing strategy by fixing production strategy, price, and advertisement in convincing consumers. So far, many companies have invested their resources in creating exciting advertisements. Therefore, they can reach as many consumers as possible while promoting their products in every store. Nevertheless, it turns out that the increase in sales turnover is not only supported by that factor.

Many researchers have studied consumers' impulsive buying behavior. They conducted preliminary studies on definitions of impulse purchases (Muruganantham & Bhakat, 2013). Subsequently, their researches are gradually evolved into the investigation of various factors affecting impulsive buying related to purchasing decisions such as environmental factors (Joshi & Rahman, 2015; Khuong & Duyen, 2016; Kumar & Ghodeswar, 2015), internal factors (Badgaiyan & Verma, 2015; Flight, Rountree, & Beatty, 2012; Foroughi, Buang, Senik, & Hajmisadeghi, 2013), and external factors (Karbasivar & Yarahmadi, 2011; Mehta & Chugan, 2013). Other factors influencing consumer behavior includes individual factors (Al-Gahaifi & Světlík, 2014; Furaiji, Łatuszyńska, & Wawrzyniak, 2012; Lim & Yazdanifard, 2015; Stávková, Stejskal, & Toufarová 2008). Individual factors are viewed as one of the most crucial factors for retailers. Lim and Yazdanifard (2015) said that individual factors influenced impulsive buying. Individual factors consisted of various components. One of them was money availability.

Money availability refers to the amount of money or extra funds people have or spend on that day (Badgaiyan & Verma, 2015). Moreover, money availability plays an important factor in triggering people's impulsive buying decisions (Ünsalan, 2016). Consumers' shopping behavior with the availability of extra funds is possible.

Some people assume that shopping can be a tool to reduce stress. By spending money, people think they can change their moods. The money availability is a source of strength to shopping. The ability to spend money makes people feel powerful. Impulsive buying behavior means uncontrolled cash-for-spending, and buying unnecessary items (Darrat, Darrat, & Amyx, 2016; Pradipto, Winata, Murti, & Azizah, 2016). The items purchased by impulsive buying generally involve desirable products but are not planned. Thus, most of the purchased products are not necessarily needed by consumers. Khorrami, Esfidani, and Delavari (2015) showed that money availability could increase the impulsive purchasing behavior. In addition, Huang and Hsieh (2011) stated consumers felt easily stimulated when having extra money to spend and generated a positive emotion. Then, Goodwin, Nelson, Ackerman, and Weisskopf (2008) suggested that money availability had a positive impact on the impulsive buying impulse. Thus, the more money consumers had, the more opportunities for them to purchase goods are. This could trigger bigger chances for impulsive buying behaviors.

The strategies that can stimulate consumers to make impulsive purchases are new products, low-price products, and products with considerable discounts. Several types of goods are also reported to encourage people to behave impulsively such as clothing, jewelry, electronic products, accessories, and mobile phones. Consumers' buying behavior on the basis of consumer purchasing involvement is classified into two. There are the purchases of products with low involvement and high involvement (Mittal, 1989). Purchase products with low engagement occur because decision-making is much faster and routine (Bell & Marshall, 2003). High involvement also make consumer invest more time and effort for buying activity (Mittal, 1989). Most goods can be classified as low-involving products.

Retailers have to pay much attention to consumers' impulsive buying behavior in modern markets such as supermarkets or hypermarkets. Consumers often make decisions without planning (Mathai & Haridas, 2014) and do not pay attention to the impact of the decision (Sofi & Najar, 2018). An online retailer may be able to find out what consumers like based on the previously searched information. Then, online retailers can use that information to target their online advertising to relevant consumers. Similarly, offline retailers manage the display of its products so the consumers will easily grab that information quickly (Sofi & Nika, 2017).

Moreover, consumers' shopping experience varies. Individual factors in consumers' behavior create shopping experiences for these consumers. One of those shopping experiences is hedonic shopping value. Hedonic shopping value describes benefits of a shopping experience such as new and pleasant experiences (Davis & Hodges, 2012). Then, the concept of hedonic spending motivation is an extension of the concept of hedonic consumption (Alba & Williams, 2013; Millan & Reynolds, 2014). Alba and Williams (2013) described hedonic consumption as something that pointed out the aspects of consumer behavior which was associated with multisensory, fantasy, and emotive aspects of one's experience in a product.

