THE INFLUENCE OF CONSUMER CHARACTERISTICS AND SITUATIONAL FACTORS ON ONLINE IMPULSIVE BUYING OF FASHION PRODUCTS

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Article Info	Abstract
	This study aims to analyze the influence of consumer characteristics (impulse buying tendencies, shopping enjoyment tendencies, and consumer moods) and situational factors (individual situation, website quality, motivational activity by retailers, and product attributes) on online impulsive purchases of fashion products in the past pandemic. The population in this study were people who live in Surakarta and Solo Residency with a sample of 100 respondents. The data collection method used a questionnaire, and was processed using the Partial Last Square (PLS). Data analysis used in this study included instrument tests, classic assumption tests consisting of multicollinearity tests, Goodness of Fit (GoF) tests and partial tests (t-test). The results of the study show that first, there are four accepted hypotheses where the factors that influence online impulsive purchases of fashion products are shopping enjoyment tendencies, shopping enjoyment tendencies, consumer moods, and product attributes. Second, other factors such as individual situation, website quality, and motivational activity by retailers are not the determining factors.

INTRODUCTION

Online shopping has become a new habit during the pandemic. Most people prefer to shop through their smartphones rather than leaving the house. This also influences and changes people's behavior. One of them is a change in consumer behavior. With the availability of many services for online shopping, people change their behavior from conventional shopping to online shopping. Currently, there are many e-commerce applications in Indonesia such as Tokopedia, Lazada, Shopee, Blibli, Buka Bukalapak and others that are often used by people to meet their

daily needs (Putra & Kusuma, 2021). However, this sometimes causes consumers to make purchases irrationally and without thinking about the causes and benefits of the product they are going to buy. The term for this is consumer behavior. Impulse buying is one of consumptive behavior. Impulse buying is an action in which a person purchases spontaneously or without planning in advance and without consideration. Consumers no longer shop with the aim of meeting their needs, but only to fulfill individual desires and satisfaction (Muflih, 2018).

Impulse buying is a concept that is broadly defined, which includes various forms of irrational buying behavior (Salim et al., 2021). Most impulse purchases are related to unplanned events and sudden purchases that occur somewhere and are accompanied by strong urges and feelings of joy and excitement (Lavuri et al., 2022). Impulse buying has two core elements. The first is the lack of planning and consideration regarding product purchases. The convenience of online buying and selling transactions in e-commerce makes impulsive buying behavior more common. Of course, that is not one of the reasons consumers are impulsive. Several internal and external factors become one of the factors that cause consumers to be impulsive. Consumer characteristics are one of the internal factors which involve impulse buying tendencies, shopping pleasure tendencies, and consumer moods. Meanwhile, external factors or situational factors are individual situations, website quality, motivational activities by retailers, and product attributes (Febrilia & Warokka, 2021).

For a retailer, a consumer's impulse purchase is used as a tool to increase sales. The more consumers who make impulse purchases, the faster the sales target achieved by the company. Several studies have focused on the pusher role of marketing emphasizing how store or shelf positioning, attractive displays, and in-store promotions all lead to impulse purchases. This point of view says that impulsive purchases can be influenced, so retailers spend marketing tools to encourage them to make impulsive purchases according to Mattila and Wirtz (2001) in (Iyer et al., 2019). However, it is different for a consumer, impulsive purchases that are made continuously only result in waste that may be difficult to control (Chetioui & Bouzid, 2023). The researchers examine more about the factors that cause someone to behave impulsively in fashion products during the pandemic.

LITERATURE REVIEW
Impulsive Buying

Many human activities are driven by biochemically and psychologically stimulated impulses. Biochemistry functions as a wave to generate active changes that trigger certain somatic or mental responses. Impulsivity arises suddenly and spontaneously. When psychologically triggered, it will encourage sudden impulsive actions, and this urge can be strong or persistent. Impulse buying refers to buying behavior that is carried out suddenly and is not planned beforehand, impulsive

buying is often accompanied by feelings of pleasure and is accompanied by a strong urge to buy (Beatty & Elizabeth Ferrell, 1998).

