



IMPULSIVE BUYING IN CIREBON TEENAGERS TRIGGERED BY EMOTIONAL COPING BEHAVIOR

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ABSTRACT

This research is motivated by the increasingly advanced e-commerce in today's digital world, becoming the main influence on teenagers' shopping patterns which causes the growth of more dominant consumer behavior. So that today's teenagers do not tend to prioritize secondary needs in their daily lives. The aim of this research is to analyze how much influence teenagers' emotional behavior has on impulsive purchases which cannot be separated from the spotlight on lifestyle and existence. The research was used using quantitative research methods, the Slovin formula and alternative data collection using a questionnaire with a total of 100 respondents (41 male respondents and 59 female respondents). The results prove that price discounts in e-commerce have a positive effect on impulse buying among teenagers in Cirebon. From the final observation results, it can be seen that the data collected shows that the number of online impulsive purchases among teenagers in Cirebon is very high, this can be seen from the answers to the attached questionnaire. The results of the data show that teenagers who make the most impulsive purchases are women for the reason of shopping because there are flash sales at certain events.

Keywords: Impulsive; Shopping; Lifestyle; E-Commerce.

1. INTRODUCTION

Each person has unique demands, both internal and external. Especially teenagers who have grown up, who are surrounded by a variety of impulsivity to fulfill their needs (Pratiwi Wahyu & Sri, 2019). Because current technology really supports and makes it easier for teenagers to shop for their needs, the ease of using the internet and the sophistication of today's gadgets encourage teenagers to shop online because it is more concise and faster. (Harahap et al., 2022) (Ngafifi, 2014). This phenomenon gives rise to a variety of consumer behavior among teenagers, most of whom prioritize external needs to support their lifestyle needs compared to their main internal needs. (Hasya et al., 2023) (Lutfiah et al., 2022)

Impulse buying is the result of competing thoughts and emotional impulses followed by a logical and hasty purchase (Mukaromah et al., 2021) (Bambang et al., 2023). These emotional drives are associated with strong emotions expressed by purchasing a product because of the urge



to do so immediately, ignoring potential drawbacks, enjoying a sense of satisfaction, and experiencing internal conflict(Indah, 2022) (Wijaya & Oktarina, 2019).

According to Rook (1987), impulsive purchases are purchases made without planning, motivated by pleasure and excitement, and occur suddenly.(Verplanken & Herabadi, 2001). Buying impulsively due to stress, acting hastily and as if under time pressure, and failing to think through the potential impact of a buying decision(Wale & Situmorang, 2023) (Vihari et al., 2022).

Impulse buying behavior in teenagers is currently a hot topic of discussion(Deborah et al., 2022). According to Notoatmodjo (2003), behavior is any action or activity that is carried out in a broad sense by everyone(Zulviah, 2021). The transition from infancy to adulthood occurs during adolescence. displays real changes in the development of thoughts and emotions as well as the influence of social behavior(Hamidah & Rizal, 2022).

Entering the digital era, social media, according to previous research results published in the Journal "Social Media for Indonesian and Filipino Students", including students, has a strong position in their daily lives.(Nurfalah et al., 2023). However, it is often an interesting topic of conversation because it can have positive and negative impacts, especially for students as social media users to understand the benefits and important functions of different social media for students.(Hamzah, 2015) (Tangkudung & Harilama, 2019) (Asmawati et al., 2022).

The results of research on "Reasons for Using Social Media and Its Influence on the Welfare of Indonesian Housewives in Cirebon City"(Nurfalah et al., 2020). Reasons Cirebon Housewives Adopt Social Media, Indonesia. The motive for using social media is more dominant as a communication medium itself, namely in interacting socially with the environment and other people on social media. Evaluating the impact of social media use on Indonesian housewives in Cirebon. Find out what your other social media users are up to. They do this to support each other and share whatever activities they have done, are doing or will be doing. Apart from seeking health tips and tricks to manage the household, they ultimately live and enjoy their daily activities, can interact well via social media, carry out important activities, they can deal with their problems well, trusting in the future. Them, believing that they are respected by others. Their feelings are often positive and often good, often pleasant, often happy, and never angry.

