

The role of impulse purchase and brand orientation towards customer online purchase intention

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Abstract: Customer acceptance toward online purchase increased dramatically with a steady annual growth. More customers at all type of ages started to accept the online purchase as it is convenient and easy. The current majority of population plays important role as the strong supporter of digital implementation and development. The current generation were brought up with the internet and cellular phone. Thus their acceptance towards online transactions especially online shopping is being accepted without much questions. This study aims to evaluate the relationship between impulse buying and brand orientation towards purchase intentions. Both predictors are important as it may help the revenue generation of the service providers. Data were collected among 300 online customers from all type of ranges in order to obtain mass findings related to their feedback. Questionnaire was used for data collection and selection of respondent were based on convenient sampling. The results show that both impulse buying and brand orientation have a significant strong relationship towards purchase intention. Such result provides an information to the service provider that can helps them to design marketing and sales approach online. The result is useful for service provider's promotions campaign and online purchase designs that may help them to rearrange the catalogue and process of buying for Indonesian market.

Keywords: Online purchase intention, Internet shopping, Impulse purchase, Brand orientation

I. INTRODUCTION

Report on the e-commerce mapping in Indonesia as Q4 2019 published in Mac 2020 by Ipricing.co.id presented an interesting response in the online businesses. There are at least 47 top merchant in Indonesia and highly active visited by the Indonesia. The table below is show a quarterly traffic for top 5 merchant in order to support the evidence of changing in market trends and preferences.

| Merchant | Monthly Web Visits |
|-----------|--------------------|
| Shopee | 72,973,300 |
| Tokopedia | 67,900,000 |
| Bukalapak | 39,263,300 |
| Lazada | 28,383,300 |
| Blibli | 26,863,300 |
| JD JD | 13,539,300 |

Source: (Hootsuite, 2019)

The report above indicates that there is a huge population and number of visitors towards the online service providers in a month. Such records are expected to growth exponentially in one- or two-years' period when the new

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technology of internet is enjoyed by almost all of the population in Indonesia. Another report produced by eMarketer (2018) highlighted that the market outlook for Indonesia digital sales will increased by 12.5% in the year 2020 and another 11.1% by the year 2021. The report also estimated that by the end of 2022, percentage of digital sales will increase by almost 28% as compared to the total sales in 2019.

The change in customer trends and preferences in mode of purchase is becoming a new challenge for the marketers in understanding their purchase intention behaviour (Mildawati, 2000) . Business organizations especially those are still in the retail mode may need to make a significant change in their method of business. Business organizations at the same time may need to take immediate action in strengthen their brand image online (Fadhilla & Farmania, 2017). At the moments there are too many brand sells in the online either direct by the merchant or organized by the online platform (European commission, 2018). Business organization need to start exploring the possibility of maintaining the same brand in traditional and online sales method.

Understanding on the customer behaviour towards brand orientation and impulse buying is important as they need to know how customer make decision. Understanding on how customer make impulse buying may be useful to be used as final attempt to encourage sales before customer exit the system (Salem, Shawtari, Shamsudin, & Hussain, 2016). Overall, business organizations need to get feedback and ready to compete digitally.

II. LITERATURE REVIEW

2.1 Purchase Intention

Purchase intention is the situation where the customer is willingness to buy a product or services upon completing the customer purchase decision making (Baharudin Kadir, Shamsudin, Nurul, & Mohd, 2020). The purchase decision and intentions can be influenced by internal and external factors (Naeem, 2019). The factors of purchase intention are depending on the level of product awareness and emotional state of mind that courage the decision to purchase. According to (Huang, 2012) purchase intentions is the result of the effectiveness of marketing program and awareness towards the availability, benefits and features of the products. The purchase intentions are the result of customer awareness and information about the products (M. F. Shamsudin, Shabi, & Salem, 2018). (Naeem, 2019) claimed that the success level of product awareness will lead to customer purchase intentions.

Business organizations need to stress on the benefits of the products in order to gain interest from the customer towards the communication. Customer at the first place must have the knowledge about the products before it can spark to the interest or desire (Mohd Farid Shamsudin & Razali, 2015). In order to get more information, customer normally will search for the information upon being informed about the products or services. Many research (Afzaal Ali, Xiaoling, Sherwani, & Ali, 2018; Huang, 2012; Naeem, 2019) stated that the information is enough to inform customer about the existence of products but customer will only get satisfied upon search for the information (Hasim, Shamsudin, Ali, & Shabi, 2018). Customer in the 21st century have more access to the product knowledge. Business organizations need to feed all the information by having engaged in digital communications platform. Customer will search the information from the internet or asked around within their close family and friends about the products and the reliability of it (S. Hassan, Shamsudin, & Mustapha, 2019). Business organizations may upload information in terms of video, posters, details information and testimonial in order to get the attention and purchase intentions (Nisar, Hajli, Prabhakar, & Dwivedi, 2019).

