Online Forum Discussion and Impulse Buying Behavior:

The Role of Browsing and Urge to Buy Impulsively

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ABSTRACT

The growth of social commerce has been giving big impact toward business activities in Indonesia. This phenomenon is becoming increasingly more influent on consumerism and also played an important role in customer buying behavior from offline to online. The main idea of this study is to find out factor that influences consumer's buying behavior.There was a little research done concerning the new behavior in Indonesia. Hence the Author choose one of the biggest social commerce named Tokopedia.comwhich has a lot of numerous amount of users compared to other online market place in Indonesia as our research sites. We conducted online surveys with 254 participants who has account in Tokopedia and analysedusing partial least square analysis. The results of this study shown that Indonesian online consumer's are influenced by perceived value from reading forum and product discussion. Both factors increase consumer's browsing behavior that significantly affects consumer's urge to buy impulsively and at the end it effects their online impulsive buying behavior.

Keywords: Consumer's perceived value, Browsing, Urge to buy impulsively, Impulsive buying behavior.

INTRODUCTION

The number of online shopper in Indonesia has continued to increase over the past few years. In 2018, the number of online shopper is estimated to reach 11.9 percent of the total population in Indonesia. In-line with the growing of internet users, the growth of consumerism in Indonesia also increased. The e-commerce market revenues can reach 9.1 billion US dollars in 2018 (Kompas.com). The data above mentioned show the rapid growth of online shopping users provide a huge potential market. Having such a trend, we noticed that the many companies, especially in e-commerce business, use variety strategies to gain more customers and increase sales as it has becoming the favorite market place for the current time. One of websites content that increase consumers opportunities for buy impulsively is online review (Kazempour, 2017).

Consumers prefer to have an access for online reviews to check other consumer's opinion about the retailers, products, or service they wanted to buy. Previous studies have shown that online reviews can play important role in consumer's shopping behaviour (Zhang, 2018). However, we noticed that online shopping website's content is not onlyonline reviews, there are several items that can emphasize consumers to buy product such as online forum community and products discussion(Huang, 2017), thus we considerto have both items as factors that influence consumers to buy impulsively. Further from this study, we hope that it could contribute more from the existing research by replacing online reviews as the moderate effect to be online forum community and product discussion that can effects consumers buying behaviour.

LITERATUR REVIEW

Consumer's Perceived Value

Perceived value is defined as consumers overall assessment of the utility of a product (or service) based on perceptions of what is received and what is given (Wang, 2017). Carlson et al. (2015) noted that perceived value of online channel has a significant effect on user satisfaction. In addition, researchers also decompose perceived benefits into different dimensions, such as utilitarian value and hedonic value, in order to explore the effects on consumer behavior. In social commerce context, values of utilitarian and hedonic are crucial for motivating user behavior (Rintamäki et al., 2006). Thus, this study attempts to explore the effects of the three aspects of perceived value in the research context of social commerce.

Browsing

Browsing is regarded as ongoing search activities without specific purchases plans. Browsing often takes time, which makes it possible thatconsumers may experience the urge to buy something impulsively in the process (Zhang, 2017). In online settings, Verhagen and Dolen (2011) also showedthat online store browsing is positively related to consumers' urge

to buy impulsively.They gathersuch information not for future purchase but for the purpose that they just enjoy gatheringinformation. Hence in this study, we propose browsing can drive consumers to buy impulsively.

Impulsive Buying Behavior

Impulse buying behaviour defines when consumers break theirnormal buying pattern to make a novelty purchase immediately (Zhang, 2017). Liu et al. (2013) referred that impulsive buying behaviour as a psychological that directly affects consumerfor urge to buy impulsively. We would like to know how consumers engage in impulse buyingbehaviour canincrease their impulsiveness levels.

Urge to Buy Impulsively

Consumers may experience urge to buy impulsively more often than their actual impulse buying behaviour (Zhang, 2017). It also proved by their prior research if consumers experience high urge to buy a product impulsively,then they are more likely to purchase the product impulsively.

Hipothesis

H1:_Utilitarian value of forum community and product discussion is positively associated with browsing._
H2:_Hedonic value of forum community and product discussion is positively associated with browsing._
H3:_Browsing is positively associated with Urge to buy impulsively._
H4:_Urge to buy impulsively is positively associated with impulse buying behaviour._
H5:_Urge to buy impulsively is positively associated with online impulse buying behaviour._

METHODS

This research was using a quantitative approach, with survey method. Sampling method used in this research was random sampling. The data were collected through an online survey for respondents who have Tokopedia's account. The author distributing the URLs of the online questionnaire in google forms to maximize spread of questionnaire.The data analysis is carried out with 254 responses, however we indicates only 209 respondents have an account in Tokopedia. Moreover we used PLS method to fit our research, similar as prior research (Gefen et al., 2011; Lowry and Gaskin, 2014).