When customers are faced with online stimuli from electronic stores, they may act spontaneously due to lack of control, known as online impulse buying(Amos et al., 2013) (Prihadi et al., 2022) (Parboteeah et al., 2009). Stimuli, both internal and external, trigger this activity, to which the body then responds with cognitive and emotional processes(Chan et al., 2016). SOR is an abbreviation for stimulus, organism, and response(Ohorella et al., 2022). Consumer attributes and hedonism are examples of internal stimuli, while website features such as beauty, usability, and design, as well as marketing stimuli such as sales promotions, are examples of external stimuli(Mardiana et al., 2020). Emotional reactions of arousal, desire, and pleasure are examples of cognitive reactions, as are attention, concentration, ease of use, and satisfaction(Kaklauskas et al., 2022). Responses appear as temporary shopping interest and purchasing activity(Fasyni et al., 2021).

One of the most obvious impacts of the development of the internet is the emergence of e-commerce websites, which provide a variety of goods and services online, thereby eliminating the need for customers to visit shops or supermarkets in person.(Nur'aeni et al., 2024).The increasing number of online purchases supported by easy access stimulates impulse purchases(Zhao et al., 2022)

According to previous research in the journal "The Role Of Leadership Role Models For Generation Z In Cirebon City," if Gen Z children cannot use technology wisely, they can grow up

to become individuals who are individualistic, selfish and anti-social. What's worse, Gen Z children can experience mental health problems, such as being easily anxious, having accumulated emotions, and having difficulty adapting. This usually occurs due to a lack of parental control and supervision regarding the use of technology (Erawati, 2024).

In general, impulse buying occurs when people feel compelled to buy a particular item without thinking too much about it (Faisal & Basri, 2023). It is thought to be the beginning of a sudden, often intense, and long-lasting desire to make an instant purchase (Iftitah et al., 2023). Emotional impulses that lead to impulsive purchases of goods without prior thought are often the reason for impulse purchases (Yahmini, 2020). These emotional feelings are sometimes formed due to pressure, whether it is pressure from work, social, school friendships and so on. (Sundler et al., 2023). This gives rise to a form of revenge behavior without realizing it to release the emotional feelings that are felt. The formulation of the problem is (1) What is the influence of price discounts in e-commerce on teenagers' satisfaction for impulse purchases; (2) How is impulsive buying behavior related to internal circumstances (self-motivation) and external factors?; (3) How much of the impulsive buying of teenagers in Cirebon is caused by emotional behavior?

2. METHODS

Quantitative research is included in this research, which is defined as research that uses statistical procedures to analyze data created in numerical form (Saifuddin Azwar, 2001, 5).

The aim of this research is to use hypothesis testing to explain how impulse buying affects different variables. When conducting tests using hypotheses that have been established using instruments on certain populations and samples as well as statistical analysis, a quantitative approach may be helpful. This kind of research is included in the category of ex post facto quantitative research, namely to obtain the influence of one variable and another variable without treating the independent variable. This is measuring the influence of the independent variable, namely impulsive buying in e-commerce among teenagers in Cirebon, on the dependent variable, namely emotional behavior.

As for indicators According to Rook, impulsive buying has three variable indicators, namely emotional impulse (X1), unintentional (X2), and conflict (X3) in adolescents. Meanwhile, variable Y is emotional behavior caused by impulsive buying among teenagers in Cirebon. After distributing questionnaires and processing data on the population of active e-commerce users, men and women aged between 12 and 23 years became this finding. In this research, a probability sampling approach was used for sampling. The research was conducted in Harjamukti Village with RW 13, and RT 59, with a total male population of 11,252 and female population of 10,870, so the total population in Harjamukti Village was 22,122.

