

## ANALYSIS OF PRELIMINARY FACTORS OF TREND IMPULSIVE BUYING BEHAVIOR ON RETAIL CONSUMER IN SIDOARJO

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### Abstract

Impulsive buying behavior occurs when consumers are in store outlets, so they feel the internal and external influences of the store's environmental situation which can affect consumers in a continuous process, especially in retail stores. The purpose of this study is to analyze internal and external influences which are the driving factors for consumers to make purchase decisions and make impulsive purchases. The population is a study of women who shop at retail stores, the sample is determined by purposive sampling method. The research method uses descriptive qualitative. The results showed the tendency of impulsive buying behavior at outlets prioritizing information by internal hedonic factors. Shopping motivation, price perception and the influence of external factors is the store environment that provides ATM facilities and the name of the consumer's money.

Keywords: *Hedonic shopping motivation*, Price perception, Environment Facilities, consumer money availability, Impulsive Buying

### INTRODUCTION

The evolution of retail business development in Indonesia is factually driven by the increasing competition in the end-user market. As a result of this competition, a climate of increasingly fierce competition among entrepreneurs engaged in the retail business, such as perceived low prices, responsive service, strategic location, diversity of display items, and sustainable promos to provide an attractive shop atmosphere for consumers. The direct impact of this competition has raised concerns among retailers. If the competition reaches an undesirable condition, it is possible to kill each other among retailers by playing with prices. (Nurudin Abdullah, Bisnis Indonesia, 2003).

Two retailers that exist playing in the retail market are Indomaret and Alfamart where each of these outlets competes tightly but still exists to reach the market share. In the Wage area, Sidoarjo, the two retailers can be said to have gone head to head because the outlets are located close to each other. But for consumers, both are used as shopping facilities and each has advantages. For consumers in Indomaret, it is certain that they can buy toll credits, but they cannot be obtained at Alfamart. Shopping promo programs are Friday, Saturday and

Sunday and there are exercise classes on Sundays at Alfamart. In creating a store environment, the two retailers are almost the same in providing payment facilities to PLN, BPJS, market place payment facilities, in perceiving prices to consumers through sales promos, gifts or product discounts so that it gives the impression that it is quite cheap for products sold in packages in one package compared to by buying retail at a traditional shop. Indomaret & Alfamart's partnership strategy with several banks that provide ATM machines at each outlet has a positive impact on consumers and retail managers. For consumers, it is easy to get cash for shopping for retail managers who will get additional income from rental payments to place an ATM machine. The existence of an ATM machine will indirectly provide convenience for consumers, the availability of money will be able to motivate consumers to make more purchases, the desire to buy arises when someone holds cash or when the shop environment supports the availability of ATMs, displaying unique items / secondary items especially fashion for home needs or women's cosmetics at promo prices, this is what can motivate consumers to make impulse buying.

Impulsive buying is defined as the act of buying without any prior plans, an impulse that suddenly encourages consumers to buy

something directly, without paying much attention to the consequences after consumers see the product on display in the store. Most of the impulsive products are new products, products with low prices in the form of product promos. Several kinds of impulse buying items originate from unplanned purchases which are reported to be the most frequently purchased clothes, jewelry or accessories that are close to oneself and support one's appearance (Park, et al., 2005).

Madhavaram and Laverie (2004) in Park (2011: 1) state that online retail encourages impulse buying because consumers are able to trace and respond more easily to their changing moods (Donthu and Garcia, 1999; Lim and Hong, 2004; Madhavaram and Laverie, 2004; Pulliam, 1999; Rowley, 2001). According to research by Engel et al. (1995: 156), buying based on impulse may have one or more of the following characteristics: (1) Spontaneity. These purchases are unexpected and motivate consumers to buy now, often in response to visual stimuli on the spot. (2) Strength, compulsion, and intensity. There may be motivation to put everything else aside and act immediately. (3) Excitement and stimulation. A sudden urge to buy is often accompanied by emotions that are characterized as exciting, exciting, or wild. (4) Indifference to consequences. The urge to buy can become so hard to resist that the possible negative consequences are ignored. Khan, Humayun, and Sajjad (2015) state that around 30-50 percent of all purchases are classified as impulsive purchases and about 90 percent of consumers are impulsive buyers.

Utami's research results (2010: 47) state that when consumers have hedonic traits, consumers no longer think about the products they buy whether there are benefits or benefits for them. Lumintang (2012) shows that "a person's shopping style is determined by shopping motivation where a consumer who has high hedonic motivation is likely to have a more excessive shopping style". This suggests that hedonic shopping motivation can support impulsive buying behavior, the results of research by Hawkins (2007) add site characteristics as an influencing factor. Product characteristics that affect impulse buying consist of: 1. Low price; 2. There is little need for the product; 3. Small in size and light in weight; 4. Easy to store. The perception of low prices supports Hawkin's research which states that low prices affect impulse buying behavior.