MEASURES

In this research, we used constructs from prior research where the measures are well-validated, In addition, we made minor modification to clarify the statements in

questionnaire to fit our context. Seven-point Likerts scales was used in this study, from 1 = strongly disagree to 7 = strongly agree (Kacen and Lee, 2002; Floh and Madlberger, 2013).

Construct	Abbreviation	Items
Utilitarian Value (Wang,2010)	UV1	I find it useful to read discussion forum in Tokopedia website
	UV2	I am satisfied with discussion forum in Tokopedia website
	UV3	I accomplish just what i want to when reading discussion forum at Tokopedia website
	UV4	I find just the information that i am looking for while reading the discussion forum on Tokopedia website
Hedonic Value	HV1	I find it enjoyable to read the discussion forum on Tokopedia website
	HV2	I feel like an escape when i read the discussion forum at Tokopedia website
	HV3	I have a good time when i read discussion forum at Tokopedia website
	HV4	I enjoy reading the discussion forum for their own sake, not just the information i search on Tokopedia website
Browsing	BR1	The percentage of time i spend just looking around on Tokopedia website is fairly high
	BR2	I would say that i am primarily "just looking around" on Tokopedia website
Urge to buy impulsively	UB1	I have the urge to purchase items other than or in addition to my shopping goals on Tokopedia website
	UB2	I have a desire to buy items do not pertain to my shopping goals on Tokopedia website
	UB3	I have the inclination to purchase items outside my shopping goals on Tokopedia website
Generic Impulse Buying Behavior	IBB1	How often do you buy things spontaneously in a month?
Online Impulse Buying Behavior	OBB1	How often do you buy things spontaneously on Tokopedia website in a month?

RESULTS AND DISCUSSION

Respondents were reasonably controlled in terms of gender, age, education, income level, and their spent time on browsing inTokopedia. Following tables reflects the real situations in this research.

	Number	Frequency (%)
Gender		
Male	101	48%
Female	108	52%
	209	100%
Age		
20 or below	5	2%
21-25	72	34%
26-30	115	55%
31-35	14	7%
36-40	0	0%
41-50	2	1%
51 or above	1	0%
	209	100%
Education		
Senior high school	24	11%
Junior college	0	0%
University	158	76%
Postgraduate or above	27	13%
	209	100%
Income (Rupiah)		
< 3.000.000	30	14%
3.000.000 - 5.000.000	58	28%
5.000.000 - 10.000.000	76	36%
> 10.000.000	45	22%
	209	100%
Time spent on browsing the group shopping website per week		
Below 10 minutes	60	29%
10-30 minutes	111	53%
31-60 minutes	24	11%
1-2 hours	7	3%
3-5 hours	1	0%
5-7 hours	2	1%
Above 7 hours	4	2%
	209	100%

Based on above results the majority of the sample were females as many as 108 respondents (52%), while male were 101 respondents (48%).

Based on above data, it can be seen the majority of respondents in this study were young adults between age 26 - 30 years old as many as 115 respondents (55%).This shows that the majority of respondents are still in their productive age.

Based on above data, the majority of respondent's educations areundergraduate university students as many as 158 respondents (76%). This also shows that young and high education consumers become new power ofconsumption (iResearch, 2016).

Based on above data, the majority of respondent's levels of income are in between 5-10 million rupiahs as many as 76 respondents (36%). This shows that the majority of the respondents are in good level of income.

Based on above data, the majority time spent in browsing on Tokopedia per week between 10-30 minutes as many as 111 respondents (52%). Thus we agree that above results are match with survey report from TechinAsia.com that identified young people and high education consumers become a new power of consumption especially in Indonesia (iResearch, 2016).

Measurement Model

Using SmartPLS 3, we analyzed the collected data. Table 1provides outer convergent validity statistics for all items with respect to its variables. All factor loading of the research measurements exceed the cut-off 0.50, which reflect the consistency between construct items (Hair et al., 2009). Similar, reliability test of this study was confirmed as all value of composite reliability (CR) exceed the recommended cut-off 0.50 and range between 0.569 to 1 as presented. In addition, the recommended standard value of average variance extracted (AVE) was found to be greater than 0.50 as suggested by Fornell and Bookstein (1982), in order to ensure that the latent variable has the ability to explain more than half of the variance of its indicator on average.

Table 1: Outer model, convergent validity and composite reliability

	Item	Loading	Mean	SD
Utilitarian value CR = 0,564 AVE = 0,699	UV1	0,569	5.024	1.667
	UV2	0,901	4.617	1.489
	UV3	0,892	4.215	1.564
	UV4	0,878	4.431	1.539
Hedonic value CR = 0,868 AVE = 0,624	HV1	0,899	3.823	1.623
	HV2	0,766	3.402	1.643
	HV3	0,72	3.799	1.622
	HV4	0,764	3.517	1.697
Browsing CR & AVE = 1	BR1	0,72	3.866	1.683
	BR2	0,528	4.316	1.561
Urge to buy impulsively CR & AVE = 1	UBI1	0,883	3.871	1.662
	UBI2	0,829	3.612	1.749
	UBI3	0,875	3.330	1.745
Impulse buying behaviour CR = 0,898 AVE = 0,745	IBB	1	3.201	1.574
Impulse buying behaviour Online CR = 0,89 AVE = 0,676	OBB	1	3.239	1.531

Structural Model

Latent variable correlation which examining the correlations between the measures of potentially overlapping constructs appear in Table 2. The table is clearly shows that the values of all square root of AVE exceed the correlation with other constructs (elements in the rows and columns), which manifest the discriminant validity of this study. As this study proof its measurements validity and reliability.

