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Influencer Contributions, Hedonic Browsing and Visual Appeal Against Impulsive Buying Online Shopping Customers

Selvi Mai Hetti[1], Dedi Iskandar[2], Ruri Aditya Sari[3]
[1,2]Business Administration Study Program, Politeknik Lembaga Pendidikan dan Pengembanan Profesi Indonesia, Indonesia, [3]Digital Business Study Program, Polytechnic LP3I Medan, Indonesia

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ABSTRACT
This research aims to measure the contribution and influence of influencers, hedonic browsing, and visual appeal on impulsive buying behavior among online shopping customers. Tight competition in e-commerce in Indonesia, especially on platforms such as Shopee and Instagram, encourages various marketing strategies to increase sales. One strategy is to use influencers who can influence consumers' impulse purchasing decisions. This research uses quantitative methods by collecting data through questionnaires distributed to 65 respondents who are Shopee and Instagram users. The data analysis technique used is Partial Least Squares Structural Equation Modeling (PLS-SEM) with the help of SmartPLS 3 software. The research results show that influencers contribute 20.5% to impulsive buying, hedonic browsing contributes 57.5%, and visual appeal contributes 79%. % of hedonic browsing. These findings provide important implications for retailers in determining effective marketing strategies to encourage impulse buying behavior, with an emphasis on the use of influencers and increasing the visual appeal of online shopping platforms. This research also provides insight into the development of marketing science, especially in the context of e-commerce.

Corresponding Author:
Selvi Mai Hetti
Business Administration Study Program, Politeknik Lembaga Pendidikan dan Pengembanan Profesi Indonesia, Indonesia
selvimaihetti@plb.ac.id

INTRODUCTION

Online business through e-commerce platforms in Indonesia such as Shopee, Bukalapak, Tokopedia, Instagram, and others has intensified business competition. Moreover, offline retailers complementing their channels by selling online further increase the competition. According to data from Hootsuite and We Are Social, the number of internet users in Indonesia has reached 196.71 million people (APJII, 2019). Additionally, 88.1% of these internet users utilize e-commerce for purchasing products (Masitoh et al., 2023). Based on a survey by iPrice in the third quarter of 2021, among other e-commerce platforms, Shopee is one of the platforms with the largest number of website visitors, totaling 134.38 million visitors, with 33.27 million daily active visitors (Rochman, 2022).

Many retailers compete for revenue by employing various strategies to increase their sales, with the aim of boosting their income. The marketing efforts carried out by marketers can influence consumers to make purchases. Various marketing efforts are made by

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marketers, focusing on both rational and impulsive purchases. Impulsive buying is characterized by the sudden urge to make quick decisions and the sudden desire to own a product (Chasanah & Mathori, 2021).

Impulsive buying is marked by the urge to make quick decisions and the sudden desire to own a product (Badgaiyan & Verma, 2015; Zheng et al., 2019). According to Rinata et al. (Rinata et al., 2023) and Wiranata & Hananto (Wiranata, A. T., & Hananto, 2020), sales promotions are conducted to encourage immediate purchases and trial of products within a certain period, triggering impulsive behavior. Online shopping activities always involve browsing, where consumers search for information or engage in recreational activities on online platforms. Hedonic browsing emphasizes pleasure, enjoyment, and entertainment, regardless of whether the consumer buys the product or not. Visual appeal encompasses fonts, graphics, and other visual elements designed to enhance the overall presentation of the website. This visual appeal is based on the aesthetics of the website, represented by various elements such as color, language, animation, and layout (Yang et al., 2021). Attractive aesthetics of a website can reflect the level of satisfaction, pleasure, and entertainment perceived by consumers (Eric et al., 2022).