Such as the case with self-indulgent alcohol consumption, low to moderate levels of impulse buying can be used as pleasurable activities with hedonic goals. However, consuming excessive alcohol is not good for health, as well as in terms of impulse buying, a high level of impulsive buying will be dangerous and has the potential to self-destruct (Chang et al., 2014). Several researchers (Amos et al., 2014; Badgaiyan et al., 2016; Herabadi et al., 2009) reveal that impulsive buying is influenced by intrinsic factors such as personality, culture, shopping enjoyment tendencies, materialism and impulsive buying tendencies. Research by Amos et al., (2014) and Badgaiyan & Verma, (2015) shows that situational factors affect impulsive buying, which is included in situational factors.

Consumer Characteristics

Consumer characteristics are a characteristic of an individual that determines the attitude of the individual and acts as a determinant of value and decision making (Nasution et al., 2019). According to Baumgartner (2002) customer sentiment, purchase involvement, and spontaneous behavior are the three basic elements of consumer impulse buying behavior. Studies conducted by Miao et al., (2020) and Thompson & Prendergast, (2015) on offline stores prove that there are several factors that trigger consumer impulse purchases, such as personality, culture, storefront, and sales promotions. Likewise, according to Saran et al., (2016) that personal characteristics such as extraversion, amiability, alertness, emotional stability and openness affect a person's unplanned purchases and impulsive buying behavior. Other researchers have explored more broadly the internal factors that trigger impulsive buying behavior such as impulse buying tendencies, shopping enjoyment tendencies, and moods (Atulkar & Kesari, 2018; Bahrainizad & Rajabi, 2018). According to Bagdare & Jain, (2013) in Atulkar & Kesari, (2018) the tendency of shopping enjoyment makes buyers feel relaxed and improves their mood. Thus, the tendency of consumers to enjoy shopping is found to be more impulsive in nature by (Beatty & Elizabeth Ferrell, 1998) and A. Badgaiyan & Verma (2015) in (Atulkar & Kesari, 2018). Shopping enjoyment refers to consumer experiences regarding pleasure, excitement, leisure, entertainment, and other sensory stimuli that may be experienced when shopping (Arnold & Reynolds, 2003 in Shephard et al., 2014). Research conducted by Kang & Johnson, (2010) find that the results of shopping can provide a positive diversion, an escape, pleasure, increased self-esteem, activation, a sense of control, and social relations. In essence, shopping can improve one's mood.

Situational Factors

Situational factors have an important role as indicators of impulsive purchases (Atulkar & Kesari, 2018). These situational factors include individual situations, website quality, motivational activities by retailers, and product attributes, suggested by previous research (Beatty & Elizabeth Ferrell, 1998; Febrilia & Warokka, 2021). According to Khorrami, (2015) situational factors are external factors originating from the shop environment when consumers buy a particular product impulsively. Customers may feel compelled to buy certain products that appeal to them at the time. According to certain studies, consumer behavior has many variations depending on the situation. According to Febrilia & Warokka, (2021) external factors such as store atmosphere, product display and arrangement, product features, and sales promotions, according to some experts, contribute to individual impulse purchases. These variables encourage consumers to make purchases that they did not plan to make, but rather to go out for a walk. Other situational factors that have been discussed in previous research by Atulkar & Kesari, (2018), Barakat, (2019) and Parsad et al., (2021) such as the availability of time and money, social influence, and hedonic and utilitarian motives. This external variable can influence consumers to buy something other than what they had planned to buy before (Yu & Bastin, 2010 in Febrilia & Warokka, 2021). Individual situations are closely related to the availability of money and time, and have a relationship with impulse purchases (Foroughi et al., 2012).

The Effect of Impulsive Buying Tendencies on Impulsive Buying

The first consumer characteristic variable is the tendency to buy impulsively. According to Jones et al., (2003) impulse buying tendency is known as the extent to which a person tends to make purchases that are unexpected, impulsive, and unreflective. The results of Badgaiyan et al., (2016) reveal that impulsive buying tendencies have a significant positive effect on impulsive buying behavior. A research by Badgaiyan & Verma, (2015) stated that impulsive buying behavior in a woman is associated with the optimal amount of stimulation and their reactivity, whereas in men, it is more associated with formal behavioral characteristics, especially slow speed, sensory sensitivity, and bending. Based on this explanation, the hypothesis can be derived:

