線上促銷與衝動購物之關係研究：以印尼蝦皮為例

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摘要

東南亞已然成為全球成長速度最快的三個電商市場之一。研究預估2022年，新加坡電子商務銷售額將成長36.0%，而印尼將成長34.0%，菲律賓則將成長25.9%（Lebow, 2022）。Wibisono & Fachira (2021)以先前在多個國家進行的與線上衝動購物相關研究構建模型，並以促銷、積極情緒和心理距離作為預測變數，該研究結果顯示：印尼的線上購物是以衝動但效率第一的消費者為主，除交易方便快捷的原因外，線上促銷活動亦是鼓勵消費者進行衝動購物的變數之一。本研究試圖確認線上促銷活動的影響，是否足以促使線上購物者在印尼蝦皮上進行衝動購物。本研究採用Rook & Fisher (1995)的衝動購買量表和Blech & Blech (2021)的六種促銷工具：優惠券、銷售回扣、降價交易、紅利包、免費贈品和忠誠度計劃，並應用李克特量表及問卷，對220名受訪者進行調查。本研究結果顯示：印尼蝦皮的線上促銷活動對消費者購買行為有正向關係的影響，非價格促銷則比價格促銷對消費者衝動購買行為的影響更大。此外，印尼蝦皮的線上促銷活動對不同年齡段、不同性別的消費者衝動購物行為的影響也存在差異。

關鍵詞：促銷、優惠券、銷售回扣、降價交易、紅利包、免費贈品、忠誠度計劃、衝動購物

The Relationship between Online Sales Promotions and Impulse Buying on Shopee Indonesia

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Abstract

Southeast Asia has become one of the three fastest growing e-commerce markets in the world. Research estimates that in 2022, Singapore would post 36.0% retail e-commerce sales growth, while Indonesia would see an increase of 34.0% and the Philippines would reach 25.9% (Lebow, 2022). Wibisono & Fachira (2021) constructed models based on prior studies related to online impulsive buying in several countries by proposing promotion, positive emotion, and psychological distance as variable predictors. Their results implies that the Indonesian consumer market is dominated by impulsive yet “efficiency first” types of customers. Aside from convenient and fast transactions, one of the variables that encourages consumers to make impulse purchases is the availability of online sales promotions. This study attempts to determine to what degree the influence of online sales promotions can lead online shoppers to make impulse purchases on Shopee Indonesia. This study adopts the Impulse Buying scale by Rook & Fisher (1995) and six tools of sales promotions proposed by Blech & Blech

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(2021): coupons, rebates, price-off deals, bonus packs, free premium gifts, and loyalty programs. A set of questionnaires was given to 220 respondents using the Likert scale sampling technique. Results reveal that sales promotions have a positive effect on customer buying behavior, and that the non-price promotions have a larger impact than price promotions on customer impulse buying behavior on Shopee Indonesia. Moreover, there is a difference in the impact of sales promotions on impulse buying behavior on Shopee Indonesia between different age groups as well as different genders.

Keywords: Sales promotions, Coupons, Rebates, Price-off deals, Bonus packs, Free premium gifts, Loyalty programs, Impulse buying

I. Introduction

Indonesia had one of the highest rates of e-commerce adoption in the world in 2020. Up to 90 percent of internet users aged 16 to 64 years in Indonesia have purchased products and services online. Indonesia's e-commerce market reached over US $30 billion in gross market value in 2020 and is expected to hit US $83 billion by 2025, fueled by changing behavior among tech-savvy customers who are willing to spend more for convenience (ITA, 2022). Agus Tjandra, Vice Chairman & Foreign Relation Association E-commerce Indonesia (Tribun News, 2017), said it is not surprising the excellent business potential of e-commerce has led to many people trying their luck in building online businesses. As a result of the extraordinary growth of e-commerce growth in payments by e-money has been evident, wherein the use of credit cards for shopping has increased 50% compared to five years ago. The remainder of payments occur with the use of bank transfers.

One of the largest e-commerce online store providers in Indonesia is Shopee. Shopee is a start-up company from Singapore that first entered the Indonesian market in December 2015. Shopee is an online marketplace application for executing buying and selling transactions easily and quickly. Shopee offers a variety of products ranging from fashionable electronics to products satisfying the daily needs of consumers. Shopee is also present in a mobile phone application, making it easier for users to perform online shopping activities without needing to visit a website through a computer. Amid a highly competitive marketplace, Shopee makes it easy for consumers to do their shopping anytime and anywhere.

Consumers often buy a product without prior planning due to a number of factors such as promotions, attractive displays, among others. These factors will be striking and attract consumers' attention to make them feel the need to buy the product. Sales promotions can be loosely defined as special offers that are primarily intended to stimulate demand during the period in which they are established (Lehman & Winer, 2002). Offering sales promotion programs causes many consumers to make impulse purchases. After acquiring the relevant product information and matching it to their own needs, consumers who were not initially into a particular product subsequently purchased that product. Such sales promotions also influence these purchasing decisions because consumers feel they are spending less money, and thus defer future purchases by stockpiling the promoted items at home.

The benefits of implementing sales promotion strategies are expected to provide valuable feedback for the future in increasing the number of impulsive consumer transactions. Online shopping offers considerable benefits for its customers, such as the ability to compare the same product across multiple online stores, save time and money, and make purchases directly from smartphones and computers, and inevitably choose the best possible product. The growth of e-commerce in Indonesia has been very rapid, and the value of e-commerce in Indonesia is predicted to reach US $82 billion by 2025, a figure totaling 61.65% of the Indonesian digital economy (e-

Conomy SEA, 2019). There are a great deal of e-commerce sites and digital platforms in Indonesia, such as Lazada, Tokopedia, Blibli.com, JD.ID, Bukalapak and Shopee Indonesia. Shopee is ranked first among these six most visited online retailers in Indonesia, with a total of seventy-two million web visitors per month (Ilhamalimy & Ali, 2021). Since there has not been much research on e-commerce marketing in Indonesia, and there is no extent research on the relationship between sales promotions and impulse buying in an Indonesian context, this study can lead to a better understanding of Indonesian consumers' response behaviors to sales promotions on Shopee, which will in turn help Indonesian e-commerce companies in their future marketing strategies.

