

The Influence of internet addiction, advertising appeal, and price discounts on impulsive online buying behavior of fashion products

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ABSTRACT

The study aims to analyze the influence (internet addiction, advertising appeal, and price discounts) on the impulsive buying behavior of online fashion products. This type of research is quantitative. Data collection is done by questionnaire method. The population in this study was all female consumers in North Aceh regency who had shopped for fashion products online. Samples are selected using the purposive sampling method. The number of samples in this study was 100 respondents. The results of the study obtained using multiple linear regression analysis techniques processed with the help of the SPSS version 18 computer program, namely Internet Addiction, Price Discount, partially significantly affect online impulsive buying behavior, Partial Ad Attractiveness has no significant effect on online impulsive buying behavior, and simultaneously the three independent variables (Internet Addiction, Internet Addiction, The attractiveness of advertising, and price discounts) significantly affects impulsive buying behavior online.

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh kecanduan internet, daya tarik iklan, dan diskon harga terhadap perilaku pembelian impulsif online produk fashion. Jenis penelitian ini adalah kuantitatif. Pengumpulan data dilakukan dengan metode kuisioner. Populasi dalam penelitian ini adalah seluruh konsumen wanita di kabupaten Aceh Utara yang pernah berbelanja produk fashion secara online. Sampel dipilih dengan menggunakan metode purposive sampling. jumlah sampel dalam penelitian ini sebanyak 100 responden. Hasil penelitian yang didapat dengan menggunakan teknik analisis regresi linear berganda yang diolah dengan bantuan program komputer SPSS versi 18 yaitu kecanduan internet, diskon harga, secara parsial berpengaruh secara signifikan terhadap perilaku pembelian impulsif online, daya tarik iklan secara parsial tidak berpengaruh signifikan terhadap perilaku pembelian impulsif online, dan secara simultan ketiga variabel independent tersebut (kecanduan internet, daya tarik iklan, dan diskon harga) berpengaruh secara signifikan terhadap perilaku pembelian impulsif online.

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INTRODUCTION

The more modern times, the development of information technology is increasingly rapid (Attaran, 2004; Kumar *et al.*, 2018; Zafary, 2020). The developments that occur have an impact on changes in various aspects of people's lives, both directly and indirectly. One aspect that looks very clear changes are the buying and selling activities of the community, both the way of transaction and marketing system.

If previously buying and selling activities were carried out conventionally, where buyers who need the desired goods must meet directly with sellers to transact then the existence of technology makes it easier, especially since the advent of internet technology. The Internet becomes a new means in the way of buying and selling transactions that are able to create more practical ways and save time.

Indonesia is one of the countries with a high number of internet users (Bagus *et al.*, 2019; Luthfia *et al.*, 2020; Nurhayati-Wolff, 2020). Based on data from the Indonesian Internet Service Providers Association (APJII) that the number of internet users in Indonesia in 2018 amounted to 171.1 million users and predicted in 2019 and beyond will continue to increase. The high number of internet users in Indonesia supports the implementation of trade or online buying and selling transactions (Astuti *et al.*, 2020; Fransisco, 2019; Hidayanto *et al.*, 2017; Wibisono & Fachira, 2021). Buying and selling transactions between sellers and buyers through internet media are known as e-commerce. E-commerce is an online shopping activity using the internet network and its transactions through digital money transfer (Guercini *et al.*, 2018; Kaya & Aydin, 2019; Kurniawan *et al.*, 2018; Puji Lestari, 2018).

Various conveniences and practicalities of shopping online cause the occurrence of purchases that are not planned in advance by consumers, the purchase occurs suddenly, suddenly, which in marketing theory this phenomenon is known as impulsive purchase (Amanah & Harahap, 2020; Hurriyati *et al.*, 2020; Lin & Chuan, 2013; Salim, 2017). Consumers' online impulsive buying behavior is something that appeals to marketers, as it is the largest market share in today's technological age. Surely the phenomenon of "online impulsive buying" is something that must be created. Therefore, marketers are required to be able to create strategies to create emotional interest in consumers to buy a particular product or brand that is marketed online (Guo *et al.*, 2017).

LITERATURE REVIEW

For most people, being addicted to something is a negative impact, but a professional marketer must be able to view things positively so that it can be utilized as an opportunity to market products and create impulsive purchases online. Previous research has proven that there is a link between internet addiction and impulsive online buying behavior (Hu *et al.*, 2019; Tsao, 2013). Based on previous research studies, the first hypothesis in this study is H1: Internet addiction has a positive and significant effect on online impulse purchases.

