Impulsive Buying of Fashion Goods on Digital Marketplace among Z-Generation in Batam City: a Multi Method Analysis Approach

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ABSTRACT

This study aims to determine factors such as ideal self-congruence, fashion consciousness, positive emotion, materialism, product attributes, online platform quality, and online sales promotion that affect impulsive buying behavior among Z-Generation in Batam. This study uses quantitative and qualitative method. Sampling method used is convenience sampling for quantitative and disproportionate stratified sampling for qualitative data. A total of 400 questionnaire respondents and 20 interviews which target specifically had an experience of buying fashion products through online platforms, generation Z, and live in Batam. Data analysis using regression analysis by SPSS Statistics 26. The result shows that fashion consciousness, materialism, product attributes, and online sales promotion have a significant effect on impulsive buying. This study provides a different demography compared to previous research, as people from different ages, places, and culture may behave in a different way considering their lifestyle. These can provide insight into what should attract impulsive buying behavior towards Z-Generation consumers in Batam.

Keywords: *Impulsive Buying, Digital Marketplace, Fashion Goods, Generation Z*

Introduction

In the era of globalization, the internet has become core technology that enables the process of many business processes in the retail business sector. Along with rapid growth of Information and Communication Technology (ICT), internet has become a crucial part of society's livelihood [1], [2]. Globalization has transformed the current business practices from physical and traditional to digital business [3], [4]. In this type of new economy, people were pushed to adopt e-commerce. E-Commerce covers the process of puchasing, selling or exchanging product or services via computer networks. The e-commerce technology can offers many potential advantages for improving or starting businesses [5], [6].

Data from the Opus Creative Economy Outlook 2019 released by Bekraf shows that the fashion sub-sector contributed 18.01% to GDP, had 1,230,988 entrepreneurs, and 4,130,000 workers. Fashion industry in Indonesia is growing, many people on each part of the country started to follow on a fashion lifestyle. Even more so that the products can be easily accessed through digital marketplace via internet. Therefore, retailers need to improve their strategy not only to retain but also attracts new consumers in order to survive in the competition. Retailers realised the potential of a systematic process that enabled consumers to buy a product faster in fast decision making state by the form of impulsive buying [7]–[9].

Based from (Hashmi et al., 2019), 40% of the online purchases are spontaneous and impulsive. This lead to retailers and vendors target impulsive buyers. Shopee, Tokopedia, Blibli, Lazada, and others are the names of the digital platforms available in Indonesia. Sales promotion is a marketing strategy where a business uses temporary campaign to spark interest or demand [10], [11]. One of shopee feature called Flash Sale provide consumers whole lot of big discounts in a short-term limited time.

Generation Z is a generation perceived as being familiar with digital technology and social media from very young age [12]–[15]. They are the generation born between 1995 and early 2010s. This generation spending almost 11 hours on digital platform across all devices daily, it makes them vulnerable to be very likely exposed with digital advertisement. These type of character are potentially attractive to study its impulsive buying behavior. Living alongside communication technology that offers easier and faster solution on every activity makes them satisty their needs with greater speed. Therefore, the author performs this study to identify factors that trigger z-generation's impulsive buying behaviour when purchasing fashion goods on digital marketplace in Batam

Literature Review

Digital Marketplace
Businesses embracing concept of Internet and technology have created a wide range of potential activities such as the digital marketplace. Time and space can limit the operation of conventional marketplace. Meanwhile

with digital marketplace, businesses and marketing agent can operate globally, transactions no longer limited to particular place or time but can be done anytime from anywhere. This saves a lot of time and effort for consumers as it enables them to access the product digitally and makes purchasing easier done. Shopee, Tokopedia, Blibli, Lazada, Bukalapak, and others are the platforms available in Indonesia [16]–[18].

Fashion Involvement
Involvement is the association generated by a stimulus or situation that can be shown through appearance. Fashion involvement refers to a highly motivation or interest in fashion product category such as accessories and clothing. Shopping is an action or activity of purchasing goods that is often done by people to maintain their appearance and is related to fashion. Fashion represents one's gender identity, occupation, beliefs, and essence. It can send a message through small window about how you view yourself and how you want to be seen. Fashion involvement very likely correlates with impulsive buying behaviour in a way that consumers will buy fashion goods impulsively following the latest trends [19]–[21].

Impulsive Buying & Online Impulsive Buying
Impulsive buying is "a sudden, often powerful and persistent urge to buy something immediately". The definition can be extended as "a sudden and immediate purchase with no pre-shopping intentions either to buy the specific product category or to fulfil a specific buying task" . In recent years, the advancement of information and communication technology lead to the big growth of e-commerce, which increase specifically impulsive behavior through the online platform. With all these IT-facilitated features, consumers are experiencing a much smoother buying decision process and very likely to influence their online shopping behavior to take a great turn into more of impulsive purchases [22]–[24].