H1: Impulsive buying tendency has a positive effect on impulsive buying

The Effect of Shopping Pleasure Tendency on Impulsive Buying

The second consumer characteristic variable is the shopping pleasure tendency. According to Arnold & Reynolds, (2003) the term shopping pleasure refers to the consumer's experience with entertainment, happiness, leisure, excitement, fun, and other forms of sensory stimulation when shopping. The results of research by Atulkar & Kesari, (2018) show that the tendency to enjoy shopping has a significant positive influence on impulsive purchases. According to Bellini et al., (2017) the tendency of shopping enjoyment influences impulse buying through positive

influences and encouragement to buy. Based on this explanation, the hypothesis can be derived:

H2: The tendency of shopping enjoyment has a positive effect on impulsive buying

The Effect of Consumer Mood on Impulsive buying

The third consumer characteristic variable is mood. Moods are classified into two types; positive and negative. According to Sminor and Cmoven (2013) in Bahrainizad & Rajabi, (2018) mood is an unstable emotional state that occurs at a certain time or in a certain situation. The research results of Bahrainizad & Rajabi, (2018) show that mood has a positive effect on impulsive purchases. Impulsive buying according to Julianti, (2020) can be induced due to individual depression and efforts to improve mood. The results show that pandemic and stress situations lead to an increase in impulsive purchases, so that this explanation can be derived from the hypothesis:

H3: Mood has a positive effect on impulsive buying

The Effect of Individual Situation on Impulsive Buying

The first situational factor variable is the individual situation. Individual situation is closely related to the availability of money and time. Consumers who have more free time tend to spend more time in stores. In the end, consumers who spend longer time shopping tend to make impulsive buying (Foroughi et al., 2012). Research result by Gomies et al., (2018) find that the availability of money has a positive and significant influence on impulsive buying decisions. However, the results of Febrilia & Warokka, (2021) show that individual situations do not statistically affect impulse buying. For this reason, in this study, further exploration will be carried out whether it is true that individual situations do not affect impulse buying. Based on this explanation, the hypothesis can be derived:

H4: Individual situation has a positive effect on impulsive buying

The Effect of Website Quality on Impulsive Buying

The second situational factor variable is website quality. Website is an Information and Communication Technology (ICT) medium for displaying information content in a fast, measurable, low-cost, and diverse manner. A website for an institution is also a reflection or face of that institution in cyberspace. The role of the website has developed into an important aspect of a company, and can provide a competitive advantage for businesses that can provide services to users or consumers via the internet (Napitupulu, 2017). The research results by Kemala Dewi & Rachmawati, (2020) show that website quality has a significant influence on impulsive buying on consumers on the Shopee e-commerce website. According to Turkyilmaz et al., (2015) website design will benefit all business users in e-commerce who want to increase their customers' impulse buying. Based on this explanation, the hypothesis can be derived:

H5: Website quality has a positive effect on impulsive buying

The Effect of Motivational Activities by Retailers on Impulsive Buying

The third situational factor variable is motivational activity by retailers. Motivational activities by retailers are closely related to sales promotion activities. Promotion is a technique used to encourage consumers to buy more or try a product or service. One of them is a price reduction or discount (Yin-Fah et al., 2011). The research results of Haq & Ilyan Sandrian Kusnanto, (2020) show that giving discounts and gifts to consumers together has a positive and significant effect on impulsive buying on the grab application. Research by Dave & Sondhi, (2011) find that all activities carried out by retailers in a store influence customer impulsive stimulation. Based on this explanation, the hypothesis can be derived:

H6: Motivational activity by retailers has a positive effect on impulsive buying

The Effect of Product Attributes on Impulsive Buying

The fourth situational factor variable is product attributes. To build a research model, Kotler & Keller, (2012) use various product attributes such as product design, quality, packaging design, and product features. The results show that product features such as product information, quality, and price have a beneficial impact on purchase intentions (Lee et al., 2017). Product attributes, such as product alternatives, price, and sensory attributes have an influence on online impulsive buying of clothing products (Park et al., 2012). Based on this explanation, the hypothesis can be derived:

