

Type of contribution:

- Editorial
- ▶ Research Paper
- Case Study
- Review Paper
- Scientific Data
- Report of Tech. Application

Conformity and Positive Emotions as Predictors of Impulsive Buying Tendencies of Online Shopping Consumer

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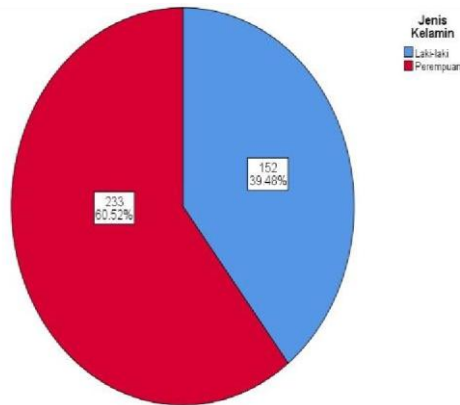
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This article contributes to:



Highlights:

- Feelings such as falling in love, passionate, and enchanted have a significant positive correlation with a person's tendency to make impulsive purchases.
- One of the factors that can affect impulsive buying behavior is related to social factors such as peer influence.

Abstract

In this digital era, people increasingly prefer to engage in easy activities, such as online shopping. Impulsive buying is a phenomenon that occurs unconsciously in daily life, both by men and women. The age group of 18-21 years old, particularly adolescents, tend to engage in impulsive buying more than other age groups. Therefore, this research aims to investigate the influence of conformity and positive emotions as predictors of consumer impulsive buying tendencies in online shopping in Karawang. The research method used in this study is an associative quantitative method. The research instruments include a 42-item conformity scale, a 38-item positive emotions scale, and a 23-item impulsive buying tendency scale. The population of this study is online shoppers aged 18-21 years old in Karawang. The sampling technique used is quota sampling with a sample size of 385 people. The data analysis technique used is multiple linear regression test using JASP 0.16 software. Based on the data analysis, the significance value obtained was < 0.001 or $p < 0.05$, indicating that conformity and positive emotions can influence the tendency of consumer impulsive buying in online shopping in Karawang as predictors. The influence contributed by conformity and positive emotions towards the tendency of consumer impulsive buying in online shopping in Karawang is 20.4%, while the remaining 79.6% is influenced by other variables outside the scope of this research.

Keywords: Impulsive Buying Tendency, Conformity, Positive Emotions, Consumer

Article info

Submitted:
2023-04-12

Revised:
2023-05-10

Accepted:
2023-05-15



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Publisher

Edutran Academic Publisher

1. Introduction

The public's consumption interest continues to increase day by day. The products that are highly demanded by consumers include food, fashion, makeup, electronic goods, and even tourism tickets. In this digital era, people increasingly prefer to engage in easy activities, such as online shopping. The presence of smartphones connected to online shopping applications enables consumers to easily order products that are not necessarily needed.

Consumer buying activities are influenced by the abundance of advertisements and product offerings promoted through the internet, online shops, and social media [1].

Contemporary individuals have the opportunity to engage in a wide range of purchasing activities. This opportunity is obtained through various accesses to products and services, as well as increasing ease of purchasing. Online shopping behavior refers to the process of purchasing products and services through the internet [2]. Online purchasing behavior is the process of buying products or services through internet media [3]. By 2025, it is predicted that 119 million people will become online shoppers in Indonesia, so it is not surprising that this increase will boost the value of the e-commerce market to a high level [4].

Currently, Indonesian consumers tend to make many unplanned purchases or what can be called impulsive buying, especially since many consumers prefer to shop online because it is considered easier and simpler. This is supported by research conducted by Frontier Consulting Agency which shows that the process of impulsive online shopping by the Indonesian public is relatively high [5]. Impulse buying is a purchase made immediately, without planning or consideration, accompanied by feelings of pleasure and a desire to buy quickly that can override consideration and ultimately lead to regret [6]. Impulse buying is when a person tends to make unintentional and non-reflective instant purchases [7].

