

Factors That Influence Impulsive Buying Behavior at Sociolla

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Abstract: *The beauty industry is growing in Indonesia, where there is the emergence of new brands and beauty retails. One of them is Sociolla, a beauty retail which serves local and imported Asian beauty products to the Indonesian market. Impulsive buying behavior is a phenomenon that happens many times when customers want to shop for beauty products. Sociolla also utilizes customers' tendency to buy impulsively, making it one of their marketing strategies. However, through preliminary survey and observation, it can be seen that Sociolla has dependency on sales promotion to trigger impulsive buying behavior. Therefore, this research aims to find other factors that can influence impulsive buying at Sociolla and to analyze which variables can positively influence impulsive buying at Sociolla. This research uses mixed method, which are qualitative research using interview with 10 respondents and quantitative research using questionnaire. For the research, the respondents must have purchased impulsively at any Sociolla channels in the past 3 months, be 18-30 years old, and located in Jabodetabek or Bandung area using non-probability and purposive sampling. The research is analysed using open coding for the qualitative research and PLS-SEM for the quantitative research. From the qualitative research, new variables are added into the conceptual framework, which are brand trust, packaging, salesperson, store design and various WoM. In the quantitative research consisting of 572 respondents, it is found that internal factors such as hedonic shopping motivation, shopping enjoyment leading to browsing, and brand trust can positively influence impulsive buying from Sociolla. There are also external variables which have a positive influence on impulsive buying at Sociolla such as salesperson and packaging. The results of this research is expected to give insight about marketing strategies which can induce impulsive buying for Sociolla and other similar businesses in the beauty industry.*

Keywords: Sociolla, Impulsive Buying Behavior, Hedonic Shopping Motivation, Brand Trust, Salesperson

1. Introduction

Sociolla is one of the most trusted retailers for the Indonesian community to shop for 100% BPOM certified and authentic products. It provides a wide range of products, from imported or local products, and to beauty or personal care products. Thanks to the help of technology and innovation which changes many aspects of businesses, Sociolla has their own ecommerce store which customers can access 24/7 in the comfort of their own homes (Kassim and Hussin, 2018). Customers can choose to shop from either their online e-commerce 24/7 or go to the closest Sociolla store, which means Sociolla has been adapting omnichannel strategy. Sociolla integrates all shopping channels to become one seamless experience (Kotler and Armstrong,

2010). As an example, customers can check the product availability online in every Sociolla store in Indonesia and purchase it offline. Vice versa, customers can also go to the offline store to try out the testers and finally purchase the product online.

All of these stimuli eventually lead to Sociolla's latest phenomenon, which is impulsive buying. Impulsive buying is a buying decision by a customer at a place after looking at the stuff or product (Utami, 2010). This is a consumer behavior that is quite prevalent in the beauty industry nowadays. Based on an annual research from Euromonitor International about 2019 Consumer Behavior Types, it is said that 15% of the population is an impulsive spender, which is the behavior group with the highest percentage.

Impulsive buying is the tendency to spontaneously make on the spot purchases and to act on those urges with very little deliberation (Beatty and Ferrell, 1998). There are many factors as to why customers behave that way, but sales promotion is the most dominant and apparent strategy that Sociolla uses to induce the behavior from customers. Supported also by the data from Global Web Index (GWI), the main reason why generations starting from Gen Z to Baby Boomers purchase something impulsively is because of promotions.

Impulsive buying can be a great marketing strategy for companies to increase their sales, but this phenomenon shows us that sales promotion is the dominating factor of people's impulse buying behavior. From both external and internal factors, we can see how value for money is very significant when people make a purchase. Therefore, this research aims to analyze and assess various variables that contribute to customers' impulsive buying behavior other than sales promotion, such as e-WoM and hedonic motivation.

2. Problem Statement

Despite the more personalized approach due to omnichannel strategy where customers can easily interact with Sociolla at every touch point, there seems to be a hard time to maintain consistency in customer's willingness to purchase products from Sociolla. That results in Sociolla's marketing strategy which emphasizes on sales promotion. The keywords which they prioritize on their Search Engine Optimization (SEO) are all related to sales promotion, such as "exclusive deal", "35% Off", and "flash sale".

