

## IMPULSIVE BUYING BEHAVIOR IN SOCIAL MEDIA AND E-COMMERCE TO CHRISTMAS STAIN MANDAILING STUDENT

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### ABSTRACT

This study shows the use of social media which greatly influences impulse buying behavior as an unplanned shopping style, among students. The factors that cause impulse buying are the attitude of spontaneity, excitement and stimulation, synchrony, product animation, satisfaction, and several other factors. The data shows that of the 50 students studied, 39 of them experienced high impulse buying. It is proven by their frequent buying online and without planning. The purpose of this study was to produce a study of consumer behavior, especially impulse buying through social media, especially for STAIN Mandailing Natal students. The method used is descriptive qualitative which describes the condition of impulse buying behavior in students. Data collection techniques are literature study and interviews. Impulse buying behavior also occurs due to stimulation from e-commerce applications that offer interesting goods, resulting in an urge to buy more.

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### 1. INTRODUCTION

The Industrial Era 4.0 is now a lot of business transformations that have been carried out by business people, especially in the field of technology [1]. Now, business people are competing to develop their businesses through online networks [2]. At this time, business actors are required to be able to keep up with the current developments. Like opening a trade stall in an online marketplace, one of which is shopee [3].

Along with the times, the e-commerce business is increasingly selling well and becoming more competitive [4]. Everything you need can be found easily through e-commerce. The most commonly known e-commerce in the community is shopee [5]. Not only e-commerce, but we also see business activities very often on the homepage of social media, with users of these media opening up many opportunities to carry out activities other than communication, namely business transactions [6]. Many attractive offers such as shipping discounts, and promos that are often given make Shopee more attractive to the public, especially young people [7].

Everyone has a different attitude toward consuming goods, some consume it because of need, desire, or just for temporary pleasure, following trends, and others. [8]. Impulse buying, also known as unplanned purchase, is a person's behavior where the person does not plan something in shopping [9]. From the consumer's point of view, impulse purchasing behavior can have negative implications, for example, making consumers tend to spend money excessively, and make purchases that are not useful. Impulse buying is a phenomenon that occurs every day in Indonesian society. Research conducted in 1995 showed that 39% of purchases at department stores and 67% of offline purchases at grocery stores were impulse buying [10].

## 2. METHOD

The research method used is qualitative, namely research procedures that produce descriptive data in the form of written or spoken words from people and observable behavior. Qualitative research is a method for exploring and understanding the meaning that several individuals or groups of people ascribe to social or humanitarian problems [11]. Using an exploratory approach, namely digging for more detailed information from people who know the problems that exist. This study involved 50 students consisting of 32 women and 18 men, the selected students were students from the Faculty of Economics and Business STAIN Mandailing Natal, 15 people from the Islamic Banking Study Program, 15 people from the Sharia Economy, and 20 people from the Islamic Banking Program. Sharia Business Management Studies.

Data collection techniques can be done through 2 stages, namely:

1. Library Studies.

Related to the search for literature from books and journals used to support research that is relevant to the research title.

2. Interviews.

Interviews were conducted with resource persons who have specific criteria, namely consumers who have made online purchase transactions. Using 15 questions related to impulse buying behavior on students were asked using the in-depth interview method so that students did not feel they were being interviewed with various questions. Interviews aim to collect information that will be used as primary data in this study.

## 3. RESULT AND DISCUSSION

Every buying decision taken by consumers certainly has its motives, these motives are stimuli or passions that are generated to meet the needs or desires of the buyers themselves. The behavior is influenced by the pattern of social interaction and the individual's perception. This perception is the reason why consumers buy the product. One of the motives in question is impulse buying.

Impulse buying is a person's behavior in making purchases spontaneously or not planned. So basically, if there is a purchase that occurs when the consumer purchases with little or no purchase due to a sudden feeling of urgency that gives rise to the desire to own or feel the need for the object, that is impulsive buying.

Demands for needs that quickly cause a person's level of behavior to increase and tend to stimulate one's psychology to become negative such as changes in one's character or desire to get respect from others [12][13] [14].

This is in line with what was stated [15] which said that first, consumers with high levels of stress tend to make an impulse purchases. Impulsive shopping can be retail therapy because it helps a person to feel better and gain control over situations that feel out of control. Second, when individuals who feel sad choose to shop, shopping reduces their sadness.