The phenomenon of spontaneous online shopping occurs among teenage online shoppers in Karawang. This is supported by the results of a pre-research survey of 30 teenage online shoppers, both male and female, in Karawang. Based on the results of this pre-research survey, there were 30 respondents, both male and female, aged 18-21 years old, who made online purchases. The survey results show impulsive buying behavior, with purchases of more than 5 products in one month. The teenage group made purchases of various types of products, such as food products, computer devices, clothing, hijabs, and household necessities.

Based on interviews with 5 teenagers in Karawang, it was found that they had made spontaneous online purchases due to peer influence. Additionally, these teenagers enjoy making online purchases of more than 5 products in one month. The teenage consumers mentioned that there is an influence from their peers that makes them make impulsive purchases, such as to follow current fashion trends and to join their group shopping invitations. As for the influence of these purchases, they claimed to feel satisfied, but confused about the amount of their shopping payment, and some also said that they felt satisfied with their shopping, but their spending became uncontrollable.

Based on the results of the pre-research survey, it can be concluded that teenage online shoppers in Karawang tend to make spontaneous or sudden purchases. Purchases that occur spontaneously due to a strong urge to buy immediately are called unplanned purchases or also known as impulsive buying [8]. The teenage age group is the most impulsive group because teenagers are easily influenced and swayed by advertisements [9]. Teenage years are a period of transition from childhood to adulthood, between the ages of 12 to 21 years old. The teenage group aged 18-21 years old tend to make impulsive purchases more than other age groups [10].

Impulsive buying can cause various impacts if done repeatedly, some of which are the formation of a wasteful lifestyle pattern that leads to financial problems. The negative impacts of impulsive buying on teenagers, including swelling expenses, regret associated with financial problems, shopping desires, and disappointment with buying excessive products. The negative impact of impulsive buying is that consumers feel dissatisfied with the purchased product, but they are still satisfied with the purchase they made [11].

The emergence of impulsive buying behavior in an individual is influenced by several factors. One of the factors that can affect impulsive buying behavior is related to social factors such as peer influence [12]. A teenager's buying behavior is influenced by conformity to their group, making their buying behavior more impulsive. When shopping, teenagers always go in groups when visiting shopping places [13].

Based on social environment, conformity is an internal factor that can influence the emergence of impulsive buying behavior in teenagers. Conformity arises in teenagers as a result of learning from their social environment or the influence of their peers. Conformity is the act of

changing one's behavior due to pressure from something or a certain group. Conformity is a change in a person's behavior to align more closely with group standards [14]. Teenagers will feel accepted and become part of their group if they use their time and money and engage in the same daily activities as their peers because they do not want to be seen as different from other teenagers. It is no wonder that peer influence on teenagers is very strong, which is called peer conformity [15].

Emotions are one of the most important factors that can influence consumers in making purchases. Consumers experiencing positive emotions are more likely to engage in impulsive buying behavior than those experiencing negative emotions [16]. Positive emotions can be defined as a reflection of the extent to which an individual feels enthusiastic, active, and enjoys things. Feelings such as falling in love, being perfect, happy, wanting to have something, passionate, enchanted, and enthusiastic, have a significant positive correlation with a person's tendency to make impulsive purchases [17]. Positive emotions felt by consumers will encourage them to make immediate purchases without prior planning, whereas negative emotions can discourage them from making a purchase. Based on this description, the researchers want to know the influence of conformity and positive emotions as predictors of impulse buying tendencies of online shoppers in Karawang.

2. Methods

The research method used in this study is a quantitative method. The quantitative research method is a research method that emphasizes analysis on quantitative (numerical) data collected through measurement procedures and processed using statistical analysis methods [18]. The quantitative method can be defined as a research method based on the philosophy of positivism, used to study a particular population or sample, data collection using research instruments, quantitative/statistical data analysis, with the aim of testing established hypotheses.