One of the important factors toward purchase intention is the communication about the outcome expectations of the products or services (Chakraborty, 2019). Business organizations should be able to focus on what actually does customer needs and wants. The outcome expectations could easily provide information to customer that they will enjoyed certain benefits upon using or subscribing to the products (Naeem, 2019). Product features may able to convince customer of their needs and wants of the product or services. Business organizations at first must identify

what is actually customer problem and how the products can help to solve customer problem (B. Kadir & Shamsudin, 2019).

Past research (F. Ali, 2016) also emphasis that business organizations to used induce communication to inspire the customer towards the products. A good communication with a clear stimulus may motivate customer to buy the products emotionally. There is a chance for business organization to touch the emotional and psychology of customer about the important of the products or services. Tough competition in the market leads to not many choices to business organisations to aggressively participate in communications in order to gain market share and growth (Mohd Farid Shamsudin, Ali, Wahid, & Nadzri, 2019). A good advertisement through awareness campaign with a clear product features and benefits may lead to purchase intentions by target customers.

Purchase intentions can be influenced through family and friends. Modern marketing concluded that customer have high tendency to share their experiences and happiness through social media (F. Ali, 2016). Business organization at the first place must try to understand customer and know exactly what they need and wants. Business organizations should also become market oriented by focusing on customer. To satisfied customer is actually not easy as the current customer is complicated and their purchase pattern and trends change according to their taste and preferences (Chakraborty, 2019). Riding on the customer satisfaction will create more mass advertising where customer helps to promote the business organizations products or services. Customer will share their experiences through social media and at the same time promote and motivate family and friends to visit and experienced the same.

Role of advertisements and product knowledge should also contain aspirational in order to create an emotional motivation for customer to buy the products (Sallaudin Hassan & Shamsudin, 2019). The aspirational ideas are depending on how the business organization highlighted their advantages or selling point that may attract customer to buy (Adams, Bodas Freitas, & Fontana, 2019). A good communication from the business organizations may create a strong desire and purchase intentions (Huang, 2012).

2.2 Impulse Purchase

Impulse purchase by definition is a purchase that was made without prior planning or intention to buy (Piron, 1991). According to (Baun, Turley, & Brown, 2003; Black, 2012; S. Lee & Song, 2011) it is a sudden decision to buy without planning to buy in advance. (Jose, Peter Kumar, & Joseph, 2019) claimed that impulse buying is a sudden feeling of purchase occurs with a strong desire and urge to but immediately. Such situation according to (Beatty & Ferrell, 1998) may invite emotional conflict and based on research (Hasim et al., 2018) it stated that the impulse buying will ended up as a waste and considered as regretful purchased (M. F. ;Selina S. D. Shamsudin, 2016). Overall, impulse purchase or buying can be considered as unplanned decision without minimal thought (Arwidah Ali, Affendy, & Shamsudin, 2016). Impulse purchase is also accompanied by high emotion reaction that lead to high desire to purchase (Basha, Mason, Shamsudin, Hussain, & Salem, 2015; Hasim et al., 2018).

(J. E. Lee, Goh, & Mohd Noor, 2019) stated that impulse buying is basically influenced by both internal and external factors. Both factors play important role towards the unplanned decision making by customer. Recent research (F. Ali, 2016) suggested that retailer to make used of the emotion and psychology elements in steering the customer emotion towards purchasing the products. The impulse purchase is related to the customer state of mood where it will trigger the purchasing action (B. Kadir & Shamsudin, 2019). Positive mood of customer will lead to purchase decision as compared to customer that is in hurry and urgent situation (Handarkho, 2020). Recent research (F. Ali, 2016; J. E. Lee et al., 2019) indicates that the purchase is more towards fulfilling the needs of customer rather than wants. The different between needs and wants is that need is more fulfilling the functional need while wants are satisfying the physical benefits (M. F. Shamsudin, Nurana, Aesya, & Nabi, 2018). On top of the needs and wants, there is another level which is known as desire needs that is more related to emotional satisfaction (Alteren & Tudoran, 2019). Internal

factors of impulse purchase however according to (Salem et al., 2016) will have the potential in persuading the worth of shopping. It is also related to the potential entertainment at customer level.