The Slovin formula was used to calculate the number of samples used in this research. The error rate value determines the size of the research sample using the Slovin formula. The number of samples collected decreases as the error rate increases. This is Slovin's formula:

$$n = \frac{N}{1 + N(e)^2}$$

Information:

n : Sample size

N : Population size

e : the percentage allocated to acceptable or favorable sampling-related errors.

With an error rate of 10% and a current population of 22,122 people, the calculation is as follows:

$$n = \frac{N}{1 + N(e)^2}$$

$$= \frac{22.122}{(1 + 22.122 \times (0,1)^2)}$$

$$= \frac{22.122}{(1 + 221,22)}$$

$$= \frac{22,22}{222,22}$$

$$= 99,549$$

The study population was calculated using the formula below:

n = 99,549 or rounded to 100.

Calculations show that there are a total of 100 samples. To collect written data that accurately describes demographic conditions, the number of respondents is considered representative. A total of one hundred people. The data collection tool is a questionnaire with statements representing each indicator variable. A Likert scale was used to collect data for this study. Data analysis for this research was carried out using SPSS for Windows Version 25.

2.1 Respondent Characteristics

Based on data collection findings with 100 respondents who filled out a standard questionnaire distributed via Google Form. An indication of the composition of the research sample can be seen from the profile of the research respondents. The categories respondents were placed in included gender and age, type of e-commerce used, monthly shopping expenses, and reasons for using e-commerce for shopping.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Man	41	41.0	41.0	41.0
	Woman	59	59.0	59.0	100.0
	Total	100	100.0	100.0	

Source: SPSS 2024 Data Processing

The questionnaire showed that 41 respondents, or 41 percent, were men, and 59 respondents, or 59 percent, were women. The comparative number of male and female respondents is used to identify differences in emotional behavior towards impulse buying by teenagers from a gender perspective.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15	3	3.0	3.0	3.0
	16	7	7.0	7.0	10.0
	17	15	15.0	15.0	25.0
	18	16	16.0	16.0	41.0
	19	8	8.0	8.0	49.0
	20	9	9.0	9.0	58.0
	21	12	12.0	12.0	70.0

22	14	14.0	14.0	84.0
23	16	16.0	16.0	100.0
Total	100	100.0	100.0	

Source: SPSS 2024 Data Processing

In accordance with the standards of research participants, especially e-commerce users in the Harjamukti Cirebon sub-district area aged 12-23 years and who have made purchase transactions via e-commerce, there were 25 teenagers (25 per flashsen) aged 15-17 years, 33 teenagers (33 percent) aged 18-20 years, and 42 teenagers (42 percent) aged 21-23 years.

Based on data obtained from the questionnaire, expenditure on shopping costs in e-commerce every month the maximum is in the range of Rp. 500,000 and Rp. 1,000,000 or 72 teenagers (72%). There were 27 teenagers (or 27 percent) among the teenage respondents who reported spending between Rp. 1,500,000 and Rp. 2,000,000, while only one person (1 percent) reported spending more than Rp. 2,000,000.

Shopee was the most popular e-commerce platform chosen by respondents with 37 individuals (37 percent), followed by Tokopedia with 28 individuals (28 percent), TikTok Shop with 21 individuals (21 percent), and Lazada with 14 individuals (14 percent).

		Reasons to Shop		Valid Percent	Cumulative Percent
		Frequency	Percent		
Valid	there is free time	21	21.0	21.0	21.0
	Discount	15	15.0	15.0	36.0
	flash sale at certain events	24	24.0	24.0	60.0
	improve mood	20	20.0	20.0	80.0
	likes shopping	20	20.0	20.0	100.0
	Total	100	100.0	100.0	

Source: SPSS 2024 Data Processing

Several reasons why people prefer to shop using e-commerce. Most people answered because of flash sales at certain events as many as 24 people (24 percent), 21 people (21 percent) answered because they had free time, 20 people (20 percent) answered because it was to improve their mood, 20 people (20 percent) answered because they liked it. Shopping, and the fewest people answered because of the discount were 15 people (15 percent).

