The Influence of Personality, Shop Enjoyment, and Impulsive Buying Tendency on Impulsive Buying Behavior in Transmart Ngagel Surabaya

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ABSTRACT

Purpose: This study aims to analyse the correlation between personality, shop enjoyment, impulsive buying tendency and impulsive buying behaviour statistically.
Design/methodology/approach: This study is a quantitative study.
Findings: From all the hypotheses proposed, only 3 out of 7 that are significant and supported
Research limitations/implications: The respondents of the study are 100 consumers of Transmart Ngagel, Surabaya.
Practical implications: 3 out of 7 hypotheses are supported and significant.

Paper type: This is categorised as case study.

Keyword: impulsive buying behaviour, impulsive buying tendency, personality, shop enjoyment

I. INTRODUCTION

Impulse buying behaviour is a phenomenon in the world of business and retail marketing. According to Bong (2011), impulse buying is a buying decision that occurs spontaneously after consumers see a product that is not on their shopping list. This behaviour is characterised by decision making which is relatively fast, subjective and without planning.

There are several factors that cause impulse buying, namely personality factors and the way consumers enjoy the satisfaction felt when shopping. However, each individual has a different level of impulse buying. According to Amos, et al. (2013), there are people who have a high tendency to respond to impulse buying and on the other hand, there are individuals who do not have a reaction to it. This tendency has been known as Impulse Buying Tendency (IBT) and has been established as an automatic response to stimuli that occur at the level of awareness associated with biological tendency.

In addition to the personality of each individual, shop enjoyment also has a big influence on the process of impulse buying. This is based on the fact that consumers who enjoy the shopping process will be more likely to engage in unplanned purchases (Saad & Metawie, 2015). Based on the explanation above, this study aims to determine and analyse the influence of personality and shopping pleasure through the tendency of impulsive buying on Transmart Ngagel consumers, Surabaya.

A. Previous Study

Research on the influence of personality, shopping pleasure and tendencies of impulsive buying on impulsive buying behaviour has been carried out by several predecessor researchers. Fihartini (2017) argues that impulse buying tendency has a significant effect on online impulse buying. This is can be proved by the external triggers that come from the marketer, the personality of the consumer who has a tendency to impulsive buying and the emotional state of the consumer which ultimately encourages consumers to do impulse buying online.

The relationship between personality, shopping pleasure, impulsive buying tendencies and impulsive buying behaviour has been investigated by Saad and Metawie (2015). This study concludes that personality does not affect impulsive buying behaviour, but rather impulsive buying tendencies. In contrast to this study, Pradana and Suparna (2016) argue that impulsive buying tendency has no influence on impulsive buying behaviour.

Dharmaningrum and Sukaatmadja (2019) argued that shopping enjoyment had an effect on impulse buying. Meanwhile, Shahjehan, et al. (2012), argued that not all personality traits have a big influence on impulsive buying behaviour. Personality traits that influence this behaviour are awareness, extraversion, neurotics and openness. Due to the different factors in the above research, the researcher intends to re-examine the relationship between personality variables, shopping enjoyment, impulsive buying tendencies and impulsive buying behaviour--both directly and indirectly through mediating variables, namely impulsive buying tendencies.

B. Hypothesis

H_1 : Personality has a positive and significant influence on impulsive buying tendency

H_2 : Shop enjoyment has a positive and significant influence on impulsive buying tendency

H_3 : personality has a positive and significant influence on impulsive buying behaviour

H_4 : Shop enjoyment has a positive and significant influence on impulsive buying behaviour

H_5 : impulsive buying tendency has a positive and significant

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influence on impulsive buying behaviour

H_{5a} : personality has a positive and significant influence on impulsive buying behaviour through impulsive buying tendency

H_{5b} : shop enjoyment has a positive and significant influence on impulsive buying behaviour through impulsive buying tendency

II. METHODOLOGY

Type of Research

This research is a cross-sectional study, a type of research that uses data collected from a particular sample and is only done once. The method used is a quantitative method, where the influence between variables will be examined through statistical methods. This study also falls into the non-experimental study, which according to Kerlinger and Lee (2010), the variable used by the researcher are not manipulated and/or controlled by the researcher, because the manifestation of the said variable was already in progress.

