

BOOSTING IMPULSE BUYING BEHAVIOR IN MARKETING MANAGEMENT: CUSTOMER SATISFACTION PERSPECTIVE

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Abstract. Many firms suffer loss from costs of innovation process, piling stocks and innovation failures. Majority of the problems happened due to the slow respond of the firms to adapt to the market or even the changing of the trend before the products hit the market. To overcome these problems, firm are taking advantages from the online world by going online to introduce their products and innovations. Some innovations are even merely designs, and produced based on the customer requests. They trigger the online impulse buying behavior of customers and take advantage of them. This research talks about the impulse buying behavior from the customer satisfaction perspective. Being impulsive has always been considered as an irresponsible behavior, bad performance and spontaneous conduct which will lead to big disappointment. But since the year 2004, research results have shown contradictory results. Impulsive behaviour can also be advantageous for the individual and the company. The risk of losing an opportunity due to lack of necessary quick respond can be diminished. The year 2016 and after, more and more research support both opposite arguments. The researcher addresses this research gap by conducting a quantitative research to 156 respondents to address this issue by testing the relationship between impulse buying and customer satisfaction. The researcher concludes that if customer satisfaction is increased by improving management strategies and product innovations in ensuring the after-buying effects then actually impulse buying does not always give negative effects on customer satisfaction. Hence, when the customer satisfaction increases, the firm performance will increase too.

Keywords: E-Commerce, Purchase Intention, Online Impulsive Buying, Customer Satisfaction

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Introduction

The Internet of things has changed our life quality by changing things that were once done through human interactions, like going to the bank, shopping or communicating. All these can be done online (Basri, 2019) now providing extensive data that need to be tailored for specific purposes (Davoudi and Chatterjee, 2018) like solving problems of big data and social computing to merge with social networks (Wu et al., 2019; Afonsova et al., 2019) and changed the way the companies earn markets (Aymen, Alhamzah, and Bilal, 2019; Thornberry and

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College ,2001). This research gives a new perspective on how the companies should boost the online impulse buying to be able to complement the need of a fast and comprehensive innovation by integrating strategic management planning (Simerson ,2011 ; Kraus, Sascha; Kauranen ,2009) and business ideas for better growth (Fitriyah, 2019) . By boosting the online impulse buying, the expenses spent on innovations will not go to waste and the market demand can be fulfilled. The question now lies on how online impulsive buying correlates to customer satisfaction, as we know that the previous research have shown that impulsive buying is strongly related to unplanned behaviour and regret (Seinauskiene, Mascinskience, and Jucaityte, 2015 ; de Kervenoael, Aykac, and Palmer, 2009; Levinson, 1986; Bossuyt et al., 2017; Bhakat and Muruganatham, 2013) while other results have been contradictory and shown support on positive effects of impulsive behaviour, such as opportunity pursuits (Lin and Chen, 2013) ; Teichert and Bouncken, 2008 ; Lerner, 2014 ; Hunt and Lerner, 2017; Lerner, Hunt, and Dimov, 2018 ; Princes, 2019) and personal pleasures (Bhakat and Muruganatham, 2013 ; Jeffrey and Hodge, 2007 ; Bellini, Cardinali, and Grandi, 2017) . These facts leave a big gap to be addressed in this research.

Literature Review

Impulse buying has always been connected to the spontaneous act of humans, resulting in a great need to understand human behaviour to implement this strategy (Berčík et al., 2017). There are two theories that are used to explain this research and to draw models for the hypotheses. First, the Theory of Planned – Behaviour (TPB) which explains the attitudes, subjective norms and perceived behaviour model of an individual (Ajzen, 1991; Pavlou, 2002) in green self-identity (Carfora et al., 2019 ; Taufique and Vaithianathan, 2018 ; Spangenberg and Lorek, 2019) and control and self-efficacy (Ajzen, 2002). Second, the Social Cognitive Theory which talks about the mental action done of a person to achieve certain purposes (Kaplan, 2011 ; Adner and Helfat, 2003 ; Dew et al., 2009 ; Jeffrey and Hodge, 2007). These two theories set the foundation of this research and produce the research model presenting customer satisfaction as the dependent variable and the online impulse buying as the mediating variable. As for the independent variable, the research will start with Electronic Marketing (E-commerce). Zhang and Benyoucef (2016) drew a pattern on stimulus – organism – response model which is used during this research to deliver the model.