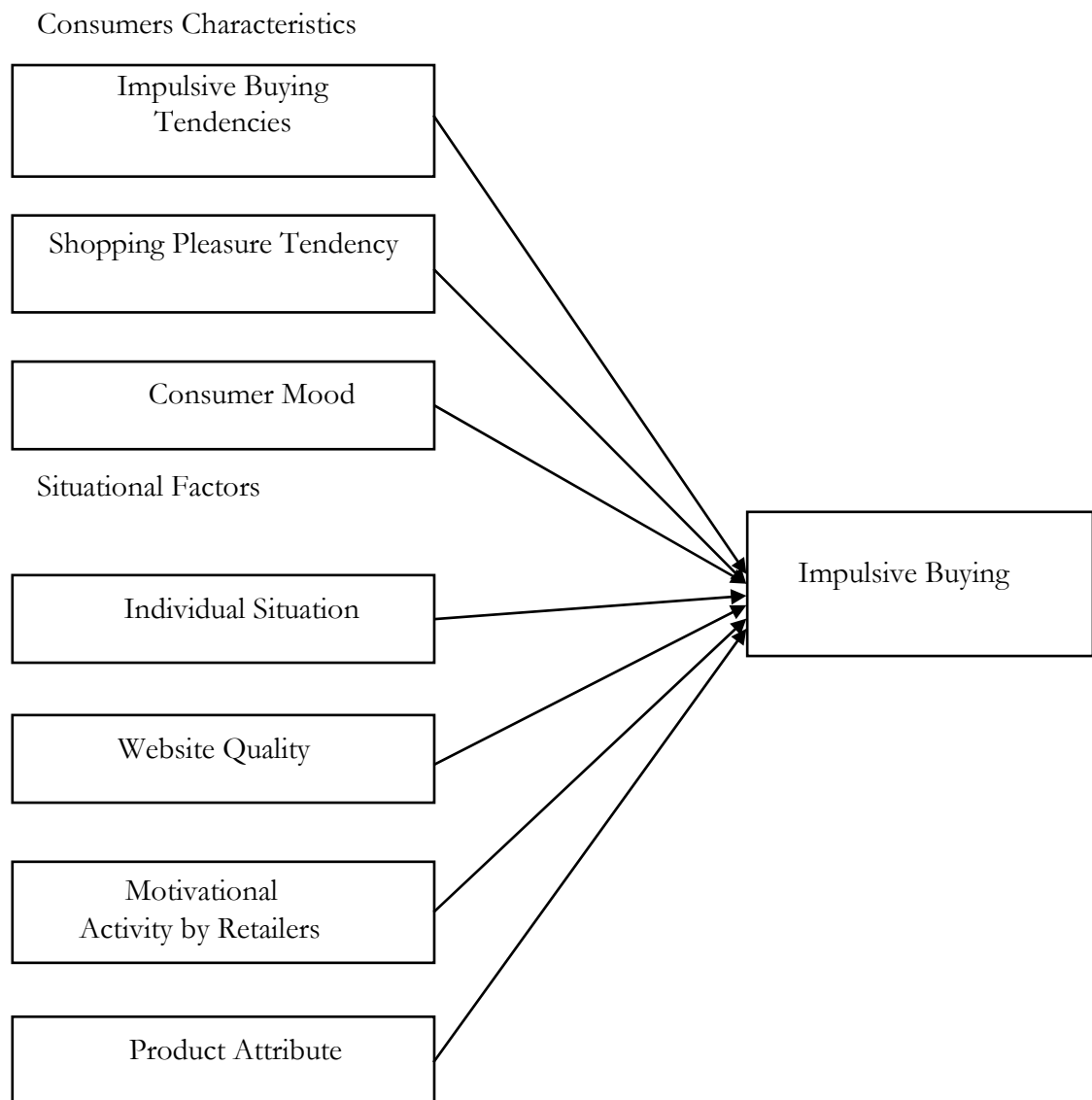H7: Product attributes have a positive effect on impulse buying

Consumers Characteristics

Figure 1. Research Model

METHOD

Population and Sample

The population in this study were people using the Shopee e-commerce application, located in Central Java, precisely in Surakarta and Solo. The sample is part of the population that comes from the number and characteristics contained in that population. The sample is part of the number and characteristics possessed by the population. According to Sekaran & Bougie, (2013) the size of the sample must be more than 30 and less than 500 is considered sufficient for research. The samples taken were consumers living in Surakarta and Solo who made online purchases on the Shopee platform for fashion products and 100 respondents who met the research criteria were taken.. The sampling technique in this study used purposive sampling, namely the sampling technique with the following considerations:

1) Respondents are domiciled in Surakarta or Solo

2) Respondents actively conduct online shopping transactions for fashion products (clothes, shoes, bags, etc.) during the Covid-19 pandemic at least twice a month

3) At least 17 years old.