The aspects of impulse buying according to Rook (1987) are as follows:

- a. **Spontaneity**

That is the impulse that occurs suddenly that leads the individual to the desire to buy. Several factors lead to spontaneous consumer buying, namely the existence of attractive price offers, then added to the presence of advertisements that provide free shipping or postage discounts. As stated by one student named Putri. He said that he often buys products spontaneously through shopee when he sees promo prices. Even though he didn't need the item at the time, because of the promo price offer, he spontaneously bought the item. Consumers who make spontaneous purchases do not have the desire to buy a particular product or brand. Consumers will immediately make a purchase based on an interest in the brand or product at that time. Spontaneous decisions occur in consumers after seeing the merchandise. This can be influenced by various factors, both external factors such as the environment that formed their previous preferences and culture as well

as internal factors such as emotional and psychological factors. In other words, decisions are taken very quickly without knowing the impact.

Indah, one of the students, also added that social factors also influence someone to buy things spontaneously. For example, when you are looking for fun to open the Shopee application and see an attractive offer and then it is supported by peers, it will become a support system that the impulse buying action that he does is not wrong. One of the factors that influence a person to act spontaneously is the consumer's emotional response to the tendency of online consumers' impulsive buying behavior. Emotional responses and impulse buying behavior tendencies are caused by the stimulus from online advertising. Online advertising media formats are formatted in the form of audio-visual, image animation, and image text (Samuel 2006).

**b. Strength, compulsion, and intensity**

That is the feeling that compels the individual to buy something. According to Raihanul Jannah, when he decides to purchase goods online one of them is because of a feeling of reluctance to shop offline. The ease of shopping online indirectly forms the concept that shopping is more efficient and effective online. It is this understanding that compels or underlies his reflex decision to buy goods online. Save time and energy and avoid bargaining activities that are pretty exhausting for the mind and feeling (Riki: Student of ES Study Program).

Many reasons were put forward to get an item that was sold on e-commerce, not only because of the efficiency of activity, sometimes their needs were crossed at the beginning of the plan to be bought at the store, but because of one thing or another, buying activities in the store were ignored.

**c. Excitement and stimulation**

That is the feeling of wanting to buy that arises from oneself and the decision to buy that comes because of stimulation from outside oneself. The tendency to buy online can be stimulated from outside oneself. For example, seeing a lot of celebgrams that are endorsed by various products ranging from beauty, fashion, food, and others can indirectly provide a stimulus for their fans. The effect is that fans feel that what their idol endorses is something good, especially if it is offered at an affordable price.

I like the things used by Nagita slaving, so similar items often appear on my TikTok homepage at a fairly cheap price, so I will buy them (Fitri: Sharia Economics Student), I like Korean-style lipsticks but if you want it's a bit difficult to find in stores in Mandailing if you're in shopee, there are many with different price variants (Riadh: Sharia Banking Student). The desire to buy turns out to be a passion or passion that is transmitted through visual appearances presented on social media, artists with fashion styles, and the spectacle they watch on their social media homepage.

**d. Synchronicity**

That is when there is a collaboration between internal and external factors that encourage individuals to make a purchase. Internal factors, namely internal factors, namely the desire or desire of oneself who are accustomed to buying online spontaneously over time will form a habit or habit that shopping online is common in today's digital era. Moreover, it is supported by external factors, such as the ease of choosing a product or the ease of payment.

These conveniences greatly affect the ease with which students decide to shop online. One of them is the offer that payments can be made with the Shopee-pay or Shopee Pay Later feature. Some students responded that the Shopee pay feature made it easier for them in terms of payment transactions. However, for the shopee-pay later feature they tend not to

be interested because it is another word for debt. So they are still thinking about the risk if it turns out they can't pay in the future then it will be a boomerang for themselves.

**e. Product Animation**

That is the fantasy in the buyer that arises because of the purchase and use experience in the consumer's mind. This is the main trigger for the descriptions given either from sellers or testimonials from users, with the experience of using a product that makes buyers interested in owning and deciding to buy. Product animation is packaged in such a way that it will show the positive impact of the product being offered.