Z-Generation
The young consumers of generation Z are defined as those who are born between 1995 and 2010. As opposed to Generation Y, this segment grew up with mobile devices and Internet access. Generation-Z have 24/7 access to the internet and therefore have a high understanding of internet technology, thriving, and engaging with online communities. Absorbing digital information has become second nature to Gen Z and sometimes also accessing the internet for entertainment purpose. Speed is a great concern for Gen Z, they tend to desire information or services on a higher speed as a result of living in an era where every activities becoming more effortless with advance technology [25]–[27].
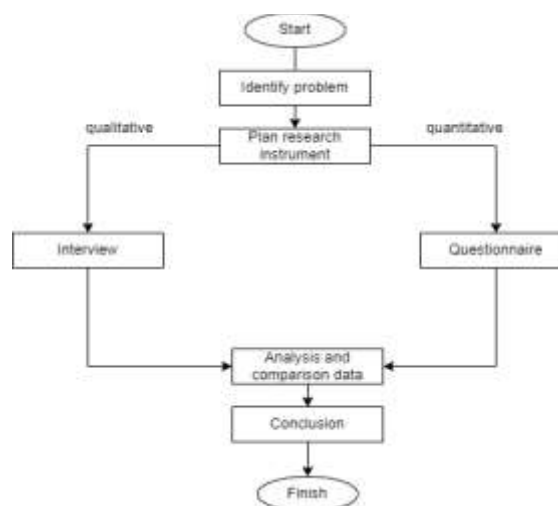
Research Methods

Figure 1. Research Flow

This research is a multi method approach by using quantitative and qualitative method. Primary data are collected through questionnaires and interviews. The sampling method used in obtaining questionnaire data is convenience sampling which means collecting data from a conveniently available pool of respondents.

Meanwhile, sampling method used in interview data is disproportionate stratified sampling. Total of 20 interviews were conducted, consist of ten men and ten women. The target sample characteristic in this study, they should have experience of buying fashion products through online platforms, born year range between 1995-2010 (generation Z), and currently living in Batam city. According to BPS, there are 1.196.396 Batam citizens by 2020, whereas 27,12 % of total population is dominated by z-generation. The number of sample size recommended using slovin's formula with 95% confidence level, and 5% error margin within 324.462 of z-generation population in Batam is 384 people. Therefore, the author decides to use 400 samples for quantitative research to prevent possible errors and increase accuracy. Processed questionnaire data discovered 33 outliers out of 400. Analysis of data processed using SPSS statistics Version 26.
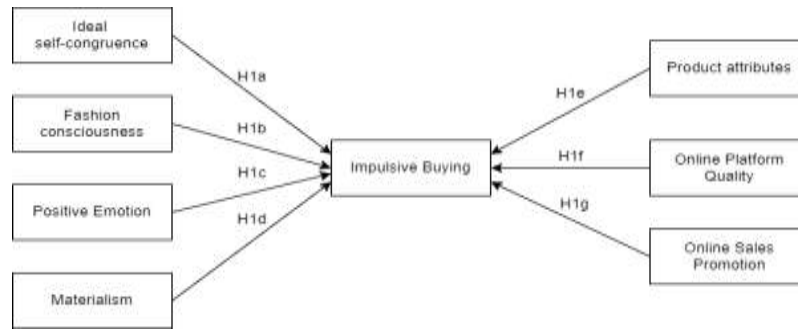

Figure 2. Research model

This research model consists of independent and dependent variable. Dependent variable is impulsive buying. There are seven in total independent variable which is ideal self-congruence, fashion consciousness, positive emotion, materialism, product attributes, online platform quality, and online sales promotion. Therefore, this research has seven hypotheses as follows:

H1a: Ideal self-congruence has significant effect on impulsive buying.
H1b: Fashion consciousness has significant effect on impulsive buying.
H1c: Positive emotion has significant effect on impulsive buying.
H1d: Materialism has significant effect on impulsive buying.
H1e: Product attributes has significant effect on impulsive buying.
H1f: Online platform quality has significant effect on impulsive buying.
H1g: Online sales promotion has significant effect on impulsive buying.

Results and Discussion

4.1 Demographic Profile

Table 1. Respondents profile

Category	Frequency	Percentage
Gender		
Female	244	61.0%
Male	156	39.0%
Age		
20 – 23	312	78.0%
24 – 27	41	10.3%
Below 20	47	11.8%
Daily Internet Usage		
4 - 6 hours	143	35.8%
Below 4 hours	16	4.0%
Over 6 hours	241	60.3%
Favourite Platform		

Instagram	4	1.0%
Lazada	7	1.8%
OLX	1	0.3%
Shopee	280	70.0%
Tiktokshop	2	0.5%
Tokopedia	106	26.5%
Frequency of Purchase		
1 time	145	36.3%
2 - 5 times	207	51.8%
6 - 10 times	37	9.3%
more than 10 times	11	2.8%

4.2 Research Instrument Test

Validity Test

From the processed questionnaire data of each variable, calculation revealed that r-count value > 0.113 (r-table) with Sig. value < 0.05. The research questionnaire is declared valid. Processed interview data revealed r-count value > 0.444 (r-table) with Sig. value < 0.05. The research interview is declared valid.