There is indirect effect that normally occurs after purchase beside the feeling of regret (Berry, 2009). (M. F. Shamsudin, Razak, & Salem, 2018a) claimed that in most of the impulse purchase customer will realize that the purchase is effecting the customer financial budget. The concept of impulse buying is able to influence the customer feeling by attracting their desire and emotion through in-store display at the exist counter (M.F. Shamsudin, Razak, & Salem, 2018b). Such feeling will also exist when the customer see the window display or visual merchandising (M.F. Shamsudin, Ali, Ali, & Shabi, 2019). The art of selling is able to influence customer to buy those unnecessary products at that time (Mokhtar & Shamsudin, 2020). Understanding customer psychological experiences is important before implementing any plan to attract impulse buying (Berry, 2009).

Past research (Guenzi, De Luca, & Spiro, 2016) also claimed that customer normally get frustrated because the purchase through impulse buying is not leading to product satisfaction. Customer will have ended up dissatisfied because they did not put into consideration the actual process of purchase decision making (M. Shamsudin et al., 2015). Immediate desire to buy lead to customer not able to do comparison and the benefits or features of the products (Mohd Farid Shamsudin & Razali, 2015). In most of case of impulse buying shows that customer purchase because of emotion instead and unreasonable decision making (Thiruvattal, 2017).

Study on impulse buying (Kamath, Pai, & Prabhu, 2019) found that customer who involved in impulse buying normally have extra money or excess budget during the time of purchase. It is very unlikely that customer who have budget constraint to get involved in impulse buying as it may lead to another financial problem to customer (M. F. Shamsudin, Shabi, et al., 2018). It is also recorded by past researcher (Kamath et al., 2019) that impulse buying is always based on perceived. Customer emotion unable to think the consequences of purchase because their mind already triggered that the purchase is best buy on that day or time (Basha et al., 2015). There are also another finding that stated the impulse buying as an acts of stress reliever to customer (Kamath et al., 2019).

2.3 Brand Orientation

Brand orientation is related to inside-out approach of a marketing strategy used by the business organizations in achieving their competitive advantage (Urde, 1994). The brand orientation concept was first introduced by (Urde, 1994) to helps business organization to survive at the time when there is limited product divergence and high cost of media advertisements in order to create product awareness every time business organizations to introduce new product lines. Emphasising on single brand or brand orientation will helps the business organization to focused on brand awareness and orientation that may add more competitive advantage in the market.

Brand orientation is based on the strengthen the brand positioning in the market. Single brand may have a multiple line of products using the main brand as the frontier to capture customer attention and trust. Brand orientation helps the business organization to control and managed their commitment and resources into a single focused (Kadic-Magljalic, Micevski, Arslanagic-Kalajdzic, & Lee, 2017). Customer will get more benefits as they reduce the search cost in finding the best products that can be reliable in the market. Business organizations may find that brand oriented is more helpful in developing and fostering the overall brands (Smirnova, Rebiazina, & Frösén, 2018). It will help in terms brand positing and increase brand image in the market. The brand orientation although is the reverse of market orientation but provides more especially in competitive strategy. The brand orientation according to (Matsuo, 2006) is not suitable to be used for a small scale product since it may need strong media investment in creating brand awareness and building trust. Brand orientation getting strong because of the support from customers. The advantage of having satisfied and loyal customer is that will support the product innovation by the service providers and at highly

positive in created a one stop centre where they will buy all kind of products under the same brand (Kadic-Magljalic et al., 2017; Peterson & Crittenden, 2018; Smirnova et al., 2018).

Brand orientation will have focused on the product lines produced by the business organizations. Most of the time the products will be under the same categories although it is for different purposes (Smirnova et al., 2018). Example of brand orientation is Colgate and Nestle that used the strength of them for almost of their products. Customer gain trust and reliability on the quality of the products. Brand orientation is also good in positioning their brand in market. It will have exposed the positive corporate identity associated with the products line available (Peterson & Crittenden, 2018). Good corporate identity will help to promote all the products under the same brand. Customer may take lesser time for evaluation before making decision to purchase.

Brand orientation also helps customer to make quick decision where they will refer to the brand vision as the bench marks (Smirnova et al., 2018). A good brand positioning and vision may quickly influence customer whether to try the products or to purchase it. Customer may not need to refer for opinions should they are part of the current user of the other products under the same brands (Matsuo, 2006). Implementation of brand orientation may influence the current customer to purchase any new products launched as they intends to support their favourite brands and add more value towards the business organizations as loyal customer.