E- Commerce talks about activities done over the Internet networks to present products and service by optimizing the use of search engine and navigation. Websites of e-commerce users hold very important parts in gaining trust and influence buyers to purchase items. (Cheng, Gu, and Shen, 2019 ; Victor et al., 2018 ; Aysuna, Erdem, and Uslu, 2015). But the latest research shows very little empirical research for newer e-commerce forms to provide transaction safety as a vital element of users' trust (Kong et al., 2019). Therefore the success of e-commerce companies is getting more dependent on product recommender systems

to personalize user interests and interactions and deliver shopping experience for users (Davoudi and Chatterjee, 2018). Consumers and sellers can communicate directly through social networking and other online e-commerce sites regarding purchased/sold items, brands and products (Ragunathan et al. 2015).

Hypothesis 1: E – Commerce has positive significant influence on Purchase Intention

Purchasing in group buying websites or stores is actually an exchange of perceptions of values gained and risks exposed, and trust is a vital point to reduce risk. Several ways can be used to increase purchase intention, like using tactics to increase the degree of trust on product quality and also quick respond to dissatisfied customers (Chen et al., 2015) and also paying attention to the purchase situation (Grimmer, Kilburn, and Miles 2016). By doing so, it is expected that customers will have continuous purchase intentions (Zhao, Huang, and Su 2019). Both Expectation and perception are vital parts in predicting purchase behaviour. High purchase intention correlates to the success and future sales of a new product launch. (Kytö, Virtanen, and Mustonen 2019). There are some factors that can influence the strength of this correlation, and the previous research show that purchase behaviour will be strongest when it is on existing products rather than a new one.

Hypothesis 2: Purchase Intention has positive significant influence on Online Impulsive Buying

The Internet of things have put online stores in a highly competitive market. They try to accommodate customer's demands, needs and switching to gain markets and to identify the influencing factors for future plans (S. A. Khan, Liang, and Shahzad 2015) and create shopping experience through impulse buying which strongly involves emotional behaviours. A research by (N. Khan et al. 2015) shows that gender has the strongest influencing factors, continued by situational and personal factors. Impulse buying behaviour of Generation Y does not get stimulated by income, social influence and personal factor. Consumer behaviour theory explains one of the repurchasing pattern, the impulse buying as "unplanned" purchasing. The study of (S. A. Khan, Liang, and Shahzad 2015) on the relation of customer satisfaction to repurchase intention with perceived affecting stores (benefits and risk) in online shopping stores shows the importance of more benefits and less risk to influence customers re-purchases intention in e-stores. Reputation holds an important key in ensuring customer satisfaction in today's business environment with more variety products and services. This is observed by (Yamada 2019) by using agent – based simulations and also by (Pezzotta et al. 2014) who conclude that there is a need for balancing the excellence in the customer satisfaction and the service-related processes efficiency and productivity. Santibáñez (2017) posited that pre-emptive impulse could prevent greater benefit.

Hypothesis 3: Online Impulsive Buying has negative significant influence on Customer Satisfaction

Research Methodology

The researcher used a quantitative methodology on the total population of 854 people. 200 questionnaires were distributed, 156 returned and 152 were considered valid. The data was collected in a six-month period from January 2019 until June 2019 located in Jakarta. The researcher used purposive sampling with 152 respondents to rate the customer satisfaction based on their experiences in doing online impulsive buying. The writer analysed the data using Smart PLS to test the validity and reliability of the indicators, and measure the strength of each relationship. This research has four construct variables, namely e-commerce, purchase interest, online impulse buying, and customer satisfaction. There were three hypotheses, with 16 numbers of questionnaires used to test the hypotheses. The question 1 to 5 used 5 lickert scale ranging from always to never with the following questions :