From the result of this preliminary research, 96 respondents have been collected and indeed, the impulsive buying phenomenon is the current dominating group with the majority of respondents (64.9%) saying that their purchases in Sociolla are mostly impulsive rather than planned purchases. When analyzing their short replies as to why their chosen form of promotion is the most influential, their answers mostly appear to be the same. The keywords like "save money", "cheaper is better", "discount is good" are the answers with the highest frequency in the questionnaire. This research aims to see if there are other factors that can affect impulsive buying behavior instead of overly relying on sales promotion.

3. Literature Review

Shopping motivation is defined as something that pushes or drives someone to purchase something and fulfill their internal needs (Jin & Kim, 2003). Meanwhile, hedonic shopping motivation is a type of shopping motivation that is driven by pleasure-seeking behavior, where shopping is done because of the pleasure it gives, not because of the actual benefits (Utami, 2010). Several researches have proven that hedonic shopping motivation indeed has a positive

influence on impulsive buying behavior. Kempa et al. (2020) and Luthfiana (2014) have supported this finding, where hedonic shopping motivation has a positive influence on impulsive buying in Indonesian online shopping websites.

H1: Hedonic shopping motivation has a positive influence on impulse buying from Sociolla.

Word-of-mouth is one of promotional tools used by businesses to inform and remind consumers about their products, services, and brand (Kotler & Keller, 2010). E-WoM is a common way for people (potential, current, or former users of a brand or product) to express their opinions, whether that is positive or negative, through online platforms such as social media, online forums, blogs, and review websites (Hennig-Thurau et al., 2004). Past studies have shown that e-WoM has a positive impact on impulsive purchases, such as the research done by Astuti et al (2020) and Salim et al (2021).

H2: e-WoM has a positive influence on impulse buying from Sociolla.

Advertisement is online content including color, lighting, model, and texts which are integrated to the ad (Chen et al, 2016). It is a marketing tool to spread information about the business itself or simply about the goods and services offered by the business (Kim & Han, 2014). Astuti et al (2020) found that good advertisement content starting from its information quality to its visual appearance positively influence customer's impulsive buying in Instagram. Chen et al (2016) also proved that the quality of advertisement content can also influence Facebook users to do impulsive buying.

H3: Advertisement has a positive influence on impulse buying from Sociolla.

Shopping enjoyment is the emotions and feelings when shopping. It is the pleasure that a person can obtain when shopping (Beatty and Ferrell, 1998). Purnama and Suprpto (2022) and Beatty and Ferrell (1998) found that stimuli provided by the stores to provide shopping enjoyment can improve in-store browsing and eventually make customers find items that they don't have intention to buy. In addition, Babin and Darden (1996) proved that shopping enjoyment can increase time spent inside stores and amount of money spent to purchase something as they take more time when looking for items.

H4: Shopping enjoyment has a positive influence on browsing when purchasing something from Sociolla.

Browsing is the action that people make before making a purchase through exploring stores. It doesn't necessarily mean that people actually shop or purchase something, as it is an act of browsing through physical stores, which generally is referred to as "window shopping" (Moe, 2003). There are two forms of browsing that people can do, which are in-store browsing and online browsing. Again, since Sociolla is an omnichannel, both in-store and online browsing are seamlessly integrated with one another. In the same research conducted by Purnama and Suprpto (2022) and Beatty and Ferrell (1998), it was also found that shopping enjoyment in turn can increase the time people spend inside stores.

H5: Browsing has a positive influence on impulse buying from Sociolla.

Based on evaluating the previous studies, the following framework has been proposed by the researcher. This framework aims to analyse other factors that influence impulsive buying at Sociolla and the applications of it.