There are many diverse types of sales promotions; however, the issue with sales promotions is that it is difficult to determine which sales promotion framework would be the most efficient in influencing customer impulsive buying. Felita & Oktivera (2019) studied the e-commerce marketing communication strategy of Shopee Indonesia. They concluded that 52% of impulse buying by students from STIKS Tarakanita on Shopee Indonesia was down to the influence of sales promotions, whereas the remaining 48% was influenced by other variables not included in their research model. The contribution of this study is in trying to identify variables outside of sales promotions which have not mentioned in previous research and separate them into price or non-price sales promotions of e-commerce marketing in Shopee Indonesia. Campbell & Singh (2019) took smartphones as a product for which price sales promotions and non-price sales promotions were considered. However, only offline brick and mortar retail outlets and no online retailers were taken into consideration in their research. Their results recognized that price sales promotions and non-price sales promotions are different in influencing customers. As relatively a few studies have been undertaken which have focused on either one component of non-price or price-based marketing, it is still unknown how each style of promotion influences a customer's purchase decision. As a result, this study aims to fill in the gaps left by past research's restricted scope in examining the influence of both price-based and non-price-based advertising. This study may also be helpful for online marketers to develop their businesses more efficiently. The research questions in this study are as follows:

1. How significant is the influence of sales promotions on impulse buying products on the Shopee application in Indonesia?
2. Which sales promotion program has the most dominant effect on impulse buying?
3. Which sales promotional method do customers prefer: price or non-price sales promotions?

II. Literature Review and Hypotheses

1. Sales Promotions

Sales promotion strategies may be classified according to the advantage they provide to the consumer. The most common categories are used to distinguish between price and non-price sales promotions (Banerjee, 2009). Discounts, coupons, and rebates are price-related promotions, while free samples, sweepstakes, contests, premiums, and frequent user programs are examples of non-price-oriented promotions.

Price-based promotions provide short-term benefits such as increased market share, brand switching, and product trial usage. Non-price promotions are commonly used to achieve longer-term goals, including improving brand image, building brand associations, and developing brand loyalty.

(1) Price Promotions on Shopee Indonesia

Price promotions are defined as changes in the original retail price, such as price reductions, coupons, and rebates. The most common strategy is a direct reduction in the purchase price, with the offer clearly stated on the goods or at the time of sale (Fill, 2013). According to Kotler & Keller (2009), there are two types of price promotions: cash refunds or rebates (after-purchase discounts), and price packs or cents-off promotions (discount

on purchase).

a. Coupons (Vouchers)

Shopee Indonesia provides a voucher code to get a discount, with this voucher code displayed on the Shopee Indonesia website/application.

b. Cash Refund Offers (Rebates)

Shopee Indonesia provides cashback for a certain period or on holidays. To get, this cashback, consumers must write a voucher code that matches the promo.

c. Price-off Deals

Shopee Indonesia provides price-off deals in the form of flash sales set at certain hours.

(2) Non-price Promotions on Shopee Indonesia

Non-price promotions provide extra non-monetary benefits to the consumer in fostering a continuous and long-term connection (Kwok & Uncles, 2005). Shopee Indonesia carries out several promotional program activities to stimulate consumers to make purchases as soon as possible. This study operates within a context of non-price promotion strategies in the form of bonus packs, free premiums, and loyalty programs on Shopee Indonesia.

a. Bonus Packs

Shopee Indonesia provides bonus packs for a certain period. The company gives a small note on the product in the form of “buy one, get one free” or “buy two, get one free”, so that consumers will indirectly become interested in making impulse purchases.

b. Free Premium Gifts

Shopee Indonesia provides free premium gifts with a variety of products, following the policy of Star or Shopee sellers.

c. Loyalty Program

Shopee Indonesia is the first site to hold free shipping promotions. This form of promotion is a loyalty program used at Shopee Indonesia.

2. Impulse Buying

According to Mowen & Minor (2002), impulse buying refers to the sudden and unplanned urge to buy something directly without paying much attention to the consequences obtained after the purchase. These impulse purchases are also often called unplanned purchases, because they are unexpected or sudden and occur immediately after experiencing a spontaneous urge to buy (Mothersbaugh, Hawkins, & Kleiser, 2020). According to Solomon (2020), impulse buying occurs when a person experiences a sudden urge and cannot reject the desire to buy.

Based on the definitions above, it can be interpreted that impulse buying denotes consumers’ attitudes lack of awareness when purchasing a product without planning and without thinking about the consequences. Impulse buying is related to the behavior of buying based on emotion. This emotion is associated with solving a limited or spontaneous buying problem.

According to Verplanken & Herabadi (2001), there are two aspects of impulse buying: cognitive and affective. The cognitive aspect is the lack of consideration and planning elements in the purchases made. The affective aspect includes emotional impulses, the pleasure and joy the accompanies buying without planning. After that, that sudden feeling to make a compulsive purchase based on the heart’s desire, will eventually lead to disappointment and regret for spending money solely to fulfill one’s desire.

According to Stern (1962), there are four impulse buying types: pure impulse, reminder impulse, suggestion impulse, and planned impulse.

(1) Pure Impulse

Pure impulse denotes when a purchase deviates from the typical buying pattern. This purchase occurs when the consumer does not plan anything to buy, but after seeing a shop display, the shopper decides to make a purchase.

(2) Reminder Impulse

Reminder impulse occurs when the buyer sees the product and is reminded that supplies at home are low or have run out. The shopper recalls an advertisement of the product or people's recommendations and then spontaneously buys an item based on previous purchase decisions.

(3) Suggestion Impulse

Suggestion impulse purchasing happens when the buyer sees the product and immediately imagines the need for the item, thus making a purchase without a plan. In this type of purchase, the consumer does not have sufficient prior knowledge about the new product. The consumer sees the product for the first time and feels the need for the product.