Reliability Test

Reliability test aims to check the instrument's confidence index from variables. A variable is concluded as reliable if cronbach's alpha value > 0.60. The result revealed that each variable has cronbach's alpha value greater than 0.60. Therefore, it is concluded that all variables are reliable.

4.3 Classic Assumption Test

Normality Test

P-Plot normality test can be seen by doing Kolmogorov-Smirnov non-parametric tests which show normally distributed data Asymp value Sig.(2-tailed)>0.05. Therefore, this data is concluded as normally distribute.

Multicollinearity Test

A good regression model indicated by no correlation between the independent variables. There is no multicollinearity between independent variables by both research instruments as each value of tolerance and VIF are greater than 0.10 and less than 10.

Heteroscedasticity Test

This test aims to test whether in the regression model there is an inequality of variance or residuals from one to another observation. Results of using Glejser test each variable obtained Sig. > 0.05 means no heterocedasticity.

Table 2. Heteroscedasticity Test

		Questionnaire		Interview	
Model	Criteria	Sig.	Results	Sig.	Results
ISC_avg	> 0.05	.063	No Heteroscedasticity	.634	No Heteroscedasticity
FC_avg	> 0.05	.000	Heteroscedasticity	.006	Heteroscedasticity
PE_avg	> 0.05	.764	No Heteroscedasticity	.629	No Heteroscedasticity
MM_avg	> 0.05	.004	Heteroscedasticity	.027	Heteroscedasticity
PA_avg	> 0.05	.018	Heteroscedasticity	.493	No Heteroscedasticity

OPQ_avg	> 0.05	.180	No Heteroscedasticity	.143	No Heteroscedasticity
OSP_avg	> 0.05	.000	Heteroscedasticity	.102	No Heteroscedasticity

Based on data above, it can be concluded that some of the variables occur heteroscedasticity. Fashion consciousness and materialism occur heterocedasticity according to both research. Meanwhile ideal self-congruence, positive emotion, and online platform quality heteroscedasticity do not occur.

Autocorrelation Test

Autocorrelation determined using Durbin-Watson test (DW test). It is necessary to look at DW table with number of independent variable (k=7) and the amount of data (n=367) so that dL 1.712 and dU 1.793 are obtained. As for interview (n=20) obtained dL value 0.5945 and dU 2.3394.

Table 3. Durbin Watson (DW)

Model	Durbin-Watson (Questionnaire)	Durbin-Watson (Interview)
1	1.829	2.717

The questionnaire data calculation results revealed that the resulting d value 1.829 is between dU and 4-dU or 1.793 > d > 2.207 which in an area where there is no positive and negative autocorrelation. Therefore, classic assumption test of no autocorrelation is fulfilled. So does interview which obtained durbin-watson value > dU means there is no autocorrelation.

4.4 Hypothesis Testing

Test Results T

Table 4. Hypothesis Testing

Hypothesis	Questionnaire		Interview	
	Sig.	Results	Sig.	Results
H1a Ideal Self-Congruence	.063	Failed to Reject	.634	Failed to Reject
H1b Fashion Consciousness	.000	Rejected	.006	Rejected
H1c Positive Emotion	.764	Failed to Reject	.629	Failed to Reject
H1d Materialism	.004	Rejected	.027	Rejected
H1e Product Attributes	.018	Rejected	.493	Failed to Reject
H1f Online Platform Quality	.180	Failed to Reject	.143	Failed to Reject
H1g Online Sales Promotion	.000	Rejected	.102	Failed to Reject

From table above, H1a significant level at 0.063 which is greater than 0.05. The null hypothesis was failed to reject. This implies that ideal self-congruence has no significant effect on impulsive buying. H1b significant level at 0.000 which is less than 0.05. The null hypothesis was rejected. This implies that fashion consciousness has a significant effect on impulsive buying. And so on the same method used to determine whether variables have significant effect on impulsive buying or not. In conclusion, ideal self-congruence, positive emotion, and online platform quality have no significant effect on impulsive buying. Fashion consciousness, materialism, product attributes, and online sales promotion have a significant effect on impulsive buying.

Meanwhile, interview data shows that among all hypotheses, only two, which is H1b fashion consciousness and H1d materialism have rejected the null hypothesis. Thus, we can conclude that there are four independents that have significant effect on impulsive buying which are fashion consciousness, materialism, product attributes, and online sales promotion. Among these results, fashion consciousness and materialism are also supported by qualitative analysis that produces the same significant result with sig. value less than 0.05.