Population and Sample

The population of this study are consumers of Transmart Ngagel, Surabaya and the sample used by some people from a predetermined population. The technique for determining the minimum sample of this study refers to Hair, et al. (2014), which uses 5 times the number of parameters (indicators) so that the total obtained is 100 respondents (5×20 indicators).

The sample is determined using the non-probability sampling method using the accidental sampling approach. Therefore, the sample chosen by researchers is a consumer that is easy to find and willing to spend time when shopping at Transmart Ngagel Surabaya. From the explanation above, it can be determined that the respondents' requirements for this study are: 1) have shopped at Transmart at least once; 2) aged 18 years or more; 3) currently live in Surabaya.

Operational Definition of Research Variable

X1: Personality

Relatively permanent and unique characteristics that give consistency and individuality to one's behaviour.

X2: Shop Enjoyment

The consumers' intrinsic pleasure that comes from the shopping activity itself.

M: Impulsive Buying Tendency

The degree to which individuals will make purchases that are not planned, fast, and without thinking in advance

Y: Impulsive Buying Behaviour

Instantaneous buying behaviour, which the consumer previously had no purpose to buy an item.

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Data Analysis Method

After the data has been found, the data will be analysed using the Partial Least Square (PLS) technique. PLS is a component-based predictive model that uses a variance-based or component-based approach. Therefore, in PLS research it is not necessary to assume a large sample size and the data itself must be distributed through *normal multivariate*.

Because PLS does not have the assumption to distribute certain parameters, a parameter significance test is not required. The outer model will be evaluated using convergent and discriminant validity obtained from indicators and structural models (inner models) will be evaluated through R^2 (R-square) for latent dependent constructs and structural path coefficients. This is the framework of the research:
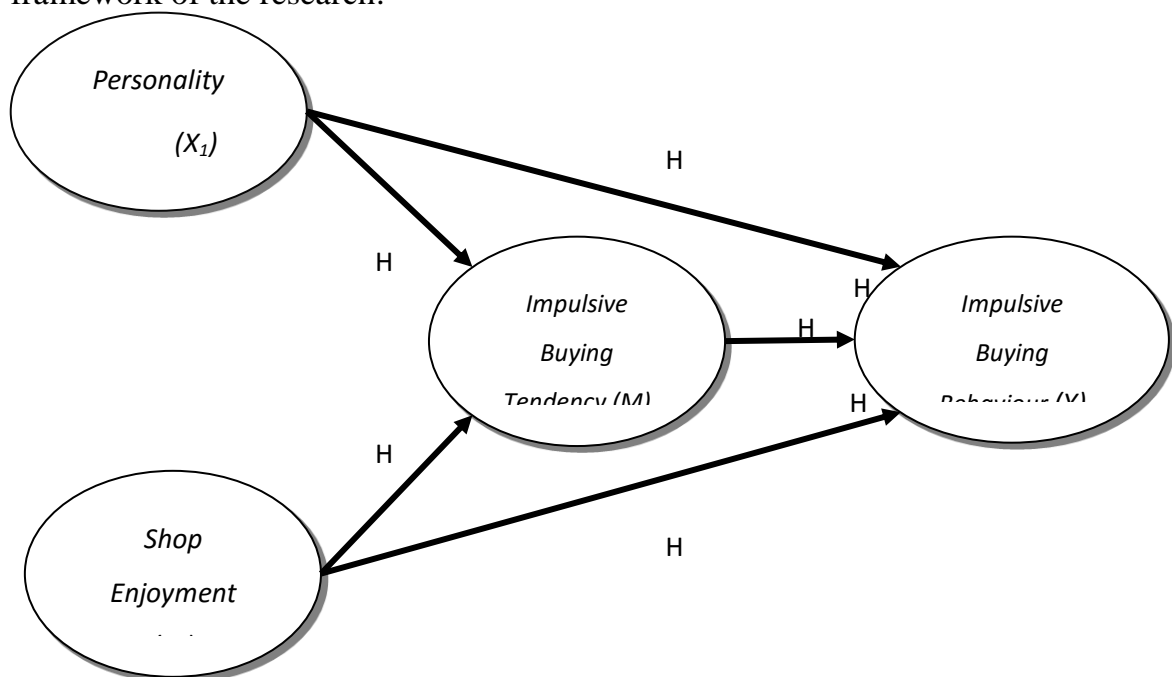

Fig. 1—Research Framework

III.   RESULTS AND DISCUSSION

Reliability and Validity

Based on the research, the convergent validity value of each latent variables with each of its indicators is above the minimum value of 0.7. Therefore, it can be concluded that the indicators of each variable are valid.