Drinking bottles sold on Tiktok are cheap with good shapes and colors, and buyer reviews also always show satisfaction, in addition to the advertisements shown I also like to see reviews from buyers, although not infrequently I get items that are not good, and do not match the ads and reviews (Andika: Sharia Business Management Student)

**f. Satisfaction**

That is the feeling felt after making a purchase. According to one student (Rina) that when she has bought goods online and finds that the goods are good and recommended, she will return to buy the goods online. Satisfaction with a product becomes an experience that can be shared by users in reviewing the products used so that it becomes a reference for new buyers in making decisions to use the product.

**g. The conflict between self-control and pleasure**

That is the opposite feeling of control and a strong desire to buy. The feeling of wanting to own or buy is often defeated by the buyer's self-control, so impulse buying is very difficult to avoid. Self-control is often a trigger for impulse buying among students when the items they want to have are often used by their idols.

**h. Indifference to the consequences**

That is the attitude of ignoring the negative impacts arising from shopping habits. The satisfaction of having an item can beat the fact that it turns out that the purchased item does not have a high-value benefit. Supported by social interactions that are to follow the current around which also turns out to have the same habit.

Impulsive shopping is grouped into four types (Stern, 1962 in Soeseno Bong, 2011).

- 1) First, Pure Impulse Buying, namely pure impulsive shopping behavior that does not make a plan before the purchase decision is taken, is assumed to be a shopping behavior that deviates from normative shopping behavior.
- 2) Second, Reminder Impulse Buying is shopping behavior that is triggered by reminder factors, such as potential consumers remembering that their reserves at home are running low when consumers happen to see offers of these products in stores.
- 3) Third, Suggestion Impulse Buying, is shopping behavior that is stimulated by a promotional program in the store or consumers find interesting promotional visualizations in the store even though they are not too familiar with the product being promoted, but are influenced to buy because of the proposed promotional program.
- 4) Fourth, Planned Impulse Buying is shopping behavior where purchasing decisions are based on planning even though the purchase action itself is not by the plan because consumers are spurred on by promotional campaigns or special offers, for example, discount programs, new product features of similar products, or other products. substitute product.

Impulse buying behavior occurs not only because of attractive stimuli from the store in the form of promo price offers, free shipping, or other interesting things, but often students

open their social media homepages such as Tiktok, Facebook, and Instagram which often present goods with very attractive prices and shapes. Of the 50 students as many as 39 people said that on certain dates, commercial outlets often offer free shipping promotions and even reasonable discounts, such as the National Online Shopping Day ( Harbolnas ) which offers discounts of up to 90%, even at very low prices. So impulse buying is very common at certain times.

Then on a certain date or often called a beautiful date, they will stand by to see the promos offered. Although previously they had no intention to buy certain goods. So there is no preparation of what goods they will buy, in other words, they buy because it is interesting, funny, or cheap, not because of need, and when the goods arrive, it is not uncommon for the goods to be almost not used as mere display.

#### 4. CONCLUSION

Based on the results of the study, can be obtained results in the form of 50 students studied, 39 of whom experienced high impulse buying. This is evidenced by the fact that they are often tempted by offers or promos provided by the marketplace. Especially with the promo offers on every beautiful date every month. For example, in promo 2-2, which is a promo on the 2nd of month 2, the marketplace will provide a promo in the form of free shipping or a flash sale on the price of the item.

Impulse buying behavior often occurs in students, especially because many still cannot distinguish between needs and desires. Often opens social media pages such as Tiktok, Instagram, etc., which often present advertisements with good items and relatively cheap prices even when compared to Ecommerce, plus there are still many students who like attractive promos with free shipping and low prices. inexpensive. Even after buying the item, it is not uncommon for people to feel sorry because it turns out that the items purchased are just for fun without providing great benefits.

Impulse buying behavior is based on three important points. First, spontaneous decisions that are made unexpectedly often see Gadgets, especially on social media applications and E-commerce on smartphones, and motivate consumers to buy right away. Second, reflex decisions are made unconsciously and are an immediate response after the surrounding stimuli, when relaxing and then opening the e-commerce homepage or social media, the desire to buy automatically arises. Third, sudden decisions are decisions based on impulse, Fourth automatic, namely decisions based solely on reflexes or instincts that end in regret because they are not based on the need for an item with a clear use.

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