(4) Planned Impulse

Planned impulse refers to when a shopper enters a store and plans to buy something, but buying it depends on the price and brand in the store. This type of purchase occurs after seeing and better understanding the conditions of the sale, such as special discounts, coupons, and the like.

The nine-item measure of the buying impulsiveness scale defined by Rook & Fisher (1995) are classified as follows: (a) I often buy things spontaneously; (b) "Just do it" describes the way I buy things; (c) I often buy things without thinking; (d) "I see it, I buy it" describes me; (e) "Buy now, think about it later" describes me; (f) sometimes I feel like buying things on the spur-of-the-moment; (g) I buy things according to how I feel at the moment; (h) I carefully plan most of my purchases (reverse-coded item); and (i) sometimes I am a bit reckless about what I buy. The following nine-item measure of impulse buying as indicators in this study:

a. Spontaneity or impulsive purchases occur unexpectedly and motivate consumers to buy at a moment's notice. This is the characteristic of impulse buying represented by (a) I often buy things spontaneously, and (b) "Just do it" describes the way I buy things.

b. With power compulsion, intensity is a motivation to put other things aside and act as soon as possible. This is the characteristic of impulse buying represented by (c) I often buy things without thinking, and (d) "I see it, I buy it" describes me.

c. Excitement and stimulation are the sudden desire to buy which are often followed by excitement, thrill, or wildness. This is the characteristics of impulse buying represented by (f) sometimes I feel like buying things on the spur-of-the-moment, and (g) I buy things according to how I feel at the moment.

d. Disregarding consequences is the desire to buy can be something that cannot be denied, wherein possible negative consequences are ignored. This is the characteristic of impulse buying represented by (e) "Buy now, think about it later" describes me, (h) I carefully plan most of my purchases (reverse-coded item), and (i) sometimes I am a bit reckless about what I buy.

3. Sales Promotions and Impulse Buying

(1) Effect of Sales Promotions on Impulse Buying

Previous studies have found that sales promotions are the best mechanism to attract consumers to purchase

on impulse (Lee & Tsai, 2014; Shuleska, 2012; Lo et al., 2016). According to Duarte et al. (2013), impulse buying is often triggered and driven by other factors in the shopping environment, such as sales promotions. Xu & Huang (2014) investigated the effects of two forms of sales promotions, price discounts and bonus packs, on online impulse buying. Their findings indicated that price discounts resulted in greater impulse buying intention than did bonus packs when the product was hedonic, and bonus packs were a more effective sales promotions than price discounts when the product was utilitarian. In addition, price discounts resulted in greater impulse buying intention than did bonus packs when the product was inexpensive, whereas bonus packs were a more effective sales promotions than price discounts when the product was expensive. It seems that the relationship between sales promotions, price promotions, non-price promotions and impulse buying is completely different in diverse kinds of products. Various kinds of promotions carried out on the Shopee marketplace ranging from cashback, free shipping, flash sales, discounts, Shopee coins, and others can become a unique attraction for their consumers. This can lead to buyers choosing a product and service based on promotions offered by a company that triggers buyers to buy goods even though they do not match their needs. Thus, we propose:

H1: Sales promotions have a significant effect on impulse buying.

(2) Effect of Price Promotions on Impulse Buying

According to Clow & Baack (2016), implementing price promotions have several benefits, including raising sales, promoting stockpiling, and attracting new customers. Price discounts can boost sales of a product and urge customers to buy. The company enhances short-term profitability by offering price discounts to attract more customers. Sari & Pidada (2019) determined the effect of hedonic shopping motivation, shopping lifestyle, price reduction on impulse buying behavior at the Mall Bali Galeria Shopping Center Denpasar in Indonesia. Their results stated that price reduction has a positive and significant effect on impulse buying behavior at Mall Bali Galeria, offering to attract the consumer's attention by offering reduced prices through discounts and shopping coupons. Hosseini et al. (2020) explained the impact of price promotions on the process of immediate buying in goods at the Hyper Star store in Isfahan. Their empirical results supported the hypotheses that price promotions had a positive effect on impulsive buying behavior, pricing promotions had a positive effect on service innovation, and finally service innovation had a positive effect on impulsive buying behavior. It seems that price promotions have stimulating features and have an immediate impact on impulsive buying. Thus, we propose:

H2: Price promotions have a significant effect on impulse buying.

(3) Effect of Non-price Promotions on Impulse Buying

There is growing awareness that non-price-based promotions can add value for the consumer while meeting a range of marketing communications objectives (Peattie, 1998). Mishra & Mishra (2011) explain that a quantity-based sales promotions denote offering additional merchandise for the same price. This type of sales promotions encourages consumers to make impulse purchases. According to Fill (2013), non-price promotions provide benefits such as increased consumption, developing brand loyalty, stockpiling, and preempting competitive actions. Chang et al. (2020) indicated herd behavior, website features and promotional techniques as mediating factors between impulse buying tendency and impulse buying behavior. Their research showed that consumers spend more time searching for other consumers' evaluations, which may in turn implicate herd behavior. Consumers not only search for information on products, but also obtain evaluations of these products and information disregarding price. It seems that non-price promotions have stimulating features and create an immediate impact on consumer's impulse buying. Thus, we propose:

H3: Non-price promotions have a significant effect on impulse buying.