1. *Have you ever bought things online?*
2. *Did you often see commercial ads when you go online?*
3. *Did you feel interested after you watch the commercial ads?*
4. *Did you finally buy the things instantly (buying impulsively)?*
5. *Did you regret it (after you bought the products)?*

Question no 6 to 16 are multiple choices, with more than one answer acceptable. The questions are as follow:

6. *How many times do you do online buying in a month?*
7. *What type of products do you usually buy online?*
8. *Which online application do you usually use?*
9. *When you buy things, is it planned or impulsively?*
10. *Why do you think you buy things impulsively?*
11. *What makes you buy things impulsively?*
12. *In a month, how much is the average money you spend on impulsive buying?*
13. *From no 12, how many percent out of all spending do you spend on impulsive buying?*
14. *How do you feel after an impulsive buying?*
15. *If you see an online commercial and you feel interested to buy, what do you usually do?*
16. *How long do you usually need to buy a product, from the time you see the commercial until you finalize a purchase?*

All of the 16 questions are the basis of this research, to prove the relationship and test the three hypotheses.

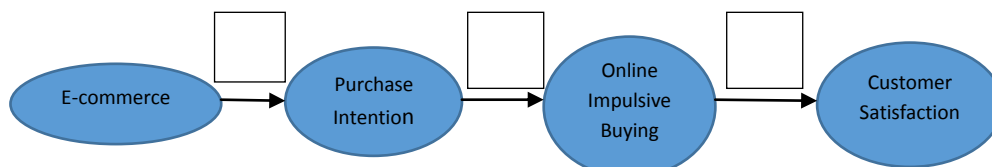


Figure 1. Research Framework

Results Discussion

From the data collected from 152 respondents and literature review, the writer found that the three hypotheses are proven significant but with different strength. From figure 2, three hypotheses are proven significant, with the focus attention of impulse buying behavior decreases customer satisfaction. Figure 2 shows the validity and reliability result of the indicators to make sure that the questionnaires are valid and reliable to test the hypotheses.

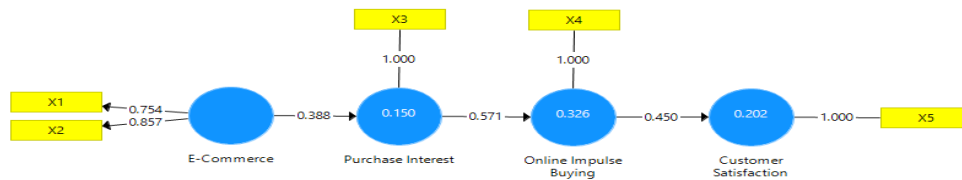


Figure 2. PLS Algorithm Result

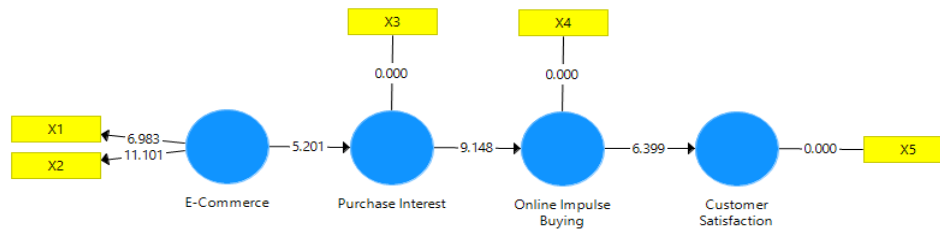


Figure 3. Bootstrapping Result

The strength of e-commerce to Purchase Interest is 5,201, indicating that not all e-commerce viewers have purchase interest, even though they receive lots of commercials on products. The Purchase Interest has significant influence on online impulse buying with the strength of 9,148, indicating that people with purchase interest are more likely to do online impulsive buying. On the other hand, online impulsive buying has a negative significant strength of 6,399 on customer satisfaction.

Table 1. The method of Online Buying

When you buy things online, is it planned or impulsively?