Sarkar (2011) and Kazakeviciute and Banyte (2012) revealed that hedonic shopping value was an entertainment and emotional perceived through shopping activities. The general characteristics of the product could contribute to the affective elements at the time of shopping. It was closely related to the hedonic value. This happened when the consumers felt their happiness from shopping activities not for the necessity.

For hedonists, the shopping experience varies, and it is inseparable from their motivation. One of their motivations is the idea shopping. In the concept of idea shopping, shopping can update people's knowledge about the development of new trends and models. The measurement for hedonistic shopping motivation is developed by Bakırtaş and Divanoğlu (2013) and Büttner, Florack, and Göritz (2013). To develop these measurements, Arnold and Reynolds (2003) and O'Brien (2010) used in-depth interviews and surveys. In-depth interviews were intended to find motivation for hedonic spending, while the survey aimed to validate shopping typology.

PT Trans Retail Indonesia as the management of Transmart Carrefour has opened many outlets. One of them is Transmart Carrefour Sidoarjo. Transmart Carrefour Sidoarjo is the 107th outlet of all Transmart Carrefour outlets in Indonesia. This new outlet is expected to provide new experiences for Sidoarjo people. It is because the number of shopping centers in this city is still not many. The concept of Transmart Carrefour Sidoarjo establishment is 4 in 1. Visitors can experience shopping, eating, playing, and watching a movie in one location. Most of the visitors are families, teenagers, and young executives.

Based on the explanation, this research is intended to study the influence of money availability on idea shopping and impulsive buying behavior in Transmart Carrefour Sidoarjo. This research is expected to provide managerial benefits to create strategies for improving impulsive buying behavior. The research model can be seen in Figure 1. Moreover, the researchers use several hypotheses as follows:

H1: Money availability has a positive and significant impact on idea shopping.
H2: Idea shopping has a positive and significant impact on impulsive buying behavior.
H3: Money availability has a positive and significant impact on impulsive buying behavior

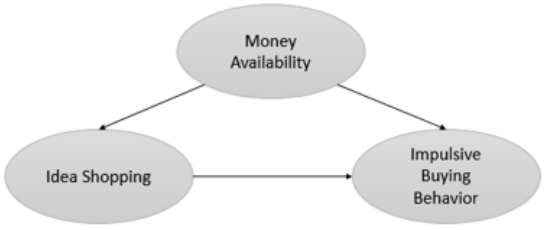


Figure 1 Research Model

METHODS

This research was an associative-descriptive research. With this method, this research aims to examine research problems as generated by previous research and test specific research hypothesis and relationship. Using this method, some required information can be planned clearly, systematically, and structurally. Data collection is conducted through surveys using questionnaires. The questionnaire contained a list of statements and answer options based on the Likert scale with 1-5 options. Option 1 represents "strongly disagree", and option 5 means "strongly agree".

The population in this research is consumers who shop in Transmart Carrefour Sidoarjo during the survey. The sample is 218 consumers in Transmart Carrefour Sidoarjo. The technique of this present research is done by random probability sampling involving consumers in Transmart Carrefour Sidoarjo. Data retrieval was conducted on January 4th–10th, 2018. The selected samples are in between 17−55 years old. They are considered potential buyers who made a purchase transaction in Transmart Carrefour Sidoarjo at least once. Moreover, they are adult consumers who can make purchase decisions or at least have an effect on purchase decision-making.

This research uses three variables. There are money availability (X1) as an exogenous variable, idea shopping (Y1) as the endogen intervening variable, and impulsive buying behavior (Y2) as an endogenous variable. The indicators used in the money availability is adopted from Octavia (2015) and Nandha, Andriani, and Edriana (2017). Those are: (1) I feel capable of making unplanned purchases in shopping activities; (2) I have enough extra money for my shopping activities, so I can be a bit royal if I find a product I really like; (3) I have a special budget in this shopping activity.

To measure idea shopping variable, the researchers adopt it from Bakırtaş and Divanoğlu (2013) and Büttner, Florack, and Göritz (2013). The statements are (1) My goal is to keep up with the latest product trends; (2) My goal of shopping is to keep up with the latest product models; (3) My goal to go shopping is to get new products.