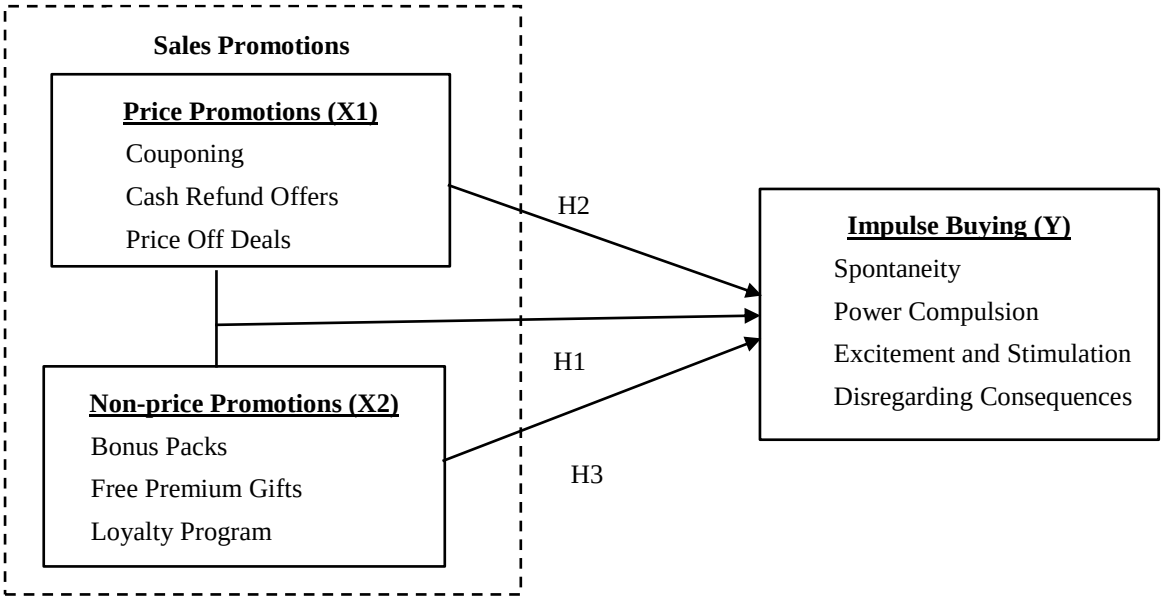
III. Methodology

1. Theoretical Framework

The conceptual research framework describes the relationship of the independent variables in this case, Price Promotions (X1) and Non-price Promotions (X2) to the dependent variable, Impulse Buying (Y). The framework used is as follows:

Figure 1

Theoretical Framework



2. Data Collection and Sampling

The findings would be applied to the entire population, while the samples collected must be adequately representative. Through collecting data and investigating Indonesian shoppers, a questionnaire was built based on references from previous related studies.

Hair et al. (2019) stated that the number of samples was 5-10 times the number of indicators added to latent variables. In this study, the number of research indicators is 26, so the minimum number of samples is five times the number of indicators: i.e., 5 x 26 = 130, with a maximum sample size of 260.

The data was collected via Facebook and emails from April 1, 2022 to April 30, 2022. During the one month of data collection, a sample of 220 questionnaires was collected. The questionnaire was adapted from the research of Felita & Oktivera (2019). All the questionnaire variables used the Likert scale five-point agree-disagree format to manage the data.

3. Questionnaire Pre-testing

Before conducting the survey, the instrument was given to thirty Indonesian students who stated that they had used sales promotions when buying online using Shopee e-commerce. The pilot respondents were interviewed after the completion of the questionnaire. Their comments resulted in the refinement of the instrument in terms of its length, format readability, and clarity.

After the pretest was conducted as a pilot study, the formal questionnaire was used to collect data for this study. The questionnaire was piloted with a reasonable number of respondents closely corresponding to the target population.

Table 1
Cronbach's Alpha Pre-testing

Variable	Number of Items	Cronbach's Alpha
Price Promotions (X1)	9	0.893
Non-price Promotions (X2)	9	0.882
Impulse Buying (Y)	8	0.920

Table 2
KMO and Bartlett's Test Pre-testing

Variable	KMO	Bartlett's Test of Sphericity			
		Approx. Chi-Square	DF	Sig.	Remark
Price Promotions (X1)	.699	163.795	36	<.001	Significant
Non-price Promotions (X2)	.633	195.890	36	<.001	Significant
Impulse Buying (Y)	.671	222.468	28	<.001	Significant

According to Tables 1 and 2, all constructs and items satisfied the checking standard. The pretesting questionnaire could then be applied for the final test.

4. Development of Measurements

The questionnaire was divided into three main parts. The introduction let respondents clarify their provided information. All information was kept confidential and only used for research purposes. The demographic part collected the general information of respondents, such as gender, age, income, occupation status, and basic information about online shopping.

Table 3 shows the measurement items, and the main survey questionnaire contains measures for the variables of price promotions and non-price promotions affecting the impulsive buying behavior of customers. The questionnaire was created based on the literature review and translated from English into Indonesian to make it more understandable for the participants. The measurement of variables in this study used a five-point Likert scale. The researcher predicted that sales promotions significantly affect impulsive buying from Indonesian online shoppers.

Table 3
Measurement Items

No.	Variable	Measurement Items	Item
1.	Price Promotions (Mothersbaugh, Hawkins, & Kleiser, 2020)	1. Attract new customers who do not usually shop at the store	1,4,7
		2. Trigger consumers to buy ahead of their anticipated needs	2,5,8
		3. Anticipates competitors' promotions	3,6,9
2.	Non-price Promotions (Belch and Belch, 2021)	1. Provide marketers with a direct way to provide extra value	1,4,7
		2. Create an effective defense against the promotion of new products from competitors	2,5,8
		3. Generate larger sales orders	3,6,9
3.	Impulse Buying (Rook & Fisher, 1995)	1. Leads to spontaneity or impulsive purchases	1,2
		2. Leads to power compulsion	3,4
		3. Leads to excitement and stimulation	5,6
		4. Leads to disregarding consequences	7,8

IV. Results

1. Descriptive Statistics

In this study, questionnaires containing 33 questions were distributed to 220 respondents. These questionnaires were distributed via Google Forms.

Table 4 shows the descriptive statistical data comprised of the values of the mean and standard deviation of each item in three constructs. These constructs are (1) Price Promotions, (2) Non-price Promotions, and (3) Impulse Buying. At the same time, these constructs are delineated into different measurements as per the conceptual framework.