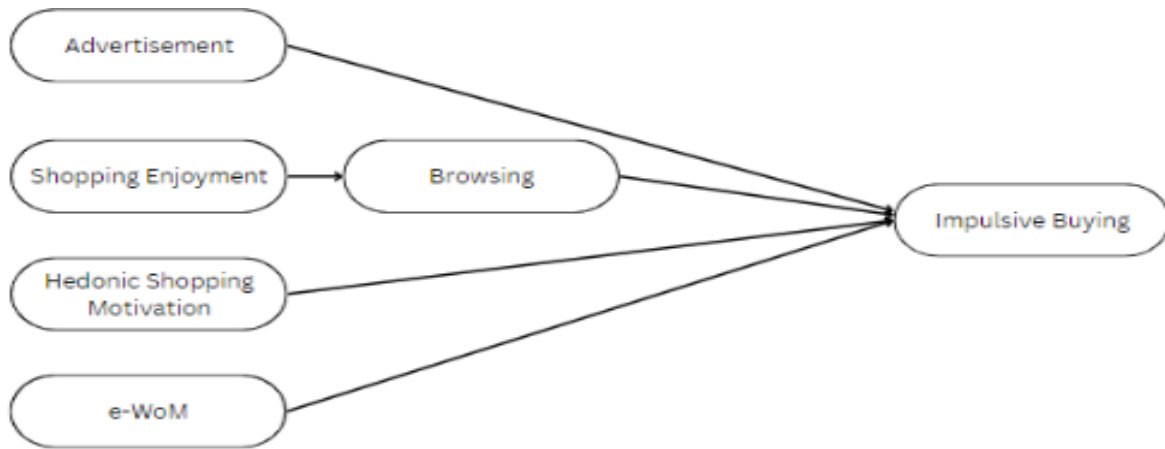


Figure 1: Conceptual Framework

4. Research Method

This research will utilize both qualitative and quantitative methods. Both the qualitative and quantitative research will use a non-probability sampling technique, which is purposive sampling in which the people who suit the respondent profile the best will be chosen for the interview, which are 18-30 years old, based in Jabodetabek or Bandung, and have purchased something impulsively.

The qualitative research is used to clarify the hypothesis and research questions, whether or not it needs any modification. The writer is going to use a semi-structured interview, where there is a set of questions already prepared to be asked to the respondents. There will be an expected number of 10-15 respondents for the interview, but data saturation will be considered. Data analysis will be done through open coding where the author will categorize the respondents' answer into existing and new indicators.

After that, quantitative research is used to find out about the relationship between one variable to another using Google Forms. The respondents will be given a set of statements in which they will have to choose between 1 to 5 (Likert scale) depending on their agreement with the statement. Data analysis will be done through the PLS-SEM method using the SmartPLS application. Several tests will be conducted, such as validity and reliability tests before conducting the hypothesis testing.

5. Data Analysis

Qualitative Research

The author conducted an interview with 10 respondents who matched the criteria needed for the research. Below is the table of the results of indicators which are mentioned by the respondents in the interview.

Table 1: Interview Results

Indicator	Mentions (Out of 10)	Analysis
Sales Promotion	9	Pricing plays a big part in the respondents' decision, Respondents can even be blinded by the discount, buying items they do not even need. They have also claimed to add items to the cart to fulfil minimum purchases. However, this variable is not going to be added as this research aims to find other variables aside from sales promotion.
Hedonic Shopping Motivation	7	There are 6 dimensions of hedonic shopping according to Arnold and Reynolds (2003). One of them is Gratification Shopping, where people are motivated to shop because they want to relieve stress or bring a positive mood. Most respondents claimed to buy from Sociolla as a form of self reward and stress relief. Other dimension includes Idea Shopping, where 2 respondents shopped at Sociolla to follow latest trend.
Store Design	8	Store design includes several dimension such as store layout, tester, and product display. Testers were mentioned by 6 respondents, who claimed that they bought something impulsively after trying out testers and felt that the item was suitable for them. 2 out of 8 mentioned that Sociolla's store layout affected their impulsive buying behavior, buying complimentary items near the cashier to motivate impulsive purchases. Lastly, product display was mentioned by 1 person who claimed that the appearance of product display could help him notice the item even more and look.
Salesperson	6	Mostly for the respondents, salespeople have helped them in answering their confusions regarding a product and reasserting their product knowledge. The salesperson can step in and reassure that their purchases are indeed good for their skin concern. Salesperson also becomes a reliable source of information for the respondents, as some of them have bought items that were recommended by the salesperson. So, a salesperson can become a good entry-level source of information for customers to try out new products as they can introduce it to the customers.
WoM	5	This research initially focuses on e-WoM or electronic word-of-mouth, which evolved from the traditional form which is WoM (word-of-mouth). However, from the interview results, it seems that other forms of WoM aside from e-WoM are also influential to some of the respondents. There are 3 dimensions of WoM which are found in the interview results: traditional WoM, e-WoM, and influencers. 5 out of 10 respondents claimed that recommendations from a friend or family, or simply talking about a product or a brand with their friends can affect their impulsive buying positively. Influencers, or also public figures who are active on social media can also be a source of information for Sociolla users. So, a credible or popular Key Opinion Leader (KOL) would be more capable to spike people's interest in a product that they review.
Shopping Enjoyment & Browsing	3	3 respondents are found to enjoy shopping without necessarily purchasing anything. Respondents mentioned that they have personality trait that love shopping, starting from window shopping, to just looking around and sightseeing offline or online stores. To extend, this personality trait of them influences them to browse more at stores, looking at items they do not even plan to buy.
Packaging	3	Packaging is defined as materials that protect the product inside from damage. However, in marketing it also has other uses instead of functioning solely as product protection. Respondents stated that items with beautiful packaging can ignite their curiosity, getting them induced by the aesthetic reasoning instead of the functionality of the product. It means that a product that has attractive packaging may lead to people finding more information about the product, eventually leading up to impulsive buying.
Brand Trust	1	Brand trust is an emotional feeling of the customers towards the brand, in which they have positive feelings and also loyalty to the brand. A buyer who already has trust in a brand will be more likely to purchase other items of the same brand in the future. Naturally, it will be harder for people to purchase