Data Analysis

This study used the Structural Equation Modeling (SEM) approach by using a path diagram which allows all observed variables to be included according to the theoretical model it builds. The SEM analysis used is Smart Partial Least Square (Smart PLS) with the calculation process assisted by the SmartPLS 3.0 software application program. Smart Partial Least Square (PLS) analysis is a multivariate statistical technique that performs comparisons between multiple dependent variables and multiple independent variables.

RESULTS & DISCUSSION

Respondent Characteristics

Respondent Based on Gender

This clarification aims to determine the gender of the respondents in the study, as follows:

Table 1. Respondent Based on Gender

Sex	Total	Percentage (%)
Male	12	12%
Female	88	88%
Total	100	100%

Source: Primary data is processed in 2023

Based on the data in the table, it can be concluded that the majority of respondents were 88 women (88%), while male respondents were 12 (12%). This means that this study was dominated by women in shopping.

Respondent Based on Age

This clarification aims to determine the age of the respondents, as follows:

Table 2. Respondent Based on Age

No.	Description	Total Respondent	Percentage
1	17-20	17	17%
2	21-24	79	79%
3	>25	4	4%
	Total	100	100%

Source: Data Processed (2023)

Based on the data in the table, it can be concluded that in the among 100 respondents, most of them were aged 21-24 years, consisting of 79 (79%), followed by respondents aged 17-20 years consisting of 17 (17%), and respondents aged over 25 years consisiting of 4 people (4%).

Respondents Based on Latest Education

This clarification aims to determine the respondents' last education, as follows:

Table 3. Respondent on Latest Education

No	Description	Total Respondent	Percentage
1	High School	79	79%
2	Diploma	6	6%
3	Bachelor Degree	15	15%
	Total	100	100%

Source: Data Processed (2023)

Based on the data in the table, it can be concluded that in the total 100 respondents, the most recent education was High School with 79 (79%), diploma with 6 (6%), and bachelor degree with 15 (15%).

Test of Research Instrument
Validity Test
Convergent Validity

Convergent validity testing of each construct indicator according to Ghozali and Latan, (2015), a good validity indicator refers to a value above 0.70.

Table 4. Convergent Validity Test

	X1	X2	X3	X4	X5	X6	X7	Y
X1.1	0,910							
X1.2	0,906							
X1.3	0,900							
X2.1		0,937						
X2.2		0,921						
X2.3		0,878						
X3.1			0,906					
X3.2			0,924					
X3.3			0,894					
X4.1				0,879				
X4.2				0,925				
X4.3				0,856				
X5.1					0,933			
X5.2					0,934			
X5.3					0,869			
X6.1						0,914		
X6.2						0,934		

X6.3						0,924	
X7.1							0,905
X7.2							0,951
X7.3							0,902
Y1.1							0,939
Y1.2							0,890
Y1.3							0,821

Source: Data Processed (2023)

Based on the table above, the values of each loading factor for all indicators of each variable are obtained, where all loading factor values are > 0.7, meaning that the validity in this study is fulfilled.

Reliability Test

Reliability test is needed to measure the stability and consistency of an instrument in measuring a concept or variable. A variable is reliable if it has a Cronbach's Alpha value or composite reliability > 0.7, although 0.6 is still acceptable.

Table 5. Reliability Test

Variables	Cronbach's Alpha
Impulsive Buying Tendencies	0,890
Tendency to Enjoy shopping	0,899
Consumer Mood	0,894
Individual Situation	0,864
Website Quality	0,899
Motivational Activation by Retailers	0,914
Product attribute	0,908
Impulsive Buying	0,860

Source: Data Processed (2023)

Based on table 5 above, the Cronbach's alpha value is obtained for each latent variable where all values are greater than 0.6, and for composite reliability values also obtained values greater than 0.6 meaning that reliability in this study is fulfilled.