2.1. Research Design

This research uses a non-experimental research design. Non-experimental research design involves measuring the effect of independent variables on dependent variables without giving special treatments to the dependent variable. This study aims to determine the influence of conformity and positive emotions as predictors of impulsive buying tendencies of online shoppers in Karawang.

2.2. Research Subjects and Procedures

The population in this study is online shoppers in Karawang. The sampling method used in this study is nonprobability sampling. Nonprobability sampling is a sampling technique that provides equal opportunity or chance for each element or member of the population selected to become a sample. The sampling technique used is quota sampling, a technique for determining a sample from a population that has certain characteristics up to the desired amount. The number of samples in this study is 385 respondents. Data collection was carried out using a scale that was directly filled out by the research subjects and also an online scale that was distributed through the WhatsApp application.

2.3. Data, Instruments, and Data Collection Techniques

The instrument used for data collection is a Likert scale. This scale is designed to reveal positive and negative attitudes, for or against a social object. The attitude scale contains the object of



attitude and attitude statements, and consists of two kinds, statements that support or favor the attitude object (favorable) and statements that do not support the attitude object (unfavorable). This study uses three scales, namely the scale of impulsive buying tendencies, conformity scale, and positive emotion scale.

The impulsive buying tendency scale consists of 23 items and is arranged based on the including cognitive and affective aspects. The conformity scale consists of 42 items and is including solidarity, agreement, and obedience. Positive emotions are measured The Dispositional Positive Emotion Scales, which consists of 38 items and seven indicators, including joy, contentment, pride, love, compassion, amusement, and awe.

2.4. Data Analysis Techniques

In this study, the researcher used the Kolmogorov Smirnov test to test the normality of the data. The calculation of the Kolmogorov Smirnov test was done by comparing the significance value of the calculated Kolmogorov Smirnov with a significance level of 5% or > 0.05 . If the significance value of the calculated Kolmogorov Smirnov is greater than or equal to 0.05, then the data distribution is considered normal, and if it is less than 0.05, then it is considered not normal. The linearity test is conducted to examine the linearity of the relationship between the dependent variable and the

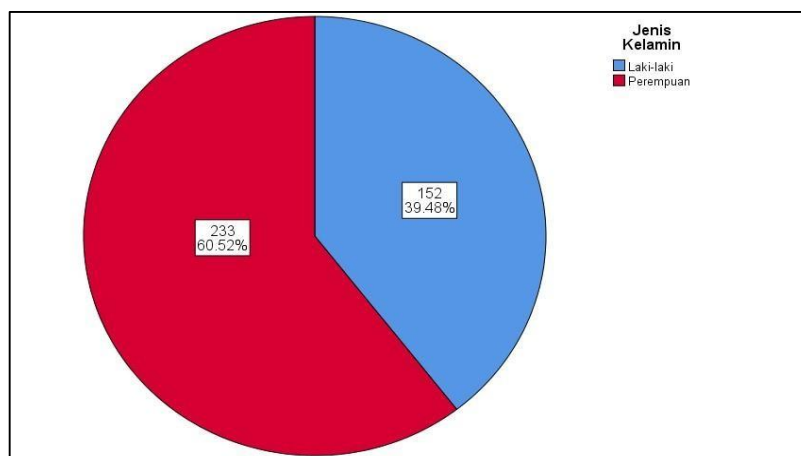


Figure 1.
Research Sample

independent variable. If the significance value is greater than or equal to 0.05, the data is considered linear, and if it is less than 0.05, the data is considered non-linear.

The hypothesis testing in this study used multiple regression analysis to test the hypothesis regarding the relationship between two or more independent variables simultaneously with one dependent variable. If the significance value is below 0.05, then the independent variable(s) has a significant effect on the dependent variable. The coefficient of determination is the measure of the contribution of the independent variable to the dependent variable. The higher the coefficient of determination, the greater the ability of the independent variable to explain the variation in the dependent variable. In this study, the researcher conducted categorization based on the hierarchical categorization. The categorization test is intended to place individuals into groups that are hierarchical according to a continuum based on the measured attributes.