		from brands that they haven't tried out in comparison to a brand that they've always repeatedly purchased from.
Advertisement	1	There is 1 out of 10 respondent who also relates to being influenced by digital advertisements that he passed by on the internet. He explained that he was attracted to click on the advertisement because it had information about a big discount that was being offered at the Sociolla website. So, we can see that advertisement is one of the ways to make people be aware of a product, event, or information to the customers.

Based on the interview results above, the author decides to add new variables that have been mentioned in the interview, which are: store design, salesperson, packaging, and brand trust. Another variable which is E-WoM has also been updated to various WoM which includes E-WoM, WoM, and influencer. Below is the newly updated conceptual framework.

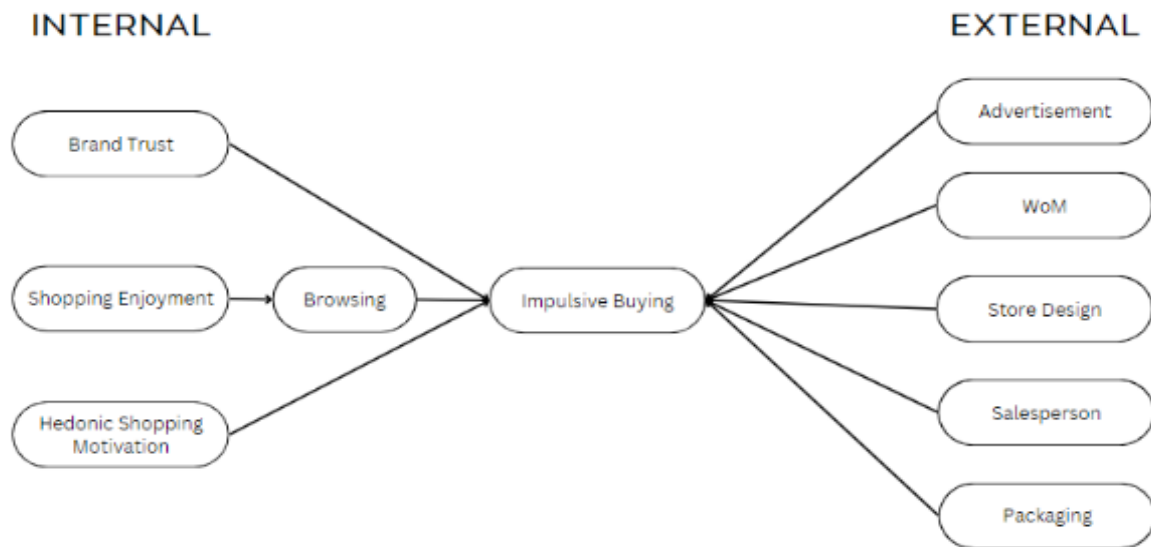


Figure 2: Updated Conceptual Framework

Quantitative Research

The quantitative research is conducted using a questionnaire and the data gathered from 592 respondents will be processed using the PLS-SEM method on the SmartPLS application.