Then, for the indicators on the impulsive buying behavior, it is from Foroughi *et al*. (2012) and Flight *et al*. (2012). There are: (1) I often spend more money than I usually spend when shopping; (2) When shopping, I often buy products that I do not plan; (3) I enjoy an unplanned purchasing model.

For data processing, this research uses Structural Equation Modeling (SEM) method based on General Structured Component Analysis (GSCA). From the results of GSCA analysis, the researchers measure the measurement model, structural model, and overall model (Afthanorhan, Awang, & Mamat, 2016; Hwang & Takane, 2014).

RESULTS AND DISCUSSIONS

The characteristics of respondents can be classified by gender, the frequency of expenditure, availability of monthly spending funds, funds spent on shopping, and information sources. From 390 samples, it can be explained that the specification of respondents who make unplanned purchases spontaneously and suddenly is dominated by female buyers around 218 respondents (56%).

For the frequency of expenditure, the majority is dominated by respondents who shop one in one month about 271 respondents (69%). Concerning the availability of monthly spending funds, most respondents have monthly expenditure allocations around Rp1.000.000,00−up to Rp2.000.000,00 with 266 respondents (68%). Meanwhile, the funds spent in a month that are less than Rp1.000.000,00 are 237 respondents (61%). Furthermore, for the information sources about Transmart Carrefour Sidoarjo, most respondents claim that they get the information from friends or family (41%). However, some respondents say they know the information from the offline and online advertisement (39%) and advertisement (20%).

Validity and reliability indicators for each variable are tested in the Measure of Fit method as reflected in the convergent validity, discriminant validity, and internal concerns reliability. The result of data processing shows the correlation between the indicator score and the latent variable score seen from the estimate loading factor. The estimated number in loading factor for each indicator is more than 0,6 with the Critical Point (CR) of 5% error rate. The convergent validity of this research model is considered good overall (Hwang & Takane, 2014). The result is in Table 1.

Table 1 Convergent Validition

Variable	Loading		
	Estimate	SE	CR
Money Availability (X1)	AVE = 0,608; Alpha = 0,795		
X1.1	0,745	0,085	8,77*
X1.2	0,752	0,07	10,75*
X1.3	0,859	0,036	23,66*
Idea Shopping (Y1)	AVE = 0,617; Alpha = 0,771		
Y1.1	0,752	0,064	11,81*
Y1.2	0,875	0,042	21,0*
Y1.3	0,72	0,072	9,99*
Impulsive Buying Behavior (Y2)	AVE = 0,685; Alpha = 0,827		
Y2.1	0,82	0,044	18,6*
Y2.2	0,855	0,035	24,65*
Y2.3	0,758	0,079	9,62*

CR* = significant at 0,05 level

From Table 1, it is known that the indicator group measuring four variables in this research has good internal consistency. It is because it has alpha >0,6. The money availability has an alpha of 0,795. Idea shopping has an alpha of 0,771. Then, the impulsive buying behavior has an alpha of 0,827. Moreover, the Goodness of Fit structural model is measured using FIT and Adjusted from FIT (AFIT) values as shown in Table 2.

Table 2 Goodness of Fit

Goodness of Fit Model		Description
FIT	0,734	Fit
AFIT	0,719	Fit

FIT shows the total variant of all variables that can be explained by a particular model. FIT value ranges from 0 to 1. The value of FIT shows the amount of 0,734. It means that the model can explain the diversity of money availability, idea shopping, and impulsive buying behavior variables about 73,4%. The rest (26,6%) can be explained by other variables that are not in this research. Thus, it can be said that this research model is fit.

AFIT is almost similar to FIT. AFIT is a Goodness of Fit indicator that shows the influence of one variable affecting two or more variables. However, since the variables affecting impulsive buying behavior are not just one but two variables, it is better if AFIT corrects the interpretation of the accuracy in the model by FIT. In AFIT value of 0,719, the diversity of money availability, idea shopping, and impulsive buying behavior can be explained about 71,9%. Other variables explain the rest (28,1%). Therefore, it can be said that the model in this research is fit or feasible.