3. RESULTS AND DISCUSSION

Based on pre-observation results, impulsive purchases made by teenagers in Cirebon City today are because they are looking for their own satisfaction when they see discount prices, vouchers, cashback and free shipping. Many teenagers are easily tempted or what is usually called hungry when they see various promotions from their favorite e-commerce.

Impulse buying is unexpected consumer behavior when shopping, where consumers themselves do not think about buying a new product. Consumers tend to buy immediately because they are interested in a particular product at that time. Impulse buying refers to impulsive and

unplanned purchases that are made. Consumers are tempted to buy certain products at that time, sometimes because of the encouragement or stimulation that comes when shopping online. The increase in the number of online purchases supported by easy access has given rise to a trend of impulsive buying behavior that needs to be watched out for. In this context, self-control plays an important role. Consumers' ability to control themselves and refrain from impulse purchases can help prevent unplanned and excessive spending. As a result, a deeper understanding of the elements that influence impulse buying behavior, including the influence of technology and self-control abilities, is very relevant in efforts to manage personal finances and promote wiser shopping decisions in the era of rapidly developing online commerce.

The personality characteristics of materialistic consumers is one of the new views regarding online impulse buying (Wells et al., 2011) and has been shown to influence impulse buying. Additionally useful are personality traits such as agreeableness, openness to change, and extraversion (Turkyilmaz et al., 2015). In contrast, from a manufacturer's perspective, one of the factors influencing the increase in online impulse buying is the quality of the website (Floh & Madlberger, 2013).

A number of studies have investigated what influences impulse internet purchases. Many studies concentrate on the relationship between website quality and consumer personality (psychology) (Floh & Madlberger, 2013) (Turkyilmaz et al., 2015). Meanwhile, several studies examine the impact of social relationships and customer perceptions of products (Vonkeman, Charlotte Verhagen & Dolen, 2017), other studies examined the role of satisfaction and states of flow/enjoyment (Floh & Madlberger, 2013). To obtain a comprehensive picture of the factors that cause online impulse buying, this research tries to integrate a number of these factors into one research model. These factors range from consumer psychology, e-store performance, flow state, consumer perceptions of products, to social interactions carried out by consumers.

3.1 Test Data Instrument

The questionnaire was used as an instrument to assess all variables in this research. This is given to respondents so that they can answer questions based on their experiences and feelings. The main criteria for a questionnaire as an instrument are validity and reliability. There are 20 indicators which are also questionnaire items used to measure the command variable (X). Ten indicative questions are used to measure the intervening variable (Y). Bivariate person correlation analysis was used to assess validity, while Cronbach's Alpha was used to test reliability. Because the estimated r values are all greater than the table r , the variable statements are considered acceptable at a significance level of 5% (0.444) and with N (20) as the test standard.

If the Cronbach Alpha value of an item is more than 0.6 then it is considered dependent. Meanwhile, the X value (0.911) and Y value (0.912) from the calculated results of the overall reliability test of the variables have a Cronbach's Alpha value greater than 0.6 (Sugiyono, 2019). Thus, this device is trustworthy and has high reliability.

The T test on 20 sample respondents used to calculate the hypothesis test shows that impulse buying has a significance value of $0.001 < 0.05$. This shows that impulse buying influences emotional behavior. There is quite a large influence between an independent variable on the dependent variable if the significance value of $t < 0.05$ indicates that H_0 is rejected.

Emotional behavior as the dependent variable, and impulse buying as the independent variable. However, the F test findings on 20 respondents showed a significance value of less than 0.05 ($0.001 < 0.05$). The Adjusted R Square (R^2) value reported via the Determination Coefficient

Test (R²) is 0.690. This shows that 69% of the dependent variable is emotional behavior, while 31% is influenced by factors not included in this study.