Table 2: Quantitative Research

Variable	Label	Indicator	Source
Advertisement	AD1	I like advertisements that are informative	Astuti et al (2020)
	AD2	I like advertisements that are easily understood.	
	AD3	I like advertisements that have attractive visualization.	
Shopping Enjoyment	SE1	Shopping is a good use of time.	Beatty and Ferrell (1998)
	SE2	Shopping is a way I spend my leisure time.	
	SE3	Shopping is entertaining to me.	
	SE4	Shopping is one of my favorite activities to do.	
Browsing	BR1	I can spend a lot of time just looking around at Sociolla's website.	Beatty and Ferrell (1998)
	BR2	I can say that "I'm just looking around" at Sociolla's website.	
	BR3	I can spend a lot of time just looking around at Sociolla's offline store.	
	BR4	I can say that "I'm just looking around" at Sociolla's offline store.	
	BR5	I also spend time looking at items I have no plans to buy.	
	HM1	I want to find new experiences when shopping.	

Hedonic Shopping Motivation	HM2	Shopping relieves my stress or bad mood.	Arnold and Reynolds (2003)
	HM3	Shopping for my friends or family makes me feel good. (e.g buying a gift at Sociolla)	
	HM4	Shopping when there's a discount is enjoyable.	
	HM5	Shopping while socializing with friends or family is enjoyable.	
	HM6	I shop to see new trends or new products.	
WoM	WM1	I tend to buy products that have many reviews.	Effendi et al. (2020), Risqiani (2015)
	WM2	I tend to buy products with positive comments.	
	WM3	I tend to buy products with detailed reviews.	
	WM4	I tend to buy products that I hear from people around me.	
	WM5	I tend to buy products that I hear from a KOL (Key Opinion Leader).	
Salesperson	SA1	I can get influenced by a salesperson's recommendation.	Cho, Ching and Luong (2014)
	SA2	When I am shopping, a helpful salesperson can help me make my decision.	
	SA3	A salesperson who initiates communication can make me decide to buy something.	
Store Design	SD1	I can get interested in buying products located near the Sociolla cashier.	Cho, Ching and Luong (2014), Prakash and Sharma (2016)
	SD2	I will spend a lot of time if the store is well organized.	
	SD3	I can get interested in buying a product if there are product testers.	
	SD4	I can get interested in buying a product if it's displayed nicely	
Packaging	PA1	I have had a sudden urge to buy something after seeing the packaging	Cahyorini and Rusfian (2011)
	PA2	I can get interested in buying a product if the packaging is unique compared to other brands	
	PA3	I can get interested in buying a product if the packaging draws attention	
Brand Trust	BT1	There are brands at Sociolla that can guarantee my satisfaction when purchasing their items	Delgado-Ballester (2004)
	BT2	There are brands at Sociolla that can reliably solve my skin issues	
	BT3	There are brands at Sociolla that meet my expectations	
Impulsive Buying	IB1	When I go shopping, I buy things that I didn't originally plan.	Beatty and Ferrell (1998), Rook & Fisher (1995)
	IB2	"Buy now and think later" is my motto when shopping.	
	IB3	For me, it is fun to shop spontaneously.	
	IB4	Sometimes I feel like buying things in the heat of the moment.	
	IB5	I am the type of person to shop spontaneously.	

Table 3: Indicator Reliability Test

Indicator	Outer loadings	Reliability	Indicator	Outer loadings	Reliability
AD1	0.838	Reliable	PA1	0.875	Reliable
AD2	0.838	Reliable	PA2	0.923	Reliable
AD3	0.827	Reliable	PA3	0.918	Reliable
BR1	0.737	Reliable	SA1	0.835	Reliable
BR2	0.405	Reliable	SA2	0.916	Reliable
BR3	0.731	Reliable	SA3	0.876	Reliable
BR4	0.509	Reliable	SD1	0.63	Reliable
BR5	0.741	Reliable	SD2	0.823	Reliable
BT1	0.819	Reliable	SD3	0.812	Reliable
BT2	0.899	Reliable	SD4	0.791	Reliable

BT3	0.884	Reliable	SE1	0.823	Reliable
HM1	0.638	Reliable	SE2	0.832	Reliable
HM2	0.743	Reliable	SE3	0.814	Reliable
HM3	0.79	Reliable	SE4	0.851	Reliable
HM4	0.675	Reliable	WM1	0.824	Reliable
HM5	0.778	Reliable	WM2	0.77	Reliable
HM6	0.712	Reliable	WM3	0.724	Reliable
IB1	0.766	Reliable	WM4	0.717	Reliable
IB2	0.775	Reliable	WM5	0.744	Reliable
IB3	0.861	Reliable			
IB4	0.859	Reliable			
IB5	0.868	Reliable			

Based on Wong (2013), the outer loading should be a minimum of 0.7 in order for the ideal internal consistency. However, the author does not remove indicators which have outer loadings lower than 0.7 immediately because indicators which have outer loadings higher than 0.4 are still acceptable for exploratory research according to Hulland (1999). So, the author will analyze other factors such as the convergent, discriminant, and collinearity tests first to see if there is a need to drop any of the indicators with outer loadings lower than 0.7.