Badgaiyan and Verma (2014) examined the impact of personal factors (internal) and store situational factors (external factors) including the store's environment in impulsive buying which was used as a reference in this study. Based on the above phenomena, the focus of this study is to analyze the factors both internally and externally from consumers which are the driving factors for consumers to take impulse buying at Indomaret / Alfamart outlets. Paying attention to conditions in the field after going through initial observations, the internal conditions that concern researchers are: 1) Hedonic shopping motives and price perceptions as internal factors while external conditions that affect impulsive buying such as: 1) Store Environment and 2) Money consumer.

## **RESEARCH METHOD**

This research is an exploratory research with a qualitative approach. Sources of data are obtained from phenomena in the field and are supported by literature study of previous research results. The study population was all buyers in the retail market (Indomaret and Alfamart). The method of determining the informan of this study determined based on the following criteria:

1. Respondents are female consumers in Indomaret and Alfamart in Sidoarjo region.
2. Respondents shop at Indomaret and Alfamart more than two times a week.

## **Result and Discussion**

### **Research Result**

Impulse Buying Behavior is defined as behavior that arises because of a strong urge to make purchases without consumers considering the impact of the purchased goods and this behavior arises on consumers who visit retail outlets and outlet malls. Impulse buying behavior is part of consumer behavior, becoming an interesting topic to be researched in decades where this behavior appears as an uncontrollable condition of consumers after consumers are in the store. The attractiveness of a store environment such as a neat product display, a fairly large variety of products can provide alternative choices, a clean and cool shop atmosphere because the air conditioning is added to the music that accompanies buyers

in choosing their needed items so this situation Providing convenience for outlet visitors in addition to the friendly greeting from the shop assistant who has become the outlet's SOP so that Indomart and Alfamart visitors have become a habit when consumers enter the store, they will be greeted kindly by the shop assistant.

In this study, examining various predecessor factors that influence consumer Impulse Buying behavior at retail outlets / mini markets such as Indomaret and Alfamart, the predecessor factors (antecedents) consisting of internal and external are important things to study. According to Churchill and Peter (1998; in Kim, 2003) the impulse buying model is influenced by internal factors which consist of: 1) Mood / Need / Desire Hedonic / Pleasure Cognitive / Affective Evaluation are aspects that appear in a person's personality and perceptions that arise. when shopping. and there are external influences consisting of Visual Merchandising-windows displays, in-store form displays, floor merchandising, promotional signage which are influencing factors due to external conditions.

Based on the results of interviews conducted with about 40 respondents, it was shown that the internal factors that triggered consumers to impulse buying were hedonic shopping motivation and consumer perceptions of prices (price perceptions), while the external factor that drove impulse buying was the shop atmosphere in which there were ATM facilities.

This ATM facility is also the biggest motivation for consumers to make impulse buying because the availability of money will ensure that the impulse to buy is manifested in transactions and consumers get what they want based on the motivation they have, namely if the motivation to buy is so strong it must be supported by the availability of money for buying so that impulse buying can be realized the other way around if the urge / motivation to buy is strong because of several factors that influence it and then to realize the motivation consumers do not have the availability of money, impulse buying will never happen. This condition supports the findings of Mudassir's (2018) research, which in his research found

that the availability of money has an effect on Impulse Buying.

## **Discussion**

### **The Influence of Internal Consumers on Impulsive Buying**

Discussion of the personal internal influence of consumers on impulse buying behavior only on the aspects of motivation and consumer perceptions. The aspect of motivation is an important factor because respondents in gender-based research are all women of their productive age.

#### **a. Hedonic Shopping Motivation**

Based on findings in the field, Hedonist Shopping Motivation is a strong motivator for shopping at mini markets. According to Scarpi (in Suharyono, 2017), hedonic shopping describes the value of the shopping experience including fantasy, censorship, stimulation, joy, pleasure, curiosity and delusion of joy. Consumers feel joy in minimarket outlets due to the supportive shop atmosphere such as cold air conditioning that provides comfort, various products, both brands, packaging and sizes, the shopkeepers greet us every time we enter Indomaret and Alfamart, facilities for payment for shopee marketplaces, tokopedia, services BPJS payments and payment services for electricity, tokens and telephone pulses, soft music as if everything that consumers need is in one place so that this provides comfort, excitement as well as being able to stimulate shopping. Shopping behavior for women is the most enjoyable thing, so most women like to shop either to fulfill their needs or just window shopping (looking around without any desire to shop). So it is not uncommon for groceries to exceed the shopping list that has been prepared. This tendency is a hedonic motive. This motive will be very strong in influencing impulse buying if you later find items that have not been bought before or these items are in the promo period or give gifts. Cobb and Hoyer (1986) suggest that impulsive buying often involves hedonic and affective components.