The attractiveness of advertising becomes another factor that makes someone make impulsive purchases online. Ads that are able to provide attachment to consumers emotionally can cause a sensation of pleasure when consumers make purchases, and the feeling of wanting to have a product is high (Balaji & Babu, 2015). This research has proven that the influence of advertising appeal on impulse online purchases. Based on previous research studies, the second hypothesis in this study is H2: The attractiveness of advertising has a positive and significant effect on impulse purchases online.

In addition to internet addiction and the appeal of advertising, online impulsive buying behavior is also influenced by the provision of discounts that marketers are offering. Discount is a reduction in the price of the product from the normal price in a certain period (Ma *et al.*, 2012; Safitri *et al.*, 2020). Previous research found that price discounts on online impulsive purchases also has a positive impact (Syastra &

Wangdra, 2018). Based on this research studies, the third hypothesis in this study is H3: Price Discounts have a positive and significant effect on impulse online purchases.

The phenomenon of online impulsive buying shows that the understanding of consumer behavior, especially knowing what factors can encourage the creation of online impulse purchases, is important to be known by marketers in Indonesia so that research needs to be done to prove the influence of each internet addiction, the attractiveness of advertising, and price discounts on online impulse purchases and analyze the influence of these three factors simultaneously on the impulsive online purchase (Jain et al., 2018; Rizki, 2016).

The subjects in the study were female consumers in north Aceh regency who bought fashion products online. The formulation of the problems in this study is as follows: (1) Does internet addiction affect impulsive buying behavior online fashion products? (2) Does the attractiveness of advertising affect the impulsive buying behavior online of fashion products? (3) Does the price discount affect the impulsive buying behavior online of fashion products? (4) Does internet addiction, advertising appeal, and price discounts affect impulsive online purchases of fashion products?

This study aims to find out the influence of internet addiction, the attractiveness of advertising, and price discounts on the impulsive purchase of fashion products both partially and how they affect simultaneously. This research is expected to provide theoretical benefits to describe the contribution of science, especially in the field of marketing management. As for practical benefits, this research is expected to provide benefits for e-commerce marketers to know consumer behavior in avoiding online purchases so as to design better marketing strategies in the future. The conceptual frameworks in this study are as shown in figure 1.

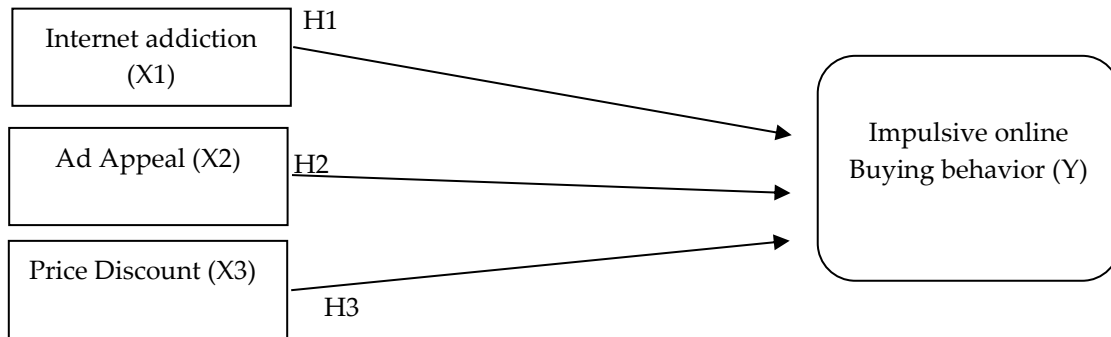


Figure 1. Conceptual framework

METHOD

This research was conducted in North Aceh regency, especially on female consumers who use the internet to make purchases of fashion products online. This type of data in the study is primary data obtained from respondents' responses to the details of statements given on questionnaires with a scale of likert measurements 1-5 (Cooper & Schindler, 2011). The variables in the study were divided into two types: free variables (Internet Addiction, Ad Attractiveness, and Price Discounts) and bound variables i.e. online impulsive purchases.

The population in this study is all consensual women in North Aceh regency who have shopped for fashion products online Sampling is done with purposive sampling techniques based on criteria set by

researchers (1) women (2) aged 19-40 years (3) have shopped for fashion products online. The number of samples in the study was as many as 100 respondents.

Data analysis techniques used include: (1) Description of respondent characteristics (2) Validity and Reliability (3) classical assumption tests that include normality tests, multicollineriatas, heterokesdesity, (4) hypothesis testing (Hair et al., 2015; Sekaran & Bougie, 2017).

RESULTS AND DISCUSSION

Based on data collected, we found the characteristic respondent as present in table 1.

Table 1. Characteristics of Respondents.