Table 4: Internal Consistency Test

Variable	Composite Reliability	Reliability
Advertisement	0.873	Reliable
Brand Trust	0.901	Reliable
Browsing	0.768	Reliable
Hedonic Motivation	0.868	Reliable
Impulsive Buying	0.915	Reliable
Packaging	0.932	Reliable
Salesperson	0.908	Reliable
Shopping Enjoyment	0.899	Reliable
Store Design	0.851	Reliable
Word-of-Mouth	0.87	Reliable

Based on Wong (2013), composite reliability of each latent variable should be above 0.7 to be the minimum score that is preferred by researchers. As seen in the table above, all latent variables have the composite reliability above 0.7, which means that every variable is labelled as reliable.

The author also conducted Average Variance Extracted (AVE) test. The convergent validity in this research will be evaluated by the AVE (Average Variance Extracted) score which should reach at least 0.5 according to Wong (2013). Initially, the AVE score for Browsing (BR) only reached a score of 0.41. The lowest two outer loadings (BR2, BR4) were then removed to reach an AVE value of 0.7. Below is the final AVE value for each variable.

Table 4: Average Variance Extracted Test

Variable	Average variance extracted (AVE)
Advertisement	0.696
Brand Trust	0.753
Browsing	0.568
Hedonic Motivation	0.525
Impulsive Buying	0.684
Packaging	0.82
Salesperson	0.768
Shopping Enjoyment	0.689
Store Design	0.59
Word-of-Mouth	0.573

As the prerequisite tests are already conducted, the author proceeds to do bootstrapping for hypothesis testing by evaluating the P value and also the path coefficient. P value is used to see whether the variables have a significant influence on the other variable while the path coefficient is used to see whether the variables have a positive or negative influence on the other variables. The table below shows the results of the bootstrapping done to the latest structural path.

Table 5: Average Variance Extracted Test

Structural Path	Path Coefficient	P values	Result
Advertisement -> Impulsive Buying	-0.069	0.115	Rejected
Brand Trust -> Impulsive Buying	0.180	0.000	Accepted
Browsing -> Impulsive Buying	0.253	0.000	Accepted
Hedonic Motivation -> Impulsive Buying	0.249	0.000	Accepted
Packaging -> Impulsive Buying	0.215	0.000	Accepted
Salesperson -> Impulsive Buying	0.153	0.001	Accepted
Shopping Enjoyment -> Browsing	0.546	0.000	Accepted
Store Design -> Impulsive Buying	-0.023	0.699	Rejected
Word-of-Mouth -> Impulsive Buying	-0.086	0.081	Rejected

Path Coefficient with a negative value means that it has a negative influence and vice versa, while P values higher than 0.05 mean that it has insignificant value. Therefore, from the table it can be seen that advertisement, store design, and WoM have negative path coefficient values and P values higher than 0.05, making the hypothesis rejected. Other proposed variables have positive significant effects on the other variables.

6. Discussion

H1: Advertisement has a positive influence on impulse buying from Sociolla.

Based on the data analysis, it is not proven that advertisement has a positive influence on impulsive buying from Sociolla unlike previous literature from Astuti et al (2020) and Chen et al (2016) From these results, it is noticeable that Sociolla users are not that exposed to advertisements by Sociolla, and the most noticeable advertisement for them is when they visit the homepage.

H2: Shopping enjoyment has a positive influence on browsing when purchasing something from Sociolla.

Based on the data analysis, shopping enjoyment is proven to have a positive effect on browsing when purchasing something from Sociolla. This supports the findings from Purnama and Suprpto (2022) and Beauty and Ferrell (1998). Shopping enjoyment can also be said as a personality type, where some people enjoy shopping more than others do. That can be seen from the interview results, where people just enjoy taking their time inside offline stores or just scrolling through Sociolla online stores.