The next step is evaluating the discriminant validity value with the square root of AVE. according to the research, each variable's AVE is greater than the standard value for discriminant validity, which is >0.7, as can be seen in Table 1.

Table 1. AVE value

	AVE
Personality (X1)	0.810
Shop Enjoyment (X2)	0.909
Impulsive Buying Tendency (M)	0.906
Impulsive Buying Behaviour (Y)	0.929

Source: PLS

In this research, all of the latent variables' value of Cronbach's Alpha is>0.7. In conclusion, all the variables are reliable and valid to be used in this research.

Designing Inner Model

The research shows that the value of R^2 is 0.043. This value refers that the model has some degree of predictive relevance, as the value of R2 will not show the predictive relevance if greater than zero. Furthermore, the value of Adjusted R2 will show the dependency of a variable towards the other. The closer the value of Adjusted R2 to 1, the more dependent said variable is.

In this research, the value of Adjusted R^2 is 0.722 (72.2%)—which means the variation of Y can be explained by the latent independent variable while the other part can be explained by other variables.

Hypothesis Testing

The criteria for the hypothesis testing with the significance level (α) of 5% are: 1) if the value of t-count > t-table (1.96), the hypothesis will be accepted; 2) if the value of t-count<t-table (1.96), the hypothesis will be rejected. The output of bootstrapping PLS to test the hypothesis are:

Table 2. *Bootstrapping Hypothesis 1 – 5b*

Hypothesis	Variables	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	Standard Error (STERR)	Statistics (|O/STERR|)
H1	X1 → M	0.182	0.202	0.096	0.096	1.884
H2	X2 → M	0.053	0.052	0.104	0.104	0.508
H3	X1 → Y	-0.000	0.003	0.066	0.066	0.002
H4	X2 → Y	-0.123	-0.121	0.061	0.061	2.006
H5	M → Y	0.855	0.855	0.027	0.027	30.886
H5a	X1*M → Y	-0.740	-0.689	0.362	0.362	2.041
H5b	X2*M → Y	0.036	-0.067	0.267	0.267	0.134

Source: PLS

1. Table 2 shows that the T-statistic of H1 is only 1.884, which was smaller than the t-table, which is 1.96. Therefore, H1 is rejected.
2. The T-statistic of H2 is less than the t-table, causing H2 to be rejected.
3. The T-statistic of H3 is way less than the t-table and caused H3 to be rejected.

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4. The T-statistic of H4 has greater value than the t-table. Therefore, H4 can be accepted.
5. The T-statistic of H5 has way greater value than the T-table.
6. The table shows that the T-statistic for H5a is greater in value than t-table.
7. The T-statistic of H5b is less in value than the t-table.

IV.   CONCLUSION

In conclusion, this study shows that:
1. Personality has no positively significant influence on impulsive buying tendency at Transmart Ngagel Surabaya
2. Shop enjoyment has no influence on impulsive buying tendency at Transmart Ngagel Surabaya
3. Personality has no influence on impulsive buying behaviour at Transmart Ngagel Surabaya
4. Shop enjoyment has a positive influence on impulsive buying behaviour at Transmart Ngagel Surabaya
5. Impulsive buying tendency has a positive and significant influence on impulsive buying behaviour at Transmart Ngagel Surabaya
6. Personality has a positive influence on impulsive buying behaviour—as personality is a psychological aspect related to impulsive buying tendency—at Transmart Ngagel Surabaya.
7. Shop enjoyment has no influence on impulsive buying behaviour through the impulsive buying tendency as the mediator at Transmart Ngagel Surabaya.

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