3.2 Data Analysis

Statistics used to evaluate data by characterizing or clarifying the data collected are known as descriptive statistical analysis.

	N	Minimum	Maximum	Mean	Std. Deviation
Impulse Buying	100	71.00	95.00	84.1700	5.86042
Emotional Behavior	100	19.00	50.00	39.6500	7.35036
Valid N (listwise)	100				

Source: SPSS 2024 Data Processing

Based on the data in the table, there are 100 valid variables with a total of 100 observations. The emotional behavior variable (y) has a value range of 19 to 50, with an average of 39.6500 and a standard deviation of 7.35036. This shows that the data is evenly distributed because the mean is greater than the standard deviation.

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,870	10,093		,483	,630
	Impulse Buying	,413	,120	,329	3,454	,001

a. Dependent Variable: Emotional Behavior

Source: SPSS 2024 Data Processing

A single dependent variable and one independent variable form the basis of simple regression. Direct linear regression analysis using the equation $Y = 4.870 + 0.413$ shows that emotional behavior is positively influenced by impulse buying. For the simple reason that it goes up if b is positive and goes down if b is negative.

Statistical tests that indicate the extent to which a particular independent variable explains changes in the dependent are used in hypothesis testing. To some extent, the impact of emotional behavioral factors was confirmed in this study through the use of statistical tests. Impulse buying was statistically significant ($p < 0.05$) in this study. The bottom line is that emotional factors play a role in impulse buying. Because the significance value is smaller than 0.05 (0.001), we may reject H₀ and accept H₁, this shows that one independent variable has a significant effect on the dependent variable.

F Test Table

ANOVA^a

Model		Sum of Squa res	df	Mea n Squa re	F	Sig.
1	Regression	580, 535	1	580, 535	11,9 32	,001 ^b
	Residual	4768 ,215	98	48,6 55		
	Total	5348 ,750	99			

a. Dependent Variable: Perilaku Emosional

b. Predictors: (Constant), Pembelian Impulsif

Source: SPSS 2024 Data Processing

According to Imam Ghozali (2018: 115), researchers continue to test the hypothesis using the F test. If the significant probability value is less than 5%, it means that the independent variable will have the same influence on the dependent variable. The F test seen shows a significance value of less than 0.05 ($0.001 < 0.05$), so it can be concluded that the emotional behavior variable is influenced by the independent variable impulsive buying. We may accept H_a and reject H_0 because the significance value is less than 0.05, namely 0.00.

Determination Coefficient Test Table (R²)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.329 ^a	,109	,099	6,975

a. Predictors: (Constant), Impulsive Buying

Source: SPSS 2024 Data Processing

There is a correlation of 10% between variables X and Y according to the coefficient of determination test (R²). Therefore, we can see how the regression is.

Description of Research Results

1. The Effect of Price Discounts on Impulsive Buying in Adolescents

One of the impulsive purchases caused by impulse is shopping during free time, impulsive purchases caused spontaneously are flash sales, impulsive purchases caused by emotions are when a feeling of pleasure grows when shopping, and impulsive purchases caused by conflict are feeling annoyed when the product you want to buy is sold out during a flash sale. The data also proves that women have a greater number than men according to what has been attached. And impulsive purchases among teenagers in Cirebon use e-commerce including Shopee, Tokopedia, TikTok Shop and Lazada.

2. The Influence of Internal and External Factors on Teenagers' Impulsive Buying in Cirebon

Internal and external factors in teenagers in Cirebon have a high rate of causing impulsive purchases, internal causes include self-motivation, unplanned purchases and conflict. Meanwhile, external factors include discounts, events on certain dates, invitations from other people and seeing influencer idols wearing goods, so they are interested in buying goods without considering whether they need it or not.