Characteristics of Respondents	Category	Sum	%
Age	19-25	79	79,0
	26-30	13	13,0
	31-40	8	8,0
	Total	100	100%
Work	Student	51	51%
	Self employed	17	17%
	Private Employees	12	12%
	Civil Servants	12	12%
	Others	10	10%
	Total	100	100%
	Online/monthly shopping expenses	<1.000.000	47
>1.000.000-2.000.000		33	28%
2.000.000-3.000.000		16	16%
3.000.000-4.000.000		4	4%
Total		100	100%
Ever Shop Online	Yes	100	100%

Source: Primary data (2021)

Based on the table 1, it can be concluded that the characteristics based on age in this study were dominated by the age of 19-25 years as many as 47 people. This shows that consumers who transact online are dominated by the age group of 19-25. This is in accordance with the previous research those Indonesian consumers are dominated by young people (Amanah & Harahap, 2020; Hurriyati et al., 2020). Based on the category of work in this study is dominated by students, which is as many as 51 people. Based on the category of monthly expenditure, in this study was dominated by the category of < 1,000,000 which is as many as 47 people.

a. Hypothesis test

Hypothesis tests are conducted to determine whether or not the effect of free variables on bound variables. In this study the hypothesis test was conducted with the t test and the F test. The t test aims to find out the effect of each free variable on the bound variable. The results of the t test in this study are presented in table 2.

Table 2. Hypothesis Testing

Model		Unstandardized		Standardized	t	Sig
		B	Std. Error	Beta		
1	(Constant)	.994	1.855		.536	.593
	Internet addiction	.342	.050	.538	6.781	.000
	Advertising appeal	.143	.102	.127	1.403	.164
	Price discount	.325	.154	.189	2.109	.038

a. Dependent Variable: Online impulsivity

While the F test is a test that is done to determine the influence of free variables simultaneously on bound variables. Here are the results of the F test in this study.

Table 3. F Test

Model		Sum Of Squares	df	Mean Square	F	Sig
1	Regression	738.212	3	146.071	28.501	.000 ^a
	Residual	828.828	96	8.634		
	Total	1567.040	99			

a. Predictors : (Constant), discount, internet_addiction, advertising_appeal

Dependent Variables : Online impulsivity

Based on the results of the t test that the author has done, it can be concluded the results as follows:

1. The effect of internet addiction on online impulsive purchases

The results of the hypothesis test stated that Internet Addiction has an effect on impulse purchases online. This is indicated by the acquisition of the signification value of 0.000 at the signification level of 0.05 where $0.000 < 0.05$. It is stated that there is an influence of internet addiction against impulse purchases online. The results of this study are in line with the results of previous research which states that a person's internet addiction has a significant and positive effect on online impulsive purchases.

2. Effect of advertising appeal on online impulsive purchases

The results of the hypothesis test stated that the attractiveness of advertising had no effect on impulse purchases online. This is indicated by the acquisition of the t test with a signification value of 0.164 at the signification level of 5% where $0.164 > 0.05$. It is stated that there is no influence of internet addiction on impulse online purchases. The results of this study are not in line previous research which stated that the attractiveness of advertising has a significant effect on impulse purchases online.

3. Effect of price discounts on online impulsive purchases

The results of the hypothesis test stated that price discounts have an effect on impulse purchases online. This is indicated by the acquisition of the t test, namely with a signification value of 0.038 at the signification level of 5% where $0.038 < 0.05$. It is stated that there is an effect of price discounts on impulse purchases online. The results of this study are in line with previous research which states that price discounts have a significant effect on impulsive buying. This research is also in line with research which states the attractiveness of promotion has a significant effect on online impulsive purchases.

Based on the results of the F test it can be concluded that the three free variables (internet addiction, ad attractiveness, and price discount) together have a positive and significant effect on impulse purchases online. This is indicated by the acquisition of the t test with a signification value of $0.000 < 0.05$.

CONCLUSION

Based on the results of research and discussion, it can be drawn some conclusions as follows:

1. Internet addiction has a positive and significant effect on the impulsive online purchase of fashion products.
2. Advertising Attractiveness positively but not significantly on the impulsive purchase of online fashion products
3. Price Discounts have a positive and significant effect on the online impulsive purchase of fashion products
4. Internet addiction, advertising appeal, price discounts, together positively and significantly affect online impulsive purchases.

Suggestion

Based on the results of research that has been done, it can be given some suggestions as follows:

1. E-commerce business people are expected to be able to maintain and increase marketing stimulation or stimulation through the provision of information through online media to increase online impulsive purchases.
2. E-commerce business is expected to be able to increase advertising innovation such as making product displays using reliable photographers, clearly listing information in ads and creating unique ads to increase online impulsive purchases
3. E-commerce businesses are expected to be able to maintain and increase creative discounts such as providing daily casebacks, weekly flashsale, and massive promotions at certain times to increase online impulsive purchases
4. For further researchers are expected to develop research on online impulsive purchases through broader objects and can be done on respondents or informants with a wider background category, both demographically and psychographically.

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