1. **Evaluation of the Structural Model**

After testing the measurement model (outer model), the next step is testing the structural model (inner model), encompassing the multicollinearity test, the coefficient of determination test, and the model fit test.

a) Test of Determination Coefficient (R^2)

The value of R2 is applied to see how much influence the variability of the dependent variable explained by the independent variables.

Table 6. Test of Determination Coefficient

	R Square	R Square Adjusted
Y	0,989	0,988

Source: SmartPLS data processing (2023)

From table 6 above, it shows that the independent variables have an influence of 98.8% on the dependent variable, while the remaining 0.2% is influenced by variables not included in this study.

b)   Test of Goodness of Fit

Table 7. Test of Goodness of Fit

	Saturated Model	Estimated Model
Chi-Square	938.654	938.654

Source: SmartPLS data processing (2023)

The chi-square value is used to see how much influence the relationship between variables has, the smaller the chi-square value, the better with a chi-square value of 938.654. Thus, it can be concluded that the influence of the model is good because this value is smaller than 1000.

2. Partial Test

The partial test is a statistical test for the regression coefficient in which only one regression coefficient affects the dependent variable (Y). The test used the t test. According to Ghozali & Latan, (2015) if the t-count value > t-table, then Ha is accepted. Thus, an independent variable individually affects the dependent variable.

Table 8. t Test

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
X1 -> Y	0,233	0,233	0,058	3,998	0,000
X2 -> Y	0,144	0,150	0,053	2,716	0,007
X3 -> Y	0,201	0,203	0,054	3,718	0,000
X4 -> Y	0,034	0,037	0,031	1,101	0,271
X5 -> Y	0,039	0,036	0,066	0,590	0,556
X6 -> Y	0,036	0,032	0,051	0,707	0,480
X7 -> Y	0,321	0,319	0,069	4,632	0,000

Source: SmartPLS data processing (2023)

From the table above, the values of t-statistic and p-value for each variable are obtained, then the researcher will test the indicated hypothesis. The effect of Impulsive Buying Tendencies on Impulsive Buying has a t-statistic value of 3,998 and a p-value of 0,000 with a t-table value of 1,984 and a confidence level of 0.05, so 3,998 > 1,984 or 0,000 <0.05. The effect of Shopping Pleasure Tendency on Impulsive Purchases coefficient value of 0.144. The t-statistic value is 2.716

and the p-value is 0.007 with a t-table value of 1.984 with a confidence level of 0.05 so 2.716 > 1.984 or 0.007 <0.05. The influence of Consumer Mood on Impulsive Buying at a t-statistic value of 3,718 and a p-value of 0,000 with a t-table value of 1,984 and a confidence level of 0.05, so 3,718 > 1,984 or 0,000 <0.05. The effect of individual situations on Impulsive Buying has a t-statistic value of 1.101 and a p-value of 0.271 with a t-table value of 1.984 and a confidence level of 0.05, so 1.101 < 1.984 or 0.271 > 0.05 meaning that the Individual Situation variable does not significantly influence the Impulsive Buying variable. The influence of website quality on Impulsive Buying has a coefficient value of 0.039, a t-statistic value of 0.590 and a p-value of 0.556 with a t-table value of 1.984 and a confidence level of 0.05, so 0.590 < 1.984 or 0.556 > 0.05 meaning that the variable website quality does not significantly affect significant to the Impulsive Purchase variable. The influence of motivational activity by retailers on Impulsive Buying has a t-statistic value of 0.707 and a p-value of 0.556 with a t-table value of 1.984 and a confidence level of 0.05, so 0.707 < 1.984 or 0.480 > 0.05 means that the variable Motivational Activity by Retailers does not have a significant effect on the Impulsive Purchase variable. The effect of product attributes on Impulsive Buying based on the table above is obtained, a coefficient value of 0.321 means that if the other variables are constant, the Product Attributes variable gives an effect of 0.321 on the Impulsive Buying variable. Then at a t-statistic value of 4,632 and a p-value of 0,000 with a t-table value of 1,984 and a confidence level of 0.05, then 4,632 > 1,984 or 0,000 <0.05 means that the Product Attributes variable has a significant effect on the Impulsive Purchase variable.