3. The Influence of Impulsive Buying on Emotional Behavior in Cirebon Adolescents

Based on the attached data and tables, a 30 question questionnaire was distributed to 100 people with 3000 answers. The results of 3000 answers showed that there were 66 answers strongly disagree, 149 answers disagree, 353 answers quite or agree, 1231 answers strongly agree, and 1201 answers agree overall. The 30 questions on the causes of impulsive buying include the effects of emotional behavior (10 questions), encouragement (10 questions), spontaneous shopping (5 questions), and conflict (5 questions). From the results of the data collected, it is stated that the results of this observation are in line with the theory of impulsive purchasing in teenagers, namely the presence of encouragement (X1), spontaneous shopping (X2), conflict (X3) and emotional behavior (Y).

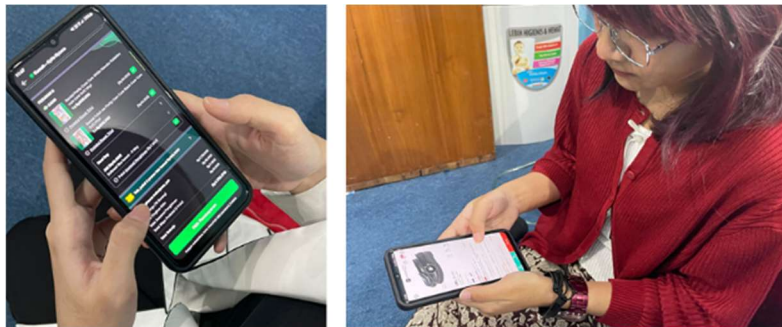


Figure: 1.1

Source: Researches

CONCLUSION

From the final observation results, it can be concluded that the data collected shows that the number of online impulsive purchases among teenagers in Cirebon is very high, this can be seen from the answers to the attached questionnaire. The results of the data show that teenagers who make the most impulsive purchases are women for the reason of shopping because there are flash sales at certain events. In this case, the distribution of a questionnaire with 30 questions shows that emotional impulses, unintentional spending, conflict and emotional behavior are the main causes with a total of more than 50%. Therefore, it is true what Rook said that three indicators, namely emotional impulses (X1), unintentional spending (X2) and conflict (X3) are the main triggers for impulsive buying among teenagers in Cirebon.

Based on data in the descriptive statistical table The variable (Y) has a value range of 19 to 50, with an average of 39.6500 and a standard deviation of 7.35036. This shows that if the standard deviation value is smaller than the average, it means that each subgroup of data has no differences or a low level of deviation. In the Simple Linear Regression test using the equation $Y = 4.870 + 0.413$, it shows that emotional behavior is positively influenced by impulse buying. The T test shows a Sig result of $0.001 < 0.05$, so impulsive buying is statistically significant. H0 is rejected, H1 is accepted or the independent variable has a sig effect on the dependent variable. The F test shows a significance value of less than 0.05 ($0.001 < 0.05$), so H0 is rejected, H1 is accepted, the emotional behavior variable is influenced by the impulsive buying variable. The coefficient of

determination (R²) test results in a correlation of 10% between variables X and Y, meaning that the impulsive buying variable is able to explain the emotional behavior variable by 10%.

SUGGESTION

In fact, impulse buying activities are increasing every day. Therefore, as a suggestion, teenagers should better manage their financial expenses, including primary and secondary needs so that their finances remain stable in accordance with the income they receive. Teenagers can manage their daily, weekly, monthly or yearly financial expenses through the use of books or applications that allow proper note-taking. This is to reduce the number of impulse purchases among teenagers in Cirebon while simultaneously improving the economy significantly. There is great hope that with the existence of this journal, it can be used as a basic basis to further increase knowledge regarding impulsive buying and have an impact on reducing the number of impulsive purchases that occur among teenagers in Cirebon.

For future researchers, it is hoped that they can research further into the causes of impulsive buying among teenagers in Cirebon, because it is predicted that e-commerce will continue to grow every year and the numbers will be dynamic.

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