Coefficient of Determination

Table 5. R Square

| | | | | | **Model Summary**[b] | | | |
| | | | Questionnaire | | | | Interview | |
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.784[a]	.615	.607	.37779	.938[a]	.879	.809	.43634

Based on the calculation above, value of adjuster R square for questionnaire is .607 and interview is .809. This can be interpreted as the independent variable can influence the dependent variable of 60.7% and 80.9% while the remaining are other factors do not contain in the model.

F Test Results

Based on the table, the F values from both research are 81.873 and 12.504 with sig. 0.000 which is less than 0.05. H0 is rejected implying that all independent variables have a jointly significant effect on the impulsive buying variable.

4.5 Multiple Linear Regression Analysis

Table 6. Multiple Linear Regression Questionnaire

Coefficients[a]

| Model | | Unstandardized Coefficients | | Standardized Coefficients | | |
		B	Std. Error	Beta	t	Sig.
1	(Constant)	-.311	.210		-1.481	.140
	ISC_avg	.085	.046	.084	1.862	.063
	FC_avg	.281	.053	.273	5.252	.000
	PE_avg	.012	.040	.014	.300	.764
	MM_avg	.067	.023	.103	2.916	.004
	PA_avg	.161	.068	.125	2.384	.018
	OPQ_avg	.081	.060	.069	1.342	.180
	OSP_avg	.389	.054	.345	7.254	.000

Multiple linear regression equation as follows:

$$Y = a + B_1 X_1 + B_2 X_2 + e \quad (1)$$

$Y = -0.311 + 0.085X_1 + 0.281X_2 + 0.012X_3 + 0.067X_4 + 0.161X_5 + 0.081X_6 + 0.389X_7$ (2)

Constant value of -0.311 means if each variable is in constant zero, then impulsive buying will decrease by 0.311. If there is an increase in fashion consciousness, materialism, product attributes, or online sales promotion separately by one unit, impulsive buying will increase by 0.281, 0.067, 0.161, or 0.389 assuming other independent with a fixed value. After sorting the Beta value, the largest level of influence towards impulsive buying rank from online sales promotion (0.389), fashion consciousness (0.281), product attributes (0.161), and lastly materialism (0.067). We can therefore conclude that online sales promotion has the largest effect towards impulsive buying behavior among Z-generation in Batam.

Conclusion

The result of this study shows that among seven independent variables, four independents which are fashion consciousness, materialism, product attributes, and online sales promotion have successfully rejected the null hypothesis and therefore have a significant effect on impulsive buying among Z-Generation in Batam. This is the conclusion of quantitative analysis supported by qualitative that shows the variables rejected null hypothesis with Sig. level less than 0.05. The highest influence is online sales promotion, followed by fashion consciousness, product attributes, and the lowest is materialism. Based on the value of adjusted R square, it

can be interpreted as the independent variable can explain the dependent variable of 60.7% while the remaining are other factors do not contain in the model.

Online sales promotion was revealed to be having the largest influence towards impulsive buying behavior of fashion goods on generation z in Batam. Previous research by (Sritanakorn et al., 2021) also revealed that this variable has a significant effect on impulsive buying. External marketing cues such as sales promotion could encourage impulse puchases. The price-based promotion seemed to be driving consumers to visit the e-commerce site offering promoted items, and subsequently entice the consumer to make the purchase (Wiranata & Hananto, 2020). Batam citizens, especially generation z tend to make more purchases if the shop provided them with sales promotion. Some people only make purchases of fashion products that have a sales promotion. On the interview, some answered that sales promotion had provide them with a higher chance to make impulsive purchase of any fashion products considering the cheaper price and limited promotion time. Fashion consciousness is the second largest influence towards impulsive buying behavior on generation Z in Batam. The majority of generation Z in Batam have updated their fashion according to the latest trend, or at least knew about the trend from social media. This knowledge helped them choose their style and want to buy even more fashion similar to what was seen on the pages. Product attributes revealed to have an effect towards impulsive buying. The combination between product quality and reasonable price impacts generation Z decision to make a purchase. If the fashion product quality is proper with the price, then consumers would not feel hesitant to checkout on online platform. Results of the study also show that materialism has significantly influenced impulsive buying behavior on generation Z in Batam. Materialism is a value that emphasizes material wealth as the center of life, source of happiness, and criterion for success in life. Many studies have shown that materialism correlates positively with impulsive buying (Li et al., 2019). Some of the generation Z in Batam do engage in materialism as their way of expressing a better fashion style. This study provides a different demography compared to previous research, as people from different ages, places, and culture may behave in a different way considering their lifestyle. These can provide insight into what should attract impulsive buying behavior towards Z-Generation consumers in Batam.

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