Choice	Planned	Suddenly	Can be both	Never	Total
Qty	47	51	54	5	157
Percentage	30%	32%	34%	3%	

Table 1 shows the activities of people when they consider of doing Online buying. From the total of 157 respondents, 30% shows that they always do a planning when they want to buy something, 66% for people who can be impulsive or be both and only 3% of the

respondents have never done an Online buying. Table 2 and table 3 show the factors and reasons of doing an Impulsive buying to understand what interests the respondents when they do an impulsive buying.

Table 2. The reason of Impulsive Buying

What makes you buy things impulsively?

Choice	Needs	Ads	Social Influence	Package	Others	Total
Qty	130	12	2	8	7	159
Percentage	82%	8%	1%	5%	4%	

Table 3. The main reason of Impulsive Buying

What factors do you think of when you buy things impulsively?

Choice	Advertising	Package	Usage	Price	Others	Total
Qty	9	2	100	50	4	165
Percentage	5%	1%	61%	30%	2%	

Table 4. Percentage of Monthly Impulsive Buying

How many percent of your monthly purchase is unplanned?

Choice	<10%	10-25%	26-50%	51-75%	>75%	Total
Qty	80	35	15	8	7	145
Percentage	55%	24%	10%	6%	5%	

Table 5. The Feeling after doing impulsive buying.

How do you usually feel after impulsive buying?

Choice	Happy	Usual	Regret	Not Sure	Total
Qty	15	75	2	61	153
Percentage	10%	49%	1%	40%	

Table 4 shows the percentage of respondents doing impulsive buying based on several factors in table 2 and table 3. Table 5 shows the percentage of how the respondents felt after they did impulsive buying. These tables are analysed descriptively to confirm the result of the Smart PLS but in a different perspective. As the most important part of proving the argument of this research, figure 3 and table 5 are compared side by side to understand how the customers really feel after an impulsive buying. Both figure 3 and table 5 match and comprehend each other showing that the customer satisfaction is still located in the middle with either possibilities of going up or down depends on the management strategies implemented by the firms.

Strategy is considered as what matters most (Bourgoin, Marchessaux, and Bencherki2018). The findings of this paper show that due to the high intensity of people interacting with the social media, they are more exposed to information. This is used as a means by the firms to introduce their products through e-commerce. By using a good marketing strategy, the viewers will experience purchase intention and do online impulsive buying. We need to take into consideration that though described as bad performing behaviour, but still the result

in figure 3 shows less strength of 6,399 to customer satisfaction. This result is then compared with the descriptive analysis in table 5 where the result shows the 59% of people who are feeling happy and usual after doing impulsive buying. This results correlates to the definition of impulsivity as an aroused feeling of excitement and happiness. By having a high rate of impulsive buying, the firm can increase its performance. From the perspective of the consumers, the customer satisfaction is achieved when they gain something they assume compatible with the cost of impulse buying, both mentally and physically. There are many factors that influence the rate of customer satisfaction for planned purchase, with higher needs of innovation strategies to be able to captivate the purchase intention of the buyers presented in the e-commerce websites to do impulsive buying. But this research will not discuss about those factors in detail. This research focuses on the argument that online impulsive buying is a must to face the dynamic world the firms are facing right now, and making sure that the customer satisfaction is well managed through good strategies and good management skills must be the center focus of the firms' innovation.

Conclusion

Even though the previous and recent studies have been contradictory to one another, this paper has shown that being impulsive is actually can be beneficial especially to firm performance. Firms are facing uncertainties in the markets and are forced to be highly innovative and updated to have competitive advantages and increase firm performance. But the expense of delivering innovations from the beginning until the products reach the market is often too costly and even before the products reach the market, the market has changed again. Hence, the firm needs to boost impulse buying through all medias, especially online. By having a high rate of impulse buying, the firm performance will be increased and when the process is done right, the customer satisfaction will also be fulfilled eventually.