Overall, brand orientation plays significant impact toward influencing customer to support the products under the same brands that they have used or at least familiar with. Customer will make decision based on the strength of the brand and the brand experiences in the market. Support and decision making is much more lesser taken by the customer rather than for them to make a decision for new-new products under a fresh brand name (Menguc & Boichuk, 2012; Peterson & Crittenden, 2018). Brand orientation provides advantage to the business organizations in terms of competition. Strong brand name provides more advantage and may acquire quick market share for new products launch because of the support from current loyal customers (Kadic-Magljalic et al., 2017; Smirnova et al., 2018). Communication about new products is more focused as they can target the current customer as their main priority. Most of the times, customer will get more influence towards positive brand orientation and it helps business organization to stay strong in the market.

III. METHODOLOGY

This research is about measuring the relationship of impulse purchase and brand orientation towards purchase intentions. The result of both variables will be measured based on the direct relationship. As this is a quantitative research, questionnaire was used to collect data. All items used to measure the relationship was adopted and adapted from past research. the questionnaire was sent for comment and review by 4 subject matter experts consist of 2 from industry and another 2 from academic. Some changes in the questionnaire were made before ready for data collection. All together there are 14 main items representing 5 each for impulse purchase and brand orientation. Purchase intentions was represented by 4 items. 315 questionnaires were distributed with 300 usable data ready for analysis. The balance 15 was rejected due to non-returns and incomplete. The analysis was conducted using structural equation model. The steps started with data gathered and missing data identified. The same goes to the outliers. SPSS Amos 22 statistical program was used to test the estimated measurement model prior to assessing the structural relationships.

IV. FINDINGS

Table 1 is the summary of respondent who participated in the data collections. There are more female (65%) as compared to male (35%). The respondent was mostly from working adults in order to ensure genuine feedback and responses given instead of approaching students or people without fixed income. 45% of respondent are self-employed. Most of them having own business involve in trading. 60% from the overall respondent aged more than 30 years old with more than 50% have online experiences more than 7 times per year.

Table 1: Respondents' profile

| Descriptions | Frequency | Percentage |
|--------------------|-----------|------------|
| Gender | | |
| Male | 105 | 35.00% |
| Female | 195 | 65.00% |
| | 300 | 100.00% |
| Employer | | |
| Government | 95 | 31.67% |
| Private | 70 | 23.33% |
| Self-employed | 135 | 45.00% |
| | 300 | 100.00% |
| Age | | |
| <20 years | 74 | 24.67% |
| 20 - 29 years | 66 | 22.00% |
| 30 - 39 years | 62 | 20.67% |
| 40 - 49 years | 65 | 21.67% |
| 50 and above | 33 | 11.00% |
| | 300 | 100.00% |
| Online experiences | | |
| 1 - 3 times | 35 | 11.67% |
| 4 - 6 times | 113 | 37.67% |
| 7 - 10 times | 120 | 40.00% |
| More than 10 times | 32 | 10.67% |
| | 300 | 100.00% |
| Education level | | |
| Secondary school | 35 | 11.67% |
| Bachelor degree | 149 | 49.67% |
| Master degree | 85 | 28.33% |
| Doctorate | 31 | 10.33% |
| | 300 | 100.00% |

Table 2 is on the overall measurement model reliabilities. The table indicates the result for all constructs. MSV for impulse purchase, brand orientation and purchase intentions is 0.74, 0.72 and 0.53. AT the same time ASV is 0.55, 0.60 and 0.45. Results for AVE is 0.90, 0.91 and 0.92 and finally the CR is 0.97, 0.95, 0.91.

Table 2: Measurement model reliabilities

| Items | Factor | | MSV | ASV | AVE | CR |
|------------------|---------|---------|------|------|------|------|
| | loading | t-value | | | | |
| Impulse Purchase | | | 0.74 | 0.55 | 0.90 | 0.97 |
| IP 1 | 0.96 | 22.5 | | | | |

| | | | | | | |
|--------------------|------|-------|------|------|------|------|
| IP 2 | 0.98 | 23.24 | | | | |
| IP 3 | 0.91 | 20.49 | | | | |
| IP 4 | 0.84 | 19.54 | | | | |
| IP 5 | 0.78 | 18.69 | | | | |
| Brand Orientation | | | 0.72 | 0.60 | 0.91 | 0.95 |
| BO 1 | 0.95 | 21.9 | | | | |
| BO 2 | 0.96 | 22.21 | | | | |
| BO 3 | 0.95 | 21.9 | | | | |
| BO 4 | 0.83 | 19.34 | | | | |
| BO 5 | 0.81 | 19.14 | | | | |
| Purchase Intention | | | 0.53 | 0.45 | 0.92 | 0.91 |
| PI 1 | 0.94 | 21.29 | | | | |
| PI 2 | 0.91 | 20.04 | | | | |
| PI 3 | 0.72 | 14.04 | | | | |
| PI 4 | 0.73 | 14.67 | | | | |

AVE represents average variance extracted; MSV represents maximum shared variance; ASV represents average shared variance; CR represents composite reliability; *** denotes significance level of 0.001.