Table 4
Descriptive Statistics of Questionnaire Constructs

Sales Promotions - Price Promotions				
Construct	**Description**	**Mean**	**SD**	**Perception**
PP1	Coupons encourage me to try new products far more easily.	4.45	.543	Strongly Agree
PP2	I am willing to pile up stock when there is a coupon offering a promotion.	4.38	.514	Strongly Agree
PP3	I tend to make purchases more often if I have the coupons offering a promotion.	4.38	.532	Strongly Agree
PP4	I am interested in trying products that offer a cash refund/cashback.	4.28	.567	Strongly Agree
PP5	I will purchase a product with a cash refund/cashback offers even though the product is already available at my home.	4.31	.579	Strongly Agree
PP6	I feel that the cash refund/cashback offers program effectively attracts consumers.	4.43	.589	Strongly Agree
PP7	I have a favorite product, but I buy products that offer discounts most of the time.	4.04	.572	Agree
PP8	I will be more likely to buy a product if the product's price is discounted.	4.08	.596	Agree
PP9	I'm more and more frequently using apps to see what other products will be discounted.	4.12	.630	Agree
Sales Promotions – Non-price Promotions				
Construct	**Description**	**Mean**	**SD**	**Perception**
NP1	I prefer to buy products that offer bonus packs (e.g., buy one, get one free) because they have extra products.	4.38	.548	Strongly Agree
NP2	I'm interested in buying products that offer bonus packs (e.g., buy one, get one free) compared to other products.	4.22	.541	Strongly Agree
NP3	A bonus pack system (e.g., buy one, get one free) exists so that customers want to buy products in large quantities.	4.54	.568	Strongly Agree
NP4	I am more likely to buy a product if I know that I will win a free premium gift.	4.15	.576	Agree
NP5	I am willing to spend more on purchasing a product to get a premium gift.	4.15	.589	Agree
NP6	If a premium gift promotion requires buying more than one product, I would still like to participate in the promotion	4.15	.587	Agree

(Continued)

Sales Promotions – Non-price Promotions				
Construct	**Description**	**Mean**	**SD**	**Perception**
NP7	I feel like I'm making the right purchase when I buy a product that offers free shipping.	4.43	.557	Strongly Agree
NP8	I have a favorite product, but I often buy a product with free shipping.	4.24	.531	Strongly Agree
NP9	I will be more likely to buy a product if the product offers free shipping.	4.22	.513	Strongly Agree
Impulse Buying				
Construct	**Description**	**Mean**	**SD**	**Perception**
IB1	I have spontaneously bought a product I saw for the first time.	4.25	.644	Strongly Agree
IB2	I do not think it over thoroughly before deciding to buy a product.	4.31	.713	Strongly Agree
IB3	I cannot suppress my urge to buy an interesting product when I see it.	4.40	.592	Strongly Agree
IB4	I feel influenced by the power of promotion, which makes me an active consumer in online shopping.	4.47	.615	Strongly Agree
IB5	I feel enthusiastic about shopping online because it presents a good shopping experience.	4.50	.593	Strongly Agree
IB6	I often don't realize I'm buying things I don't need because discounts or bonuses attract me.	4.26	.550	Strongly Agree
IB7	I will still buy products that I find interesting even though I don't need them.	4.18	.703	Agree
IB8	I will still buy products that I find interesting even though I will regret it.	4.14	.650	Agree

According to the data illustrated above, for the first construct - Sales Promotions - there are two measurements being studied, (1) Price Promotions and (2) Non-price Promotions. The mean values of these attributes average above 4.0 on the 5-point Likert Scale. This shows that consumers tentatively agree on the measurement item. The item that obtained the highest mean value is "A bonus pack system (e.g., buy one, get one free) applies so that customers want to buy in large quantities" and the lowest is "I have a favorite product, but I buy products that offer discounts most of the time." This indicates that consumers are delighted if they are provided with a sales promotion.

The last construct is Impulse Buying. The mean values of these attributes average above 4.0 on the 5-point Likert Scale. This shows that consumers tentatively strongly agree on the measurement item. The item that obtained the highest mean value is "I feel enthusiastic about shopping online because it presents a good shopping experience" and the lowest is "I will still buy products that I find interesting even though I will regret it." This tends to explain how most consumers feel about impulse buying behavior in online shopping. This is also called "left skewed" data. The skewed data was converted by the authors into values between 0 and 1. Variables were standardized and transformed to normal distribution before empirical analysis.

2. Cronbach's Alpha Reliability Coefficient

A reliability test was used to determine the consistency of the measuring instruments and whether those instruments were reliable and consistent if the measurement is repeated. Cronbach's Alpha Reliability Coefficient

was used to calculate the reliability of all measurements. In general, a reliability value less than 0.35 is considered a poor relationship, while 0.35 to 0.7 is considered a moderate relationship, and over 0.7 is considered a good relationship. Table 3 shows the reliability test results of the Cronbach's alpha method. The value of Cronbach's alpha from the question instrument variable X1 is 0.627 and X2 is 0.642, indicating a medium- reliability level. The reliability level of Y and a value of alpha at 0.718 indicates high reliability.

3. Exploratory Factor Analysis (EFA)

EFA is frequently used to discover patterns of multidimensional constructs that are subsequently used to develop measurement scales. Especially when new frameworks or scales are developed, EFA plays a major role in detecting hidden data structures. The researchers often use pre-studies to develop or refine their measurement instruments. However, EFA is often applied in a pre-study to confirm the validity of the scales used. Table 5 shows the item-total statistics of EFA, and any item with a value of less than 0.5 would be removed.