3. Results and Discussion

3.1. The Research Sample

The research sample in this study consisted of 385 online shoppers in Karawang. Including 233 female respondents (60.52%) and 152 male respondents (39.48%). The graph can be seen on [Figure 1](#).

3.2. The Research Results

Based on the normality test results, the obtained significance value is smaller than the value of $\alpha=0.05$, which is 0.000 for conformity, positive emotion, and impulsive buying tendency. Therefore, it can be concluded that conformity, positive emotion, and impulsive buying tendency are not normally distributed. The results of the linearity test showed that the conformity variable and the impulsive buying tendency variable obtained a Sig. Linearity value of $0.000 < 0.05$, indicating a linear relationship between the conformity variable and the impulsive buying tendency Variable. The linearity test also showed that the positive emotion variable and the impulsive buying tendency variable obtained a Sig. Linearity value of $0.000 < 0.05$, indicating a linear relationship between the positive emotion variable and the impulsive buying tendency variable.

The result of the partial hypothesis test shows that the Sig. T-Test value of conformity towards impulsive buying tendency is < 0.001 or < 0.05 , therefore H_{a1} is accepted and H_{o1} is rejected, indicating that conformity can affect as a predictor towards impulsive buying tendency of online shoppers in Karawang. Then it can also be known that the value of Sig T-Test for positive emotions towards impulsive buying tendencies is < 0.001 or < 0.05 so that H_{a2} is accepted and H_{o2} is rejected, which means that positive emotions can have an effect as a predictor of impulsive buying tendencies of online shoppers in Karawang. In addition, based on the results of simultaneous hypothesis testing, it can be known that the value of Sig. F is < 0.001 or < 0.05 so that H_{a3} is accepted and H_{o3} is rejected, which means that conformity and positive emotions can have an effect as predictors of impulsive buying tendencies of online shoppers in Karawang. The result of the test of coefficient of determination shows the value of R square (R^2) is 0.204, which means the influence of conformity and positive emotions on the tendency of impulsive buying behavior of online shoppers in Karawang is 20.4%, while the remaining 79.6% is influenced by other variables.

3.3. Level of Impulsive Buying Tendency

Based on the results of the categorization test, it is known that respondents who have a high level of impulsive buying tendency are 233 people with a percentage of 60.5%, and respondents who have a low level of impulsive buying tendency are 152 people with a percentage of 39.5%. Therefore, it can be concluded that the majority of online shoppers in Karawang have a high level of impulsive buying tendency. **Figure 2** is a graph of the level of impulsive buying tendency of online shoppers in Karawang.

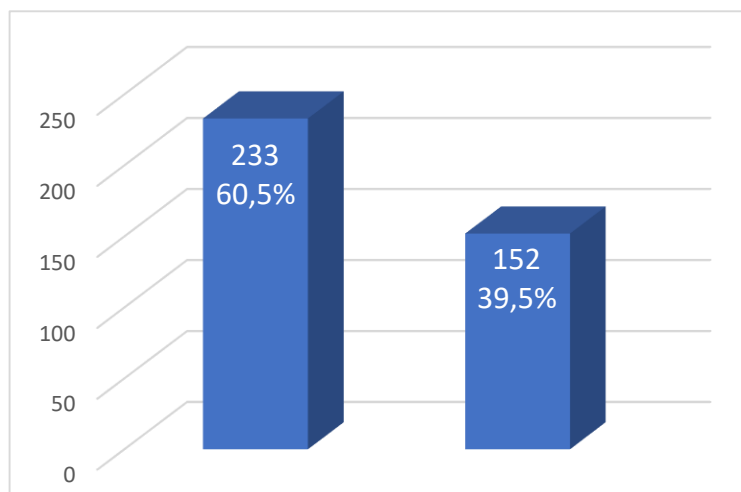


Figure 2.
Level of Impulsive Buying
Tendency

3.4. Level of Conformity

Based on the results of the categorization test, it is known that respondents who have a high level of conformity are 222 people with a percentage of 57.7%, and respondents who have a low level of conformity are 163 people with a percentage of 42.3%. Therefore, it can be concluded that the majority of online shoppers in Karawang have a high level of conformity. **Figure 3** is a graph of the level of conformity of online shoppers in Karawang.