DISCUSSION

The influence of impulse buying tendencies on impulsive buying. The results of this study are in line with the results of research conducted by (Badgaiyan et al., 2016; Bahrainizad & Rajabi, 2018) which shows that the tendency to buy impulsively affects impulse buying. The results of this study are based on the indicators as follows: (1) tend to make more purchases when there is a special offer, (2) make purchases of a new model even though it is not in accordance with taste, (3) tend to shop without thinking about fashion products, (4) immediately enter a fashion store when they come to a shopping center, (5) tend to be obsessed with spending part or all of their money on fashion products, and (6) tend to make purchases on fashion products even though they don't really need them, can be a stimulus for a consumer to make an impulse purchase.

The tendency of shopping enjoyment has a significant effect on the variable of impulsive buying. The results of this study are in line with the results of research conducted by Atulkar & Kesari, (2018) which shows that the tendency to enjoy shopping has an effect on impulsive purchases. The results of this study are based on the indicators as follows: (1) accessibility, (2)

environment, (3) atmosphere, and (4) attitudes toward service can be a stimulus for consumers to make impulsive purchases.

Consumer mood has a significant effect on impulsive buying. The results of this study are in line with the results of research conducted Bahrainizad & Rajabi, (2018) which shows that consumer moods affect impulse purchases. The results of this study are based on the indicators, namely (1) feeling happy, (2) feeling satisfied, (3) feeling comfortable, and (4) feeling excited, can be a stimulus for a consumer to make an impulse purchase.

Individual situation does not significantly influence the impulsive buying variable. The results of this study are not in line with the results of research that has been conducted by (Gomies et al., 2018) which shows that individual situations related to the availability of money affect impulsive buying. The results of this study are based on the indicators, consisting of (1) enough money or even more to buy fashion products, and (2) free time to buy fashion products, not a stimulus for a consumer to make an impulse purchase. Website quality has no significant effect on the Impulsive Buying variable. The results of this study are not in line with research conducted by Kemala Dewi & Rachmawati, (2020) which shows that website quality has an effect on impulsive buying. The results of this study are based on the indicators, encompassing (1) usability, (2) information quality, and (3) service interaction, not being a stimulus for a consumer to make an impulse purchase. Motivational activity by retailers does not significantly influence Impulsive Buying variables. The results of this study are inconsistent with research that has been conducted by (Kusnanto et al., 2020; Putra & Kusuma, 2021) which shows that motivational activities by retailers in the form of giving discounts and giving gifts have an effect on impulsive purchases. The results of this study are based on the indicators, namely (1) giving attractive bonuses, (2) giving price discounts, and (3) giving lottery prizes, not being a stimulus for a consumer to make an impulse purchase. Product attributes have a significant effect on impulsive buying variables. The results of this study are not in line with research that has been conducted by (Febrilia & Warokka, 2021) which shows that product attributes related to price and quality are not factors for a consumer to make an impulsive buying. The results of this study are based on the indicators, encopmassing (1) a reasonable price for a product on a shopping site, (2) very cheap discounted prices on a shopping site, and (3) the price of a product on an economical shopping site, becomes a stimulus for a consumer to make impulse purchases.

CONCLUSION

Based on the results of the data analysis, the conclusion of this study is that the variable impulse buying tendency has a positive and significant effect on impulsive buying. Thus, the first hypothesis is proven true. The tendency to enjoy shopping has a positive and significant effect

on impulsive buying. Thus, the second hypothesis is proven true. Mood has a positive and significant effect on impulsive buying. Thus the third hypothesis is proven true. Individual situation does not significantly influence impulse buying. Thus, the fourth hypothesis is not proven true. Website quality has no significant effect on impulsive buying. Thus, the fifth hypothesis is not proven true. Motivational activity by retailers does not significantly influence impulse buying. Thus, the sixth hypothesis is not proven true. Product attributes have a positive and significant effect on impulsive buying. Thus, the seventh hypothesis is proven true. Of the seven independent variables in this study, only four variables have a positive influence on impulsive buying, which means that there are other factors that cause impulsive buying behavior that are not examined in this study.

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