Table 5
Item-Total Statistics

Item	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted	Cronbach's Alpha
PP1	.209	.622	
PP2	.214	.620	
PP3	.207	.622	
PP4	.298	.601	
PP5	.296	.602	0.627
PP6	.294	.602	
PP7	.419	.571	
PP8	.406	.573	
PP9	.412	.570	
NP1	.285	.622	
NP2	.314	.616	
NP3	.258	.629	
NP4	.419	.590	
NP5	.441	.583	0.642
NP6	.440	.584	
NP7	.228	.636	
NP8	.258	.628	
NP9	.231	.634	
IB1	.554	.658	
IB2	.536	.660	
IB3	.330	.705	
IB4	.365	.699	
IB5	.219	.726	0.718
IB6	.226	.723	
IB7	.497	.669	
IB8	.554	.658	

(4) Factor Analysis of Price Promotions

Table 6 provides a Kaiser-Meyer-Olkin measure of sampling adequacy (KMO) value of Price Promotions at 0.686. According to KMO guidelines, the given data set is mediocre-adequate for factor analysis. In addition, Bartlett's test was significant (p-value =0.000), therefore factor analysis is appropriate.

Table 6
KMO and Bartlett's Test for Price Promotions

Variable	KMO	Bartlett's Test of Sphericity			Remark
		Approx. Chi-Square	DF	Sig.	
Price Promotions (X1)	.686	869.649	36	.000	Significant

According to the eigenvalue-greater-than-one rule shown in Table 7, three factors should be retained; moreover, 75.901% of the total variation can be kept by the Factor Analysis model based on the results.

Table 7
Variance Explained for Price Promotions

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.493	27.702	27.702	2.462	27.352	27.352
2	2.337	25.966	53.668	2.260	25.110	52.461
3	2.001	22.232	75.901	2.110	23.439	**75.901**

(5) Factor Analysis of Non-price Promotions

Table 8 provides a Kaiser-Meyer-Olkin measure of sampling adequacy (KMO) value of Non-price Promotions at 0.718. According to KMO guidelines, the given data set is middling-adequate for factor analysis. In addition, Bartlett's test was significant (p-value =0.000); therefore, factor analysis is appropriate.

Table 8
Rotated Component Matrix of Non-price Promotions

Variable	KMO	Bartlett's Test of Sphericity			Remark
		Approx. Chi-Square	DF	Sig.	
Non-price Promotions (X2)	.718	1233.852	36	.000	Significant

According to the eigenvalue-greater-than-one rule shown in Table 9, three factors should be retained; moreover, 81.628% of the total variation can be kept by the Factor Analysis model based on the results.

Table 9
Total Variance Explained Non-price Promotions

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.679	29.765	29.765	2.661	29.563	29.563
2	2.554	28.375	58.139	2.440	27.108	56.671
3	2.114	23.489	81.628	2.246	24.957	**81.628**

(6) Factor Analysis of Impulse Buying

Table 10 provided a Kaiser-Meyer-Olkin measure of sampling adequacy (KMO) value of employee construct at 0.664. According to the KMO guidelines, the given data set is mediocre-adequate for factor analysis. In addition, Bartlett's test was significant (p-value =0.000); therefore, factor analysis is appropriate.

Table 10
Rotated Component Matrix of Impulse Buying

Variable	KMO	Bartlett's Test of Sphericity			Remark
		Approx. Chi-Square	DF	Sig.	
Impulse Buying (Y)	.664	483.194	28	.000	Significant

According to the eigenvalue-greater-than-one rule shown in Table 11, three factors should be retained; moreover, 70.962% of the total variation can be kept by the Factor Analysis model based on the results.

Table 11
Total Variance Explained Non-price Promotions

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.801	35.018	35.018	2.522	31.526	31.526
2	1.535	19.193	54.211	1.603	20.043	51.569
3	1.340	16.751	70.962	1.551	19.392	**70.962**

4. Correlation

Table 12 shows that Price Promotions and Non-price Promotions have a moderate and positive correlation (r = 0.446; p-value = 0.000). Price Promotions and Impulse Buying have a moderate and positive correlation (r = 0.408; p-value = 0.000). Furthermore, Non-price Promotions and Impulse Buying have a moderate and positive correlation (r = 0.600; p-value = 0.000).

Table 12
Correlation Analysis

		Price Promotions	Non-price Promotions	Impulse Buying
Price Promotions	Pearson Correlation	1	.446**	.408**
	Sig. (2-tailed)		.000	.000
	N	220	220	220
Non-price Promotions	Pearson Correlation	.446**	1	.600**
	Sig. (2-tailed)	.000		.000
	N	220	220	220
Impulse Buying	Pearson Correlation	.408**	.600**	1
	Sig. (2-tailed)	.000	.000	
	N	220	220	220

**. Correlation is significant at the 0.01 level (2-tailed).

5. Regression Analysis & Results of Hypothesis Testing

The statistical analysis of the collected data showed that all the loadings of the final construct are all greater than 0.6 and thus respect the reliability rules of the measurement model. The final model is a good model. It means that the questions retained in this last model (the measurement variables) explain more than 70% of the factor group (the latent construct). Thus, a significant representation power exists for this factor group. This explains why the questions were retained.

Figure 2

Sales Promotions towards Impulse Buying

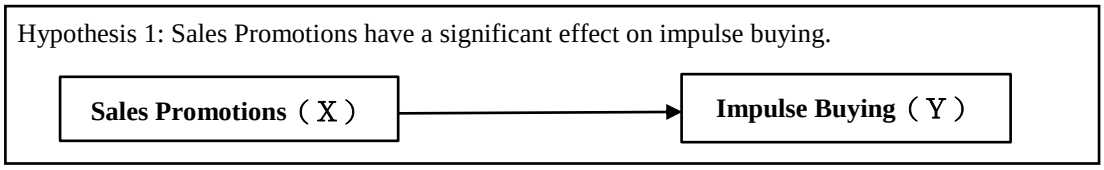


Table 13 shows that Adjusted R is 0.379, indicating that when Sales Promotions are used accordingly to estimate impulse buying, the explanatory power has achieved 37.9%, while the other 62.1% is influenced by variables not included in this research model. R = 0.62 explains moderate predictability from Sales Promotions to Impulse Buying. The p-value = 0.000 < 0.05 achieves a level of significance level. Therefore, it is concluded that Hypothesis 1 has been supported.