The Goodness of Fit test of overall model in this research is shown in Table 3. It is by looking at the value of Goodness of Fit Index or GFI (unweighted least-squares) and Standardized Root Mean Square Residual (SRMR). GFI and SRMR are the proportions of differences between the sample covariance and the covariance generated by parameter estimation from GSCA. A near-1 GFI and a near-0 SRMR indicate that the research model is fit.

Table 3 The Goodness of Fit in the Overall Model

Goodness of Fit		Description
GFI	0,978	Fit
SRMR	0,1	Marginal Fit (Appropriate model)

The result of linkage analysis is in Table 4. It shows that from the three hypotheses proposed in this research, all of them are acceptable. Money availability influences the idea shopping positively and significantly (H1). Then, idea shopping has a positive and significant impact on impulsive buying behavior (H2). Money availability also has a positive and significant impact on impulsive buying behavior (H3).

Table 4 Path Coefficient Estimate of Structural Equation Model

Path Coefficients			
	Estimate	**SE**	**CR**
Money Availability → Idea Shopping	0,725	0,071	8,27*
Idea Shopping → Impulsive Buying Behavior	0,687	0,104	6,42*
Money Availability → Impulsive Buying Behavior	0,772	0,077	9,12*

CR* = significant at 0,05 level

The estimated parameter value of money availability influence to idea shopping is 0,725. It is with CR equaling 8,27. This means that money availability has a positive and significant impact on idea shopping. The results are consistent with the research findings by Falode, Amubode, Adegunwa, and Ogunduyile (2016). They stated that the amount of available money could determine where the consumers went to spend it. This means the money availability is a capital or a source of strength in relation to shopping activities. Hence, money availability will form a person's motivation to spend the money.

The estimation parameter value of idea shopping effect on impulsive buying behavior is 0,687 with CR of 6,42. This implies that idea shopping has a positive and significant impact on impulsive buying behavior. The results are similar to the research of Yu and Bastin (2010) and Gültekin and Özer (2012). For some people, a product is still regarded as a symbol that reflects attitudes and lifestyle. In this case, many consumers are interested in different products, new items, and the latest styles and trends. Therefore, some consumers looking at their preferred new product are likely to make impulsive purchases. Nevertheless, the new product is unplanned for purchase.

In the Stimulus-Organism-Response (SOR) model by Mehrabian and Russell (1974), consumers will respond if they are given the right stimulus. This research finds the idea shopping has an impact on impulsive buying behavior. Consumers must be given the right stimulus to get ideas. For example, the right stimulus can be attractive promotions, friendly store employees, attention from salesman, store environment, and others (Badgaiyan & Verma, 2015). Those can make consumers buy impulsively.

The estimated value of influence in money availability on impulsive buying behavior is 0,772 with CR of 9,12. This means that money availability has a positive and significant impact on impulsive buying behavior. These results are similar to the Ünsalan (2016) and Khorrami, Esfidani, and Delavari (2015). Money availability is a facilitator in the impulse buying process. Consumers are more natural to behave impulsively in shopping when they feel they have enough extra money. The availability of extra money makes consumers a little splurge on the shopping, especially if they find attractive products. For that reason, consumers cannot control their emotion to buy impulsively for the sake of their momentary satisfaction. In other words, money availability can increase the power of individuals to make purchases irrationally.

The result also implies that money has meaning more than economic only (Durvasula & Lysonski, 2010). Johansson (2001) explained that money made someone behave materialistically and hedonically. This behavior causes people to buy their current desires. Consumers who have money will try to fulfill their hedonic needs by making purchases according to their wishes. The purchase is not a planned purchase. In short, consumers who have money will tend to be more impulsive than those who lack of financial resources.

CONCLUSIONS

The research model developed through the GSCA-based SEM approach can be used to explain the relationships between latent variables and observed variables. This research finds that money availability directly and indirectly through idea shopping as intervening variable influences impulsive buying behavior. There are several recommendations for the company. First, the salesman should be more intensive in interacting with consumers to influence them. Second, the salesman in each outlet must have good communication skills. The ability to communicate is expected to provide a choice of ideas for potentially interested buyers in the products offered.

The limitation of this research is the researchers do not explore many possibilities of the motivation of consumers in impulsive buying. For the further research, it is advisable that the researchers consider the following issues such as other motivation to shop and comprehensive measurement development.

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