

The Effect of Consumer Traits and Situational Factors on Impulsive Buying: A Gender Perspective in Indonesian E-Commerce Users During the COVID-19 Pandemic

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ABSTRACT: The people mostly work from home during the Corona Virus (Covid 19), which firstly appeared at the end of 2019 in China. Since implementing the Covid 19-based lockdown policy and restrictions on office operating hours, people have felt very limited in meeting their daily needs. This condition changes the buying behavior of consumers who were initially accustomed to buying products offline or directly visiting physical stores, now turning to online through an online shopping mall (E-Commerce). Therefore, the purpose of this study mainly was to analyze the effect of the dimension of consumer traits in terms of shopping online tendency, shopping enjoyment tendency, and materialism, and the dimension of situational factors in terms of the person's situation, website quality, motivational activity by retailers, and product attributes on impulse buying. Another objective is to examine whether gender moderates the effect of consumer traits and situational factors on impulse buying. A structural equation model (SEM) analysis was used to analyze 500 usable data obtained by purposive sampling. The results show consumer traits and situational factors dimensions positively affect impulse buying. Gender is also a significant positive moderate in the effect of consumer traits and situational factors on impulse buying behaviour. However, the shopping enjoyment tendency as one of the consumer traits has the most significant influence in encouraging e-commerce users to impulse buy.

KEYWORD: Consumer Traits, Situational Factors, Impulse Buying, E-Commerce, Covid-19

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I. INTRODUCTION AND LITERATURE REVIEW

Over the past two years, the people mostly worked from home due to the Corona Virus (Covid 19), which first appeared at the end of 2019 in China. Covid 19 brings about substantial psychological, social, and professional changes, such as job loss, low savings, fear and stress during overseas visits, an uncertain future, and physical and mental health problems (Bradbury-Jones & Isham, 2020). Pantano et al. (2020) show that consumers have been trying to adapt their shopping habits during the Pandemic and, at the same time, have found benefits from online services that they have never used before. The Global Web Index (2020) data states that currently, the percentage of users aged 16 to 64 years who use online shopping applications via mobile phones is 78.2%, while those who visit retail websites or online stores are 87.3% and 87.1% of people who buy products online (Graha, 2016). This number will undoubtedly trigger intense competition among internet-based online shopping companies such as e-commerce in Indonesia during the Covid 19 pandemic, such as Tokopedia, Shopee, Lazada, Bukalapak, Blibli, and others, to win the market. E-commerce providers compete during the Pandemic to keep the consumers and attract new consumers, either in terms of consumer traits or situational factors. Both consumer traits and situational factors are very relevant to the different demographic groups, especially gender perspectives. This condition represents the buying behaviour in terms of a gender perspective is different. The comparison of the number of visitors and e-commerce users based on perspective gender can be seen in Tables 1 and 2.

Table 1: Comparison of the Number of E-commerce Visitors in Indonesia in the Fourth Quarter of 2020 and 2021

E-commerce	Number of Visitors	
	The Year 2020	The Year 2021
Tokopedia	114,67 Million	157,44 Million
Shopee	129,3 Million	138,78 Million

Lazada	36,26Million	28,17Million
Bukalapak	38,58Million	25,76Million
Orami	6,19Million	16,68Million
Bibli	22,41Million	15,69 Million
Ralali	4,33Million	5,92 Million
Bhinneka	4,44Million	3,31Million
Average	44,52Million	48,97Million

Source:iPrice, 2022

Table 2: Comparison of E-Commerce Users by Gender

E-commerce	Men (%)	Women (%)	Average
Shopee	52%	77%	65%
Tokopedia	22%	9%	16%
Lazada	14%	10%	12%
Bukalapak	9%	2%	6%
Average	24%	25%	25%

Source: Snapchat Research, 2020

Those data encourage the researchers to use gender as a moderating variable because gender significantly differs in buying the products through E-commerce, as stated in Table 2. It means that gender in buying products differs in spending, making it more common among certain social or demographic groups (Iyer et al., 2020). This condition represents different buying behavior in each consumer.

Consumer Buying behavior refers to the opinion of Kotler and Keller (2012), which is the study of how individuals, groups, and organizations choose, buy, use and place goods, services, ideas, or experiences to satisfy the consumers wants and needs. The concept of consumer behaviour suggests that marketers tend to be more customer-oriented and not just sell what the company produces.

A review of the existing literature shows two types of buying behaviour when consumers purchase the products or services: the intended buying and impulse buying behaviour. According to Beatty & Elizabeth Ferrell (1998), impulse buying is a sudden and immediate purchase without any pre-purchase intention, either to buy a particular product category or to fulfil a particular buying task. The behaviour occurs after experiencing the urge to purchase and tends to be spontaneous without much reflection or impulsivity.

Three types of stimulus factors regulate consumer impulse buying, namely external, situational, and internal stimulus factors (Sen & Nayak, 2021). However, studies on the influence of various internal stimulus factors on impulse buying are rarely conducted. This is because, at first, it will be difficult for researchers to adopt a taxonomic approach to understand the phenomenon of impulse buying. In this context, this study will identify specific internal stimulus factors such as consumer traits and situational factors that influence impulse buying. This still needs immediate attention in empirical research. Therefore, this study explores the relevant literature and identifies three internal stimulus factors, which include impulse buying tendencies, shopping enjoyment tendencies, and materialism which are dimensions of consumer traits, and four situational factors that have a person's situation, website quality, activity motivation by retailers, as well as product attributes. Consumer traits and situational factors are hypothesized to affect impulse buying that needs to be investigated further.

One of consumer traits dimensions is Impulse Buying Tendency as an innate trait of people, which plays an essential role during impulse buying because it can arouse them to buy quickly without careful planning. In other words, Impulse Buying Tendency can affect impulse buying (Zafar et al., 2021; Iyer et al., 2020; Atulkar & Kesari, 2018; Chavosh et al., 2011). Shopping enjoyment tendency as a dimension of consumer traits is an enjoyment obtained while shopping (Beatty & Elizabeth Ferrell, 1998; Mohan et al., 2013). While going shopping, consumers receive pleasure and happy shopping so that they shop for products and services long-lasting (Chavosh et al., 2011). In line with this, Atulkar & Kesari (2018) found that shopping enjoyment tendency has a significant effect on impulsive buying. This finding supports the research result by (Saad & Metawie, 2015); (Mohan et al., 2013; Saad & Metawie, 2015). Another dimension of consumer impulse buying, materialism, has a significantly positive effect on impulse buying (Sen & Nayak, 2021; Atulkar & Kesari, 2018). Belk, 1974 defines materialism as an essential intrinsic trait of consumers. Materialism refers to the consumers holding the products or services representing the consumers' identity and considering materialism as a critical happy life so that the consumers assess materialism as the key to success in consumers' life (Richins & Dawson, 1992; Sritanakorn & Nuangjamnong, 2021). However, Podoshen & Andrzejewski (2012