Table 13

Model Summary of Sales Promotions towards Impulse Buying

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.620a	.384	.379	.29001	1.698

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	11.389	2	5.695	67.705	**.000**
	Residual	18.252	217	.084		
	Total	29.641	219			

a. Dependent Variable: Impulse Buying

b. Predictors: (Constant), Price Promotions, Non-price Promotions

Regression analysis is applied to execute hypothesis testing and explain the relationship between the independent variables (Price Promotions and Non-price Promotions) and the dependent variable (Impulse Buying). Based on Table 14, the p-value of Price Promotions (0.004<0.05) and Non-price Promotions (0.000<0.05) shows a significant effect the Impulse Buying. The variable of Non-price Promotions (β = 0.522) has a stronger impact on Impulse Buying.

The equation of Impulse Buying is:

Impulse Buying = 0.454 + 0.226*Price Promotions + 0.677*Non-price Promotions

Table 14

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	Collinearity Statistics	
		B	Std. Error				Tolerance	VIF
1	(Constant)	.454	.347		1.308	.192		
	Price Promotions	.226	.077	.175	2.942	.004	.801	1.248
	Non-price Promotions	.677	.077	.522	8.765	.000	.801	1.248

Figure 3

Price Promotions towards Impulse Buying

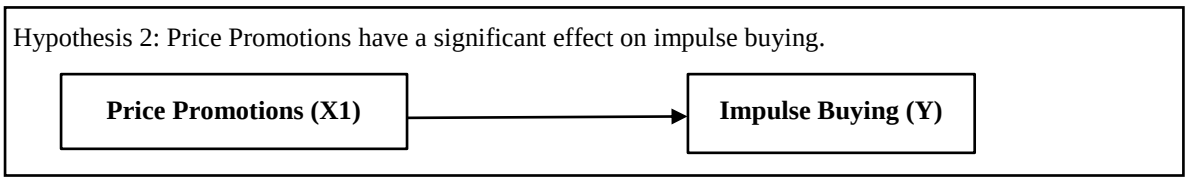


Table 14 shows the regression coefficients rate of Price Promotions towards Impulse Buying. The beta of Price Promotions is equal to 0.175. t = 2.942, VIF = 1.248, and p= 0.004<0.05; such as, it achieves a significant level. Therefore, it is concluded that Hypothesis 2 has been supported.

Figure 4

Non-price Promotions towards Impulse Buying

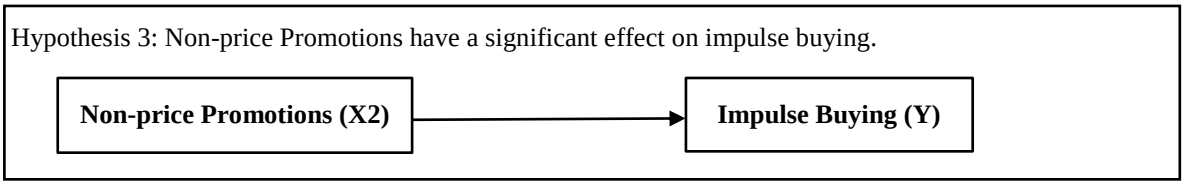


Table 14 shows the regression coefficient rate of Non-price Promotions towards Impulse Buying. The beta of Non-price Promotions is equal to 0.522. t = 8.765, VIF = 1.248, and p= 0.000<0.05; as such, it achieves a significant level. Therefore, it is concluded that Hypothesis 3 has been supported.

V. Discussion

This study aims to investigate how Shopee Indonesia sales promotions have influenced consumers' impulse buying behavior. The questionnaire was published electronically, i.e., on Facebook, for the duration of one month and 220 samples were received. The hypotheses above have been accepted after the analysis. Regression Analysis was applied to analyze the relationship between variables (price promotions, non-price promotions, and impulse buying).

This study found that in multiple comparisons of Shopee Indonesia, Games-Howel has shown that there is a big difference between the young age group (under 18 years old and 18-27 years old) and the middle age group (28-37 years old and 38-47 years old) with the old age group (48-57 years old and over 57 years old). The mean impulse buying behavior of the young age group (under 18 years old and 18-27 years old) is significantly stronger. The key causes are that internet purchasing and impulsive buying are more popular among the younger generation. The mean difference between gender groups is also demonstrated to be significant (0.000<0.05). The mean impulse buying behavior of female customers is significantly stronger than that of male customers.

Table 15

Results of Hypothesis Testing

Hypothesis	Statement	Result
H1	Sales Promotions have a significant effect on Impulse Buying	Supported
H2	Price Promotions have a significant effect on Impulse Buying	Supported
H3	Non-price Promotions have a significant effect on Impulse Buying	Supported

Table 15 summarizes the empirical results of hypothesis testing in this paper. Hypothesis 1: The results of the analysis have revealed that sales promotions have a significant effect on impulsive buying behavior (p-value

= 0.000). Meanwhile, sales promotions are not only a supplement to consumers, but their character has a certain degree of influence to provoke consumers to buy, and that this provocation could occur continuously. From this research, it has also been discovered that there is good reason to use the labels “Flash Sale” or “Free Shipping”. Repeat purchases have occurred more frequently when promotions show value to consumers. This in turn creates more re-purchasing and impulsive buying.

Hypothesis 2: The result of the analysis has defined that sales promotions have a significant effect on impulsive buying behavior (p-value = 0.04), demonstrating that Hypothesis 2 is supported by the data. Furthermore, it can be concluded that price discounts have a positive effect on impulsive buying behavior; this reaffirms the findings of previous studies which posit that price promotions can induce consumer buying behavior, resulting in increased sales (Putri, Salim, Kumbara, & Elfiswandi, 2020).

Hypothesis 3: The result of the analysis has defined that sales promotions significantly affect impulsive buying behavior (p-value = 0.00), demonstrating that Hypothesis 3 is supported by the data. Variable Non-price Promotions ($\beta = 0.522$) have a stronger impact on Impulse Buying compared with Price Promotions ($\beta = 0.175$). Furthermore, among the three tools of non-price promotions appearing in this study, bonus packs are the factor that have the strongest effect on impulse buying behavior. However, this was inconsistent with a previous study in India which found that monetary promotions were preferred over freebie promotions (Banerjee, 2009). This may be caused by locality and cultural differences.