Several factors influencing impulsive buying include promotion, visual appeal, and hedonic browsing (Zheng et al., 2019). Online shopping activities involve browsing, which is the consumer's activity of seeking information or recreational means in online stores (Zayusman & Septrizola, 2019). Visual appeal relates to fonts, graphics, and other visual elements intended to enhance the web presentation. An influencer is someone or a figure on social media with a significantly large number of followers who can influence others. The use of influencers in helping online product marketing is widely used to increase brand awareness as well as sales with a specific target market. Impulsive buying is crucial for companies because encouraging consumer impulse buying is expected to increase sales, enabling companies to compete amid fierce competition. Impulsive buying has received little attention, although focusing on factors that drive impulsive buying can help companies increase sales. This study aims to determine the contribution and impact of the use of influencers, hedonic browsing, and visual appeal in driving impulsive buying. Through this research, insights will be provided for marketing education, offering information on factors that can drive impulsive buying. This will also help retailers determine marketing strategies according to their budget

METHODS

This study uses a quantitative method, with data collection conducted through the distribution of questionnaires. The sampling technique used is purposive sampling, with the criteria being customers of Shopee and Instagram. The collected data is analyzed using PLS-SEM with the SmartPLS 3 software.

Data Collection

Data collection was carried out by distributing questionnaires to 100 respondents located in Langsa city. The selection of Shopee and Instagram was based on the belief that they represent the phenomenon of impulsive buying, supported by data indicating that in the fourth quarter of 2021, Shopee and Instagram had the highest number of users.

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Population and Sample

The population of this study consists of people who use Shopee and Instagram for online shopping. The determination of the number of respondents was made by multiplying the number of indicators for each variable by the Likert scale level (5 scales). The calculation of the sample size for these variables is as follows: Influencer variable: 3 x 5 = 15; Hedonic browsing: 4 x 10 = 40; Visual appeal: 3 x 5 = 15; Impulsive buying: 3 x 10 = 30, resulting in a total sample size of 100 people.

Data Analysis Method

The data analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM) with the SmartPLS 3 software. Instrument testing was carried out through convergent validity and discriminant validity tests. Convergent validity was tested by observing the outer loading values, Average Variance Extracted (AVE), and Composite Reliability (CR). Discriminant validity was tested by comparing the outer loading of each construct's indicators, ensuring they were higher than the cross-loading of other constructs. Additionally, the study calculated the coefficient of determination (R^2). Hypothesis testing in this study was done by examining the path coefficient values.

Hypotheses:

H1: Influencers have an impact on impulsive buying.

H2: Hedonic browsing has an impact on impulsive buying.

H3: Visual appeal has an impact on hedonic browsing.

RESULTS AND DISCUSSION

Description of Research Respondents

This study involved 100 respondents selected using purposive sampling. The sample used was a saturated sample, with research data collected through questionnaires distributed to the respondents. The questionnaire included statements related to the research variables and covered personal information about the respondents. Table 1 presents the respondents' characteristics data.

Table 1. Characteristics of Respondents

No	Characteristics	Amount	%
1	Age :		
	a. 15 – 29 years old	24	24
	b. 30 – 40 years	39	39
	c. 45 – 55 years old	22	22
	d. > 55 years	15	15
	Amount	100	100
2	Gender		
	a. Man	10	10
	b. Woman	90	90
3	Work		
	a. Self-employed	5	2

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No	Characteristics	Amount	%
	b. Government employees	10	10
	c. Teacher/lecturer	14	14
	d. Student	10	10
	e. Employee	25	25
	f. Housewife	35	35
4	Income		
	a. <Rp. 1,000,000	15	15
	b. Rp. 1,000,000 – Rp. 2,300,000	40	40
	c. Rp. 2,500,000 – Rp. 4,000,000	35	35
	d. >Rp. 4,000,000	10	10

Source: Data processing

Outer Model Evaluation

Convergent Validity

Convergent validity testing uses the outer loading or loading factor value. An indicator is declared to meet convergent validity in the good category if the outer loading value is > 0.7. Table 2 shows the outer loading of each indicator on the research variables.