#### **b. Price Perceptions**

Women are generally the most price sensitive, sometimes there are the same products but different prices, so women tend to choose cheaper product prices, this is one of the characteristics of female buyers. For example,

display items at the Indomaret mini market give a cheap perception because the bundling system is often used in sales, for example toothpaste is sold in a package together with a toothbrush, jumbo shampoo products are packaged with a small hand body into one price package. This creates a separate perception for consumers. However, for outlets like Alfamart they have a JSM program, namely promos on Friday, Saturday and Sunday, these promo days are very popular and always be remembered by the average female consumer. As if there was a promo every day. The existence of Indomaret and Alfamart outlets that are close together in an area gives the perception that shopping at Indomaret and Alfamart mini markets presents low prices for consumers. Hawkins (2007) also adds siteional characteristics as influencing factors. Product characteristics that affect impulse buying consist of: 1. Low price; 2. There is little need for the product; 3. Small in size and light in weight; 4, Easy to store. The perception of low prices supports Hawkin's research which states that low prices affect impulse buying behavior.

### **The Influence of External on Impulse Buying**

#### **a. Store Facilities**

according to researchers will greatly impact the process of impulse buying behavior is the presence of ATM facilities in minimarkets both Indomaret and Alfamart. The existence of this ATM facility will be closely related to the availability of consumer money to meet their shopping needs. Internal consumer influences such as hedonic shopping motivation and price perceptions will be at the stage of encouraging consumers to proceed to purchase decisions. When consumers will make a purchase transaction will need cash. The availability of ATMs at mini market outlets actually has two effects on consumers. First, this ATM facility makes it easier for consumers to meet the need for funds, when consumers are in a queue position they will usually look at the items displayed and this is a strong driver of impulse buying. Second, with the availability of money, if consumers find the goods they need, even though initially there was no plan to buy, it is very possible for consumers to make impulsive purchases.

#### **b. Consumer Money Availability**

It will be important for someone when it will forget, it will become a reality for the consumer his desire, his pleasure in that. Money conflicts will determine the incidence between minimarket managers and consumers. Here there are consumers who have a strong experience of buying, the goods to be purchased are very enjoyable and there is an enthusiasm to buy immediately, this will not be impulsive buying behavior when consumers do not have enough voice to pay for the goods they want. So that impulsive buying behavior will occur because in addition to having the passion that consumers have, spontaneous decisions must also be supported by the facts of money. At Indomaret and Alfamart outlets, many outlets have provided ATMs, not even one ATM but two ATM links that can be used by many banks. This facility will encourage consumers to make impulsive purchases. Interest rates in banks and at ATMs, of course, come from a person's income while working or doing business, in research by Awan & Abbas, 2015; Bashar, Ahmad & Wasi, 2012 in Mudassir Husain et al (2018) stated that income has a significant impact on impulsive buying behavior in Pakistan so that more money votes will have a positive relationship with impulsive buying behavior.

### **Conclusion and Recommendation**

#### **Conclusion**

Internal behavior that strongly encourages impulse buying behavior is Hedonic Shopping motivation, which tends to be owned by women. By observing the majority of women as respondents, this supports Scarpi's research (in Suharyono, 2017), and Cobb and Hoyer (1986) suggest that impulsive purchases often involve hedonic and affective components. a.

The existence of adjacent Indomaret and Alfamart outlets in an area gives the perception that shopping at Indomaret and Alfamart mini markets presents low prices for consumers, this condition supports the opinion of Hawkins (2007) which states that product characteristics that affect impulse buying, one of which is having low prices.

ATM facilities at mini market outlets actually have two effects on consumers. First, this ATM facility makes it easy for consumers to meet the need for funds. Second, it makes it easy to shop, which is a strong driver of impulse buying

The availability of money at the bank / at an ATM, of course, comes from a person's income while working or doing business, in the research of Awan & Abbas, 2015; Bashar, Ahmad & Wasi, 2012 in Mudassir Husain et al (2018) stated that income has a significant impact on impulsive buying behavior. Impulse Buying behavior will be realistic if it is supported by the availability of money.

### Recommendations

- a. Retail business players are expected to understand consumer motivation so that strategies can be formulated to keep consumers always coming shopping.
- b. ATM facilities at each outlet need to be maintained because with the availability of funds, impulse buying behavior can increase sales turnover.

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