Table 2: Discriminant validity- square root of AVE

|	BR	HV	IBB	OBB	UBI	UV
BR	0,631					
HV	0,778	0,79				
IBB	0,55	0,582	1			
OBB	0,551	0,549	0,588	1		
UBI	0,89	0,529	0,584	0,596	0,863	
UV	0,733	0,781	0,548	0,502	0,569	0,822

As this study proofs its measurements validity and reliability, we proceed to bootstrapping approach in order to test research hypotheses. The main structural model was shown below. Our findings showed that utilitarian value ($\beta = 0.286$, $t = 3.118$) and hedonic value ($\beta = 0.357$, $t = 3.728$) had significant impacts on browsing. Thus, H1 and H2 were supported. Browsing ($\beta = 0.645$, $t = 15.121$) was found to influence urge to buy impulsively. Hence, H3 was also supported. Further, urge to buy impulsively ($\beta = 0.553$, $t = 8.768$) affected impulse buying behaviour. Finally, Urge to buy impulsively ($\beta = 0.471$, $t = 7,069$) also affected online impulse buying behaviour.

Table 3:Mean, STDEV, T-Values, P-Values

	Original Sample (O)	T Statistics (O/STDEV)	P Values	Decision
Browsing -> Urge to buy Impulsively	0,645	15,12	0,0000	Supported
Hedonic Value -> Browsing	0,357	3,73	0,0002	Supported
Urge to buy Impulsively -> Impulsive Buying Behaviour	0,553	8,77	0,0000	Supported
Urge to buy Impulsively -> Online Impulsive Buying Behaviour	0,471	7,07	0,0000	Supported
Utilitarian Value -> Browsing	0,286	3,12	0,0019	Supported

DISCUSSION AND CONCLUSION

In this research, we can see the relations between consumers' perceived value of reading forum community and product discussion can affect theirimpulsive buying behavior. The results show that the values such as utilitarian and hedonic value positively affect consumers' browsing behavior, which further increases urge to buy impulsively and finally leads to impulse buying behavior and online impulse buying behavior. Browsing is also found to have a stronger effect on urge to buy impulsively. In other words, these consumers are more likely to focus on the fun part of reading forum community and product discussions are easier to develop the urge of impulse buying while browsing shopping websites. Finally, our result shows that urge to buy impulsively have a more significant effect on impulse buying behaviour both in offline and online shopping. In contrast with the previous study, that urge to buy impulsively does not have significant effect to impulsive buying behaviour. Figure 1 indicates the value of significant influences for each variable.

Figure 1: Results of the main structural model
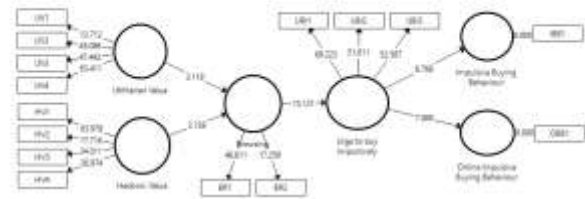
Theoretical Implication

The theoretical implication from this study could be defined as how this research would be able to provide more information about impulsive buying behavior both in general and online in Indonesian's shopping website. For research implications, we develop model from prior study as it only focused on capturing the influence of online review to impulse buying behavior (Zhang, 2018). However, the factorfrom the website's contents, such as reading forum community and product discussion in impulse buying is very limited. Thus we provide forum community and product discussion as an empirical finding to show that their fully influenced in impulsive buying behavior both in general and online shopping.

Managerial Implication

Managerial implication from this study could emphasizedTokopedia to improve their websites contents to engage more customer through forum community and product discussion as they play important role in driving consumers' online impulse buying behavior. Tokopedia'ssocial commerce manager may consider using perceived valueas marketing tools to increase consumers' impulse buying behavior. Tokopediamay allow consumers to filter forum community and product discussion based on their preferences. Thus, they can identify the most enjoyable reviews to read to increase their urge to buy and finally they become impulsively in buying.

Limitation

The limitation of this research was related to the factors that influence impulsive buying behavior. We can see the perceived value quite low than other variables, thus there might be other important factors which can influence them. Hence, further studies may include more factors in to the research model.

Second, the factors of impulsive buying behaviour and online impulsive buying behaviour were measured by

only one measurement item. Thus, more studies are recommended to address how to improve both factors.

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