In several ways, price promotions can train customers to believe that the prices are not “real”. Customers then tend to “wait for the discount” and are less likely to buy products at full price. Consumers become conditioned to make purchases only during sales. Moreover, when they do buy, they buy in bulk and store the surplus, so they have enough supply to last until the next sale. This will also harm the reputation of the brand. If a brand is known just for its low prices, its ability to provide high-quality goods or services may suffer.

Companies can begin to shift away from price-related promotions and toward non-price-related ones that provide added value, such as offers like “receive a free cleaning kit with the purchase of a pair of shoes.” During the recession, when other manufacturers offered large discounts to consumers, Hyundai did something different. Their Assurance program, which includes a transferable new vehicle warranty, gives customers confidence to buy a new car because Hyundai allows new-car buyers and lessees who lose their job involuntarily within the first year of purchase to return the vehicle with no further financial obligation.

This paper applies the concept of impulse buying in physical stores as its theoretical foundation, though the true research target is e-commerce Shopee in Indonesia, which does not have any physical store. Impulse buying as a phenomenon may be stronger in physical stores than in online shopping. Only slow browsing in physical stores could be inspired or attracted by seeing and touching a certain product. However, it is impossible to achieve this effect by looking at products page-by-page on e-commerce sites/apps. Physical stores also have a value-added service that e-commerce cannot provide: contact with actual people. Good services and the lobbying skills of physical store associates are more likely to lead to impulse buying. These human-to-human interactions cannot be replaced by technology. However, the aforementioned empirical results nevertheless supported that price or non-price sales promotions in Shopee Indonesia have a significant effect on impulse buying. It seems that all kinds of online sales promotions still could trigger impulse buying and be no less effective than in physical stores.

VI. Managerial Implications

Every consumer has a unique personality, especially when it comes to purchasing decisions. With the growing number of sales promotions, it is important to determine the perception of consumer buying behaviors, particularly

that of impulsive purchasing. According to the data analysis of Shopee Indonesia, consumers responded well to the numerous promotional methods presented by marketers. They assume that the prices of all items are lower than usual during sales campaigns, and they believe they are receiving good value. The more favorable the attitude towards promotional tools, the more likely consumers will perform impulsive buying during a sales promotion.

Although this study focuses on Shopee Indonesia, the findings of this study still have various implications for marketers, consumers, and future research. Marketers may have a better insight into their customers' purchasing behavior toward sales promotions online, allowing them to better forecast the demands and needs of potential customers. Marketers should focus on sales promotion activities to catch the attention of customers, as both price and non-price sales promotions can encourage unplanned purchases and enhance impulse buying. The majority of consumers may participate in promotional impulse buying to engage themselves in sensory and pleasant purchasing experiences. Marketers can target their sales promotion activities and select price or non-price sales promotions that provide hedonic benefits, such as coupons, cash refund offers, price-off deals, bonus packs, free premium gifts, and loyalty programs. The findings of this research assist marketers in better understanding consumer behavior online. It will help them utilize the most appropriate and successful promoting method to attract customers. This is critical since a precise marketing strategy allows an organization to reduce costs and increase profits.

This study was also useful to academicians where the current study could serve as a reference and may provide some guidelines for researchers who wish to study the same topic. The aforementioned findings proved that sales promotions have a direct influence on impulse buying behavior in Shopee Indonesia. Furthermore, non-price promotions have a stronger impact on impulse buying than sales promotions. These empirical results can also be applied to research on online shopping behavior in other industries or countries and still have a little bit of academic reference value.

VII. Research Limitations and Directions for Future Research

1. Limitations

The purpose of the study was to explore the influence of sales promotions on impulse buying in the e-commerce business of Shopee in Indonesia. The results were quite significant; nonetheless, there remain some limitations. The sample size of this study is quite small at 220 respondents; thus, it is hardly representative of the overall population of Indonesia. The survey was conducted as a convenience sample, wherein many of the respondents were students online using Google Forms. As such, most of the respondents were young people aged from 18 to 37, with only 10 respondents aged from 38 to 57, rendering it difficult to understand widespread behavior of the population at large. Moreover, the study does not consider many other factors (apps interface, lifestyle, self-esteem, emotional state, etc.) and the types of products or services customers are buying such factors could potentially influence sales promotions and impulse buying behavior.

The price/non-price promotion activities may vary by product categories and prices range. The level of impulse buying certainly depends on consumer involvement. Generally, most products that are the result of impulsive buying are consumer goods and daily necessities, whereas durable goods or special purchases with a higher degree of consumer involvement are less likely to be impulsive purchases, especially when it comes to online shopping. Products with a high degree of consumer involvement are less likely to offer online promotions. There are seldom promotions on products such diamonds, gold jewelry, precious metals, or expensive cars when sold online. As this study focuses on Shopee Indonesia, it is presumed that consumer involvement in online shopping seldom differs between categories of consumer goods, and as such the impulsive buying of durable

goods or special items is not discussed.

2. Suggestions for Further Studies

Studies about impulse buying on online shopping in Indonesia are very rare. Much added research must be undertaken so as to better understand Indonesian customers' online buying habits. This research only uses sales promotions as its independent variable to quantify impulsive buying and focuses on Shopee Indonesia, though other variables and e-commerce platforms should be considered. Future studies can employ several e-commerce platforms to round out the research, and customer retention can also be measured before analyzing impulsive buying behavior.

To reduce error and generalize results to a larger population, future studies are advised to broaden the sample size range, particularly the age of respondents. Researchers are encouraged to use the interview approach, particularly at the time/place transactions are made. It will allow the researchers to explain the context clearly and directly to the consumers, allowing those researchers to readily grasp and collect reliable information based on the respondents' fresh memories. Furthermore, the survey may be narrowed down by product or service category to provide more focused insights.

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