H3: Browsing has a positive influence on impulse buying from Sociolla.

Based on the data analysis, browsing is proven to have a positive effect on impulsive buying from Sociolla. Several respondents have stated that they end up buying something that is not in their initial shopping list because of browsing through Sociolla's store. Even though they already have an initial plan of purchasing a particular item, they might find an interesting product or spend time looking at other items that spark their interest.

H4: Hedonic shopping motivation has a positive influence on impulse buying from Sociolla.

Based on the data analysis, hedonic shopping motivation is proven to have a positive effect on impulsive buying from Sociolla. This supports the research findings from previous literature such as Kempa et al (2020) and Luthfiana (2014). There are 6 dimensions of hedonic motivation that are being tested in the research, however there is 1 standout dimension which is value shopping. Value shopping is the action of looking for benefits or discounts as people feel pleasure in seeking it. This correlates back to Sociolla's emphasis on their sales promotion, which makes people feel like they have gained something that is worth more than what they are paying.

H5: WoM has a positive influence on impulse buying from Sociolla.

Based on the data analysis, it is not proven that WoM has a positive influence on impulsive buying from Sociolla unlike previous literature from Wiguna and Wijayanti (2019) and Eric et al (2022) which prove that WoM indeed has a positive effect on impulsive buying. WoM can be a significant influence to some people when they purchase something, but it is a very volatile influence depending on the source of WoM the customers hear from.

H6: Store design has a positive influence on impulse buying from Sociolla.

Based on the data analysis, it is not proven that store design has a positive influence on impulsive buying from Sociolla unlike previous literature from Malmberg (2010) and Sharma (2016) which prove that store design indeed has a positive effect on impulsive buying. When analyzing the items located near the cashier, the items are actually supportive or tertiary items in skincare routine such as sheet masks, acne patches, and others. It is not a crucial or significant must-have item for people to purchase.

H7: Salesperson has a positive influence on in-store browsing when purchasing something from Sociolla.

Based on the data analysis, salesperson is proven to have a positive effect on impulsive buying from Sociolla. This supports the research findings from previous literature such as Yu and Bastin (2010) and Cho, Ching and Luong (2014). Salesperson can help customers in making their decision when they do not really have product knowledge or just have confusion about what they need.

H8: Packaging has a positive influence on impulse buying from Sociolla.

Based on the data analysis, packaging is proven to have a positive effect on impulsive buying from Sociolla. This supports the research findings from previous literature such as Cahyorini and Rusfian (2011) and Nayyar (2012). In the research, it is found that many people are attracted to beautiful packaging even though they do not have initial intention to purchase or even have any initial information about the product itself.

H9: Brand Trust has a positive influence on impulse buying from Sociolla.

Based on the data analysis, brand trust is proven to have a positive effect on impulsive buying from Sociolla. This supports the research findings from previous literature such as Seinauskiene et al (2015) and Lavenia and Erdiansyah (2022). Brand trust is an emotional feeling of the customers towards the brand, in which they have positive feelings and also loyalty to the brand.

7. Conclusion

In the research, there are 9 variables other than impulsive buying being tested to see if it has a positive influence on impulsive buying. All of the internal variables proposed in the research prove to have a positive effect on impulsive buying at Sociolla. In the research, there are 4 internal factors proposed which are brand trust, shopping enjoyment which leads to browsing, and hedonic shopping motivation. All of these internal factors are proven to have a significant positive effect on impulsive buying from Sociolla. From the qualitative research, it can be seen that mostly people who do impulsive purchases at Sociolla have a personality type that enjoys doing impulsive purchases more than the others.

On the other hand, not all of the external variables proposed prove to have a positive effect on impulsive buying at Sociolla. There are three variables which are rejected, which are store design, WoM, and advertisement. 2 external variables are proven to have a significant positive effect on impulsive buying from Sociolla, which are packaging and salesperson. It can be concluded that there are more influences from internal factors rather than external factors which affect Sociolla impulsive buying behavior.

In the research, it is found that there are more internal influences rather than external influences which contribute to impulsive buying at Sociolla despite proposing more external variables than the internal ones. So, for further research, the author suggests to propose more external variables to find what kinds of marketing strategies that can influence customers' impulsive buying behavior. As there are many marketing strategies and variables that exist, especially with the developing digital technology, there would be many other variables that can influence impulsive buying positively.

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