This paper will give a fresh idea for the firms not to underestimate the power of impulse buying. The statistics show that almost 40 percent of all purchases are done on impulses, which increases during the digital transformation era. The firm must take advantage of this situation with a strong marketing and management strategies. Giving necessary information, good packaging and pricing, and also a correct persuasive marketing strategy will boost impulse buying rate, while good quality products and product services increase customer satisfaction and in the end increase firm performance. This research has two limitations, the type of industry was not chosen specifically, noting that each industry has its own specific traits and the number of respondents were insufficient, more respondents from different demographic locations are needed to obtain more reliable results. Future research should be based on the latest research of (Council of Supply Chain Management Professionals, 2019) to focus on Customer Experience as the number one brand differentiator in the future. By making sure that customers have repetitive customer satisfaction, creating customer experience, the customers will be attached and

engaged to the firm, and ease the process of initiating online impulsive buying and ensuring satisfaction.

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WZMOCNIENIE IMPULSOWEGO ZACHOWANIA KUPUJĄCEGO W ZARZĄDZANIU MARKETINGEM: Z PERSPEKTYWĄ ZADOWOLENIA KLIENTA

Streszczenie. Wiele firm ponosi straty z powodu kosztów procesu innowacji, gromadzenia zapasów i awarii innowacji. Większość problemów pojawiła się z powodu powolnej reakcji firm na dostosowanie się do rynku lub nawet zmiany trendu, zanim produkty trafiły na rynek. Aby przezwyciężyć te problemy, firma czerpie korzyści ze świata online, przechodząc do sieci w celu wprowadzenia swoich produktów i innowacji. Niektóre innowacje to nawet tylko projekty i produkowane na podstawie życzeń klientów. Wyzwała to impulsowe zachowania klientów w zakresie zakupów online i korzystają z nich. Badanie to mówi o zachowaniach związanych z zakupami impulsowymi z perspektywy zadowolenia klienta. Impulsywność zawsze była uważana za nieodpowiedzialne zachowanie, złe wyniki i spontaniczne zachowanie, które doprowadzi do dużego rozczarowania. Ale od 2004 r. Wyniki badań wykazały sprzeczne wyniki. Zachowanie impulsywne może być również korzystne dla jednostki i firmy. Ryzyko utraty szansy z powodu braku niezbędnie szybkiej reakcji można zmniejszyć. W 2016 r. I później coraz więcej badań potwierdza oba te przeciwne argumenty. Autor rozwiązuje tę lukę badawczą, przeprowadzając badanie ilościowe dla 156 respondentów, aby rozwiązać ten problem, testując związek między zakupem impulsowym a satysfakcją klienta. Badacz dochodzi do wniosku, że jeśli satysfakcja klienta zostanie zwiększona poprzez ulepszenie strategii zarządzania i innowacji produktowych w celu zapewnienia efektów po zakupie, to tak naprawdę zakup impulsowy nie zawsze ma negatywny wpływ na zadowolenie klienta. Dlatego, gdy wzrośnie zadowolenie klienta, wzrośnie również wydajność firmy.

Słowa kluczowe: handel elektroniczny, zamiar zakupu, impulsywne zakupy online, zadowolenie klienta

在营销管理中提升冲动性购买行为:客户满意度的观点

抽象。许多公司因创新过程的成本, 库存和创新失败而蒙受损失。大多数问题的发生是由于企业适应市场反应迟缓, 甚至是产品上市之前趋势的改变。为了克服这些问题, 公司通过在线介绍其产品和创新来从在线世界中受益。有些创新甚至仅仅是设计, 并且是根据客户要求生产的。它们触发了客户的在线冲动购买行为并加以利用。这项研究从客户满意度的角度讨论了冲动购买行为。冲动一直被认为是一种不负责任的行为, 不良的表现和自发的行为, 这将导致极大的失望。但是自2004年以来, 研究结果显示矛盾的结果。冲动行为也可能对个人和公司有利。由于缺乏必要的快速反应而失去机会的风险可以降低。2016年及以后, 越来越多的研究支持两种相反的观点。研究人员通过对156位受访者进行定量研究来解决这一研究差距, 通过测试冲动购买和客户满意度之间的关系来解决此问题。研究人员得出的结论是, 如果通过改进管理策略和产品创新来提高客户满意度, 以确保购买后效果, 那么冲动购买并不总是会对客户满意度产生负面影响。因此, 当客户满意度提高时, 企业绩效也会提高。

关键字: 电子商务, 购买意愿, 在线冲动购买, 客户满意度