Table 2. Outer Loading

	Influencers	Hedonics Browsing	Visual Appeal	Impulsive buying
IF_1	0.850			
IF_2	0.840			
IF_3	0.804			
HB_1		0.805		
HB_2		0.878		
HB_3		0.835		
HB_4		0.825		
VA_1			0.815	
VA_2			0,860	
VA_3			0,865	
IB_1				0,780
IB_2				0,895
IB_3				0,810

Source: SmartPLS data processing

Based on Table 2, it is evident that each variable indicator has an outer loading value >0.7, indicating that all indicators are deemed appropriate and valid for use and can proceed to the next analysis.

Discriminant Validity

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The discriminant validity test uses cross loading values and is considered to meet discriminant validity if the highest value is the cross loading of the indicator compared to other variables (Table 3).

Table 3. Cross Loading

	Influencer	Hedonic Browsing	Visual Appeal	Impulsive buying
IF_1	0,850	0,800	0,600	0,480
IF_2	0,840	0,880	0,790	0,550
IF_3	0,804	0,815	0,630	0,520
HB_1	0,505	0,805	0,649	0,580
HB_2	0,450	0,878	0,500	0,600
HB_3	0,540	0,835	0,574	0,552
HB_4	0,500	0,825	0,580	0,635
VA_1	0,635	0,492	0,815	0,590
VA_2	0,600	0,685	0,860	0,485
VA_3	0,705	0,600	0,865	0,540
IB_1	0,652	0,700	0,470	0,780
IB_2	0,440	0,680	0,503	0,895
IB_3	0,530	0,570	0,564	0,810

Source: SmartPLS Data Processing

Based on Table 3, each indicator on the variables has the highest cross loading value on the variable it is intended to measure compared to the cross loading values on other variables. Therefore, it can be stated that the indicators used in this study have good discriminant validity in forming each variable. Next, the average variance extracted (AVE) value for each indicator is analyzed, with a requirement that the value must be >0.5 for a well-fitting model.

Reliability and Average Variance Extracted (AVE)

Validity and reliability can be assessed by the reliability value of a construct and the average variance extracted (AVE) value of each construct. A construct is considered to have high reliability if its reliability value is 0.70 and the AVE is above 0.50. Table 4 presents the composite reliability and AVE values for all variables.

Table 4. Average Variant Extracted (AVE)

	Average Variance Extracted (AVE)
Influencer	0,700
Hedonic Browsing	0,698
Visual Appeal	0,724
Impulsive Buying	0,670

Source: SmartPLS Data Processing

It can be concluded that all constructs meet the reliability criteria, as indicated by a composite reliability value >0.70 and an AVE >0.5.

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Composite Reliability

A variable is considered to meet the composite reliability criteria if it has a composite reliability value >0.6. Table 5 shows that the composite reliability value for all research variables is >0.6, thereby fulfilling the composite reliability criteria and demonstrating a high level of reliability.

Table 5. Composite Reliability

	Composite reliability
Influencer	0,885
Hedonic Browsing	0,915
Visual Appeal	0,865
Impulsive Buying	0,855

Source: SmartPLS Data Processing

Cronbach's Alpha

The Cronbach's alpha value reinforces the reliability test. A variable is considered reliable or meets the Cronbach's alpha criteria if it has a Cronbach's alpha value >0.75. Table 6 shows the Cronbach's alpha values for each variable.

Table 6. Cronbach Alpha

	Cronbach Alpha
Influencer	0,780
Hedonic Browsing	0,805
Visual Appeal	0,789
Impulsive Buying	0,768

Source: SmartPLS Data Processing

Structural Model Testing (Inner Model)

The structural inner model (Fig 1) is evaluated using the percentage of variance explained by examining the R^2 for the dependent latent constructs, using the Stone-Geisser Q^2 test, and reviewing the structural path coefficients. The stability of the estimates is tested using the t-statistic through the bootstrapping procedure.