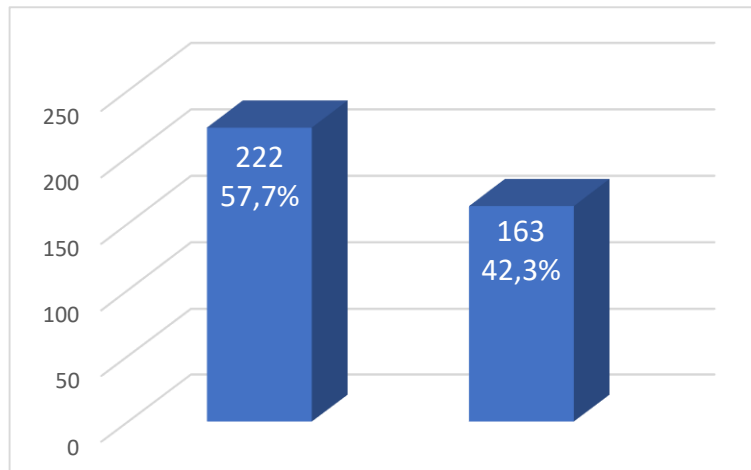


Figure 3.
Level of Conformity

3.5. Level of Positive Emotions

Based on the results of the categorization test, it is known that respondents who have a high level of positive emotions are 156 people with a percentage of 40.5%, and respondents who have a low level of positive emotions are 229 people with a percentage of 59.5%. Therefore, it can be concluded that the majority of online shoppers in Karawang have a low level of positive emotions. **Figure 4** is a graph of the level of positive emotions of online shoppers in Karawang.

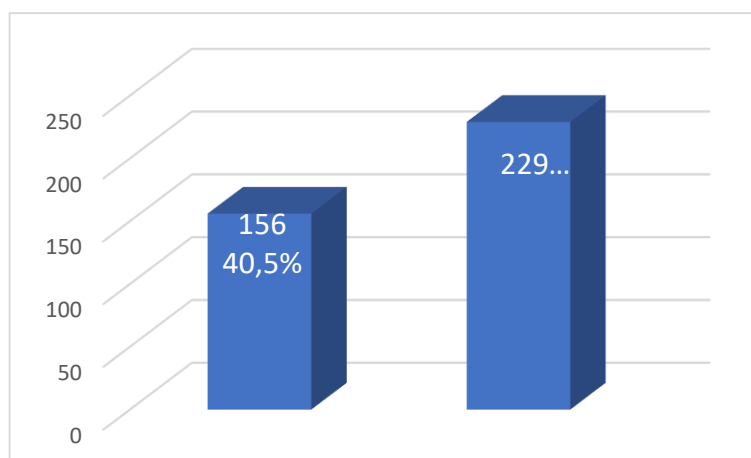


Figure 4.
Level of Positive Emotions

3.6. Discussion

The purpose of this research is to determine the influence of conformity and positive emotions as predictors of impulsive buying tendencies of online shoppers in Karawang. The data collection technique used is non-probability sampling technique, which is a sampling technique that does not provide equal chances or opportunities for every element or member of the population to be selected as a sample by using quota sampling. The population in this study is online shoppers in Karawang aged 18-21 years, with a sample size of 385 people based on the Cochran formula.



In the normality test calculation, a significance level of 0.000 or $p < 0.05$ was obtained for conformity, positive emotion, and impulsive buying tendency, indicating that the data in this study did not follow a normal distribution. Furthermore, in the linearity test results, a significance value of 0.000 or $p < 0.05$ was obtained, indicating that there is a linear relationship between the variables of conformity, positive emotion, and impulsive buying tendency. Based on the hypothesis testing results, the multiple linear regression analysis yielded a significance value of < 0.001 or $p < 0.05$ for both partial and simultaneous tests. This means that conformity and positive emotion can have an effect as predictors of impulsive buying tendency among online shoppers in Karawang.