In this study, the discriminant validity was also assessed. According to Hair et al. (2010), the square root of the AVE value for each structure should be larger than the shared relationship coefficients to establish the discriminant validity of the factors in the model. Table 3 confirmed the discriminant validity. These results also demonstrated that all measures were reliable (Bagozzi and Yi, 1988). Means, standard deviations and correlations of latent variables are presented in Table 3. The results in Table 3 indicate that all correlations are significant.

Table 3: Measurement information and correlation matrix

| | Mean | SD | Impulse Purchase | Brand Orientation | Purchase Intention |
|-----------------------|------|------|---------------------|----------------------|-----------------------|
| Impulse Purchase | 4.74 | 0.65 | (0.91) | | |
| Brand Orientation | 4.01 | 0.68 | 0.75 | (0.90) | |
| Purchase Intention | 4.29 | 0.78 | 0.73 | 0.79 | (0.85) |

Notes: All correlations are significant at the 0.01 level (two-tailed test). SD: Standard Deviation. The numbers in the cells of diagonal line are squared root of AVE

Table 4: Hypothesis testing

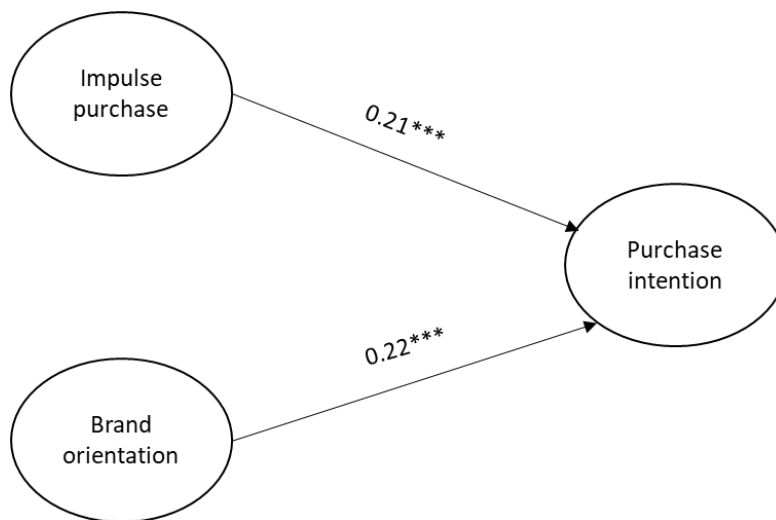
| Hypothesis | | Standardize d path coefficients | t-values | Result |
|------------|---|---------------------------------------|----------|-----------|
| H1 | Impulse Purchase-> Purchase Intention | 0.21 | 5.61 | Supported |
| H2 | Brand Orientation -> Purchase Intention | 0.22 | 4.82 | Supported |

In the present study, the hypotheses were tested using structural equation modelling. Therefore, the fit indices values of the appropriate model, the values for path estimates are shown in Table 4. Impulse purchase influences purchase intention positively ($b = 0.21$ $p < 0.001$), supporting H1.

Further, brand orientation influences purchase intention positively ($b = 0.22$ $p < 0.001$), thereby supporting H2.

The proposed model specifies perceived impulse purchase and brand orientation as an exogenous construct while purchase intention as endogenous construct as per figure 1 below.

Figure 1: Results of the hypothesized model



V. DISCUSSIONS

The research on the role of impulse purchase and brand orientation towards customer online purchase intention indicates interesting result where both predictors provide a positive relationship towards the purchase intention. The base of business successful is to get the purchase intentions among the target market. Marketers used all kind of communication strategy in order to convince and influence customer to purchase. Thus the results show in this research provides another strong marketing element to the industry related to the best strategy in persuade them to purchase. Impulse purchase has been study in many researchers but most of it on the traditional marketing environments. Online purchase is a new platform that currently used and getting accepted by many people. Reports shows that customer start switch their purchase behaviour from offline to online. This research is investigating on how the marketers can persuade customer by getting sales based on the impulse buying.

Brand orientation is also new related to online especially covering new brand in online business. It is related how the brand orientation play important role towards persuading customer for purchase intentions. Both predictors are important as it would have indicated to the industry players on how to handle and communicate wisely towards their

target customer. The results provide insight information on how the industry players should position both impulse buying and brand orientation towards the purchase intentions. It can be used for a long term marketing strategy and market driven exercise that may bring positive impact to service providers and merchant involved.

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