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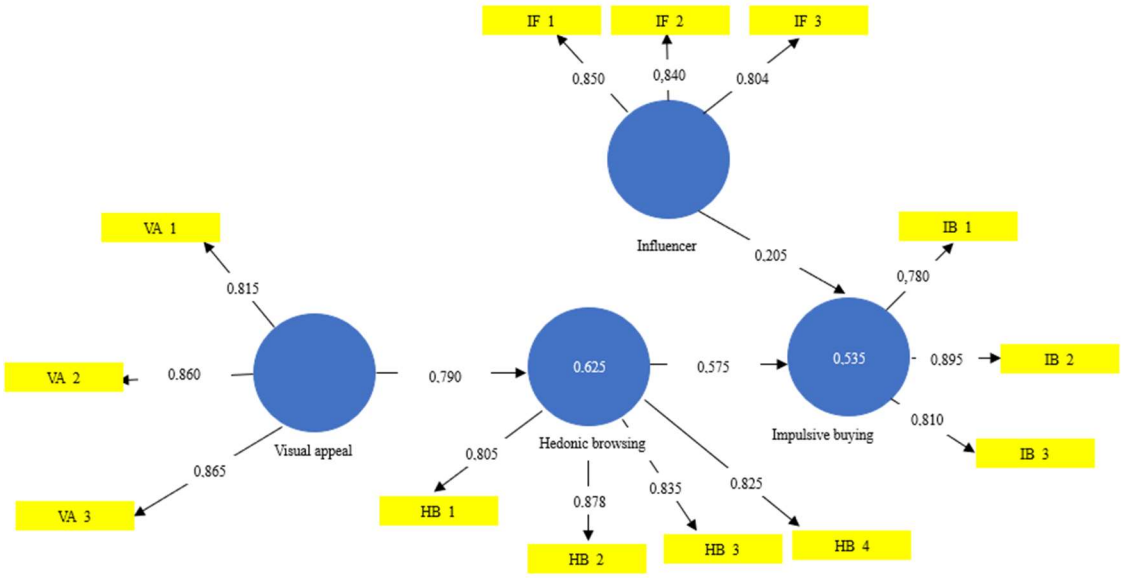

Figure 1. Inner Model (Source: SmartPLS Data Processing)

Based on Figure 1, the results from PLS R-square indicate the amount of variance in the constructs explained by the model. The calculated R-square values are listed in Table 7. According to Table 7, the R-square value for the Hedonic Browsing variable is 0.630, indicating that 63% of the variance in Hedonic Browsing is explained by the model. The R-square value obtained for Impulsive Buying is 0.538, meaning that Hedonic Browsing influences 53.8% of the variance in Impulsive Buying.

Table 7. Nilai R-square

	R-square	R-square adjusted
Hedonic Browsing	0,630	0,620
Impulsive buying	0,538	0,515

Source: SmartPLS Data Processing

Hypothesis Testing

Path Coefficient Testing

The values found in the output result for inner weight serve as the basis for testing the path coefficient. The estimated output results for the structural model testing are listed in Table 8.

Tabel 8. Path Coefficient

	Impulsive buying
Influencer	0,205
Hedonic browsing	0,575
Visual appeal	0,790
Impulsive buying	

Source: SmartPLS Data Processing

Path Coefficient Evaluation

The evaluation of the path coefficient is used to indicate the magnitude of the contribution of the independent variable to the dependent variable. The coefficient of

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determination (R-square value) is used to measure how much the endogenous variable is influenced by other variables. An R^2 >0.67 for endogenous latent variables in the structural model indicates that the contribution of exogenous variables to endogenous variables falls into the good category. If the result is between 0.33-0.67, it is considered moderate, and if the value is 0.19-0.33, it is categorized as weak. Based on the inner model scheme, the path coefficient values indicate the following influences/contributions:

1. The contribution of influencers to impulsive buying is 0.205, categorized as a weak contribution.
2. The contribution of hedonic browsing to impulsive buying is 0.575, categorized as a moderate contribution.
3. The contribution of visual appeal to hedonic browsing is 0.790, categorized as strong.