The higher the level of conformity, the higher the level of individual's tendency for impulsive buying. Conversely, if the level of conformity is low, the individual's tendency for impulsive buying will also be low. Conformity has an influence on impulsive buying. The positive relationship between conformity and impulsive buying can be interpreted as the higher the level of conformity, the higher the level of individual's impulsive buying, and conversely, the lower the level of conformity, the lower the level of impulsive tendencies.

In addition to conformity, positive emotions can also influence as a predictor of consumers' tendency towards impulsive buying in online shopping in Karawang. The higher an individual's positive emotions, the higher their level of impulsive buying tendency. Conversely, if the level of positive emotions is low, then the individual's tendency towards impulsive buying will be low [19]. Consumers who experience positive emotions are more likely to engage in impulsive buying behavior than those who have negative emotions. Consumer decision-making in impulsive purchases is based on the positive emotions they are currently experiencing. Consumers often make purchases prioritizing pleasure when buying products without thinking much about the usefulness of the product they are buying.

Based on the coefficient of determination, the R square value (R^2) obtained is 0.204, which means that the influence of conformity and positive emotions on the tendency of online shopping consumers in Karawang to make impulsive purchases is 20.4%, while the remaining 79.6% is influenced by other variables that were not examined in this study. There are several factors that influence impulsive buying behavior, namely internal, external, and social factors. The many other factors that influence impulsive buying make conformity and positive emotions affect only 20.4% of all factors involved.

This study shows that out of 385 participants, 222 people or 57.7% have a high level of conformity, 229 people or 59.5% have a low level of positive emotions, and 233 people or 60.5% have a high tendency for impulsive buying. The tendency for impulsive buying is a purchasing behavior that is unexpected, carried out immediately and briefly. This means that online shopping consumers in Karawang make purchases that are unexpected, carried out immediately and briefly. Conformity is a change in a person's behavior to align more closely with group standards, in this case meaning that online shopping consumers in Karawang change their behavior to align more closely with group standards. In addition, positive emotions are positive feelings experienced by a person that arise from certain stimuli that can influence a consumer's purchasing decision. Positive emotions are also positive feelings experienced by someone, which can occur before a person's mood, predisposition of affective nature, and reactions to supportive environments such as interest in an item, service provided to consumers, or due to sales promotion [20].

4. Conclusion

Conformity can influence as a predictor of consumer online shopping impulsive buying tendency in Karawang, with the calculation result of significance < 0.001 or $p < 0.05$, it can be said that H_{a1} is accepted and H_{o1} is rejected which means conformity can influence as a predictor of consumer online shopping impulsive buying tendency in Karawang. Positive emotion can influence as a predictor of consumer online shopping impulsive buying tendency in Karawang, with the calculation result of significance < 0.001 or $p < 0.05$, it can be said that H_{a2} is accepted and H_{o2} is rejected which means positive emotion can influence as a predictor of consumer online shopping impulsive buying tendency in Karawang. Conformity and positive emotion can influence as predictors of consumer online shopping impulsive buying tendency in Karawang, with the

calculation result of significance <0.001 or $p<0.05$, it can be said that H_{a3} is accepted and H_{03} is rejected which means conformity and positive emotion can influence as predictors of consumer online shopping impulsive buying tendency in Karawang. The contribution of conformity and positive emotion to the impulsive buying tendency of online shoppers in Karawang is 20.4%, while the remaining 79.6% is influenced by other variables outside of this study

Authors' Declaration

Authors' contributions and responsibilities – The authors made substantial contributions to the conception and design of the study. The authors took responsibility for data analysis, interpretation, and discussion of results. The authors read and approved the final manuscript.

Funding – No funding information from the authors.

Availability of data and materials – All data are available from the authors.

Competing interests – The authors declare no competing interest.

Additional information – No additional information from the authors.

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