Based on these results, it shows that the variables in the model have positive path coefficient values. The larger the path coefficient of an independent variable to a dependent variable, the stronger the contribution of the independent variable to the dependent variable.

Goodness of Fit Test

The goodness of fit is assessed using the Q-square value, which has the same meaning as the coefficient of determination (R-square) in regression analysis. The higher the Q-square, the better or more fitting the model is with the data. Table 9 shows the goodness of fit results.

Table 9. Goodness of Fit

	Cronbach alpha	rho_A	Composite reliability	AVE	R-square	AVE x R^2	AVE x R^2^
Influencer	0,780		0,885	0,700			
Hedonic browsing	0,805		0,915	0,698	0,630	0,439	0,193
Visual appeal	0,789		0,865	0,724			
Impulsive buying	0,768		0,855	0,670	0,535	0,358	0,128

Source: SmartPLS Data Processing

Based on the calculation results, the following findings were obtained:

1. The hedonic browsing variable scored 0.193, indicating that 19.3% of the data variance is explained by the research model, while the remaining 80.7% is explained by other factors outside the model.
2. The impulsive buying variable scored 0.128, indicating that 12.8% of the data variance is explained by the research model, while the remaining 87.4% is explained by other factors outside the model.

These results indicate that the model has a good goodness of fit.

Indirect Contribution Hypothesis Testing

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Table 10 shows the inner weights to indicate the indirect contributions. Based on Table 10, it can be seen that for two hypotheses, all independent variables simultaneously have a significant contribution to their dependent variable.

Table 10. Results For Inner Weights

	Specific Indirect Effects
Visual Appeal -> Hedonic Browsing -> Impulsive Buying	0,468

Source: SmartPLS Data Processing

Hypothesis Testing

The contribution of Influencers to impulsive buying is influenced by hedonic browsing and visual appeal. The calculation results show that the path coefficient value is 0.468 with a t-value of 4.960. This value is greater than the t-table (1.294), which means that the hypothesis is accepted. Based on these results, it can be interpreted that influencers contribute to impulsive buying, and this is influenced by hedonic browsing and visual appeal.

This results align with the Stimulus-Organism-Response (S-O-R) theory used to explain impulsive buying (Akram, 2017; Chen & Yao, 2018). The Stimulus-Organism-Response model consists of the Stimulus, which is something that can trigger consumer behavior and responses, the Organism, which responds, and the Response, which is the actual reaction. According to Zheng et al. (Zheng et al., 2019), factors that can influence and contribute to impulsive buying include visual appeal, hedonic browsing, and sales promotions, particularly those conducted by influencers (Badgaiyan & Verma, 2015). Visual appeal and influencers represent environmental stimuli, while hedonic browsing is the organism that responds to the environment, and impulsive buying is the response of an individual to the environment.

In online shopping activities, browsing is always involved (Zheng et al., 2019). Hedonic Browsing is an essential activity as a means of obtaining information. Hedonic browsing leads to entertainment, pleasure, and enjoyment in shopping, regardless of whether a purchase is made (Angela & Paramita, 2020; Park et al., 2012). The aesthetic appeal of a website reflects the level of satisfaction and pleasure experienced by consumers (Yang et al., 2021) and shows the influence of visual appeal on hedonic browsing (Zheng et al., 2019). Conversion techniques for graphics are necessary to ensure they align with the smaller layers on mobile devices.

CONCLUSION

Based on the research results, it was found that influencers contribute to impulsive buying by 0.205, hedonic browsing contributes to impulsive buying by 0.575, and visual appeal contributes to hedonic browsing by 0.790 cumulatively. To increase impulsive buying among Shopee and Instagram customers, modifications to visual appeal to influence hedonic browsing and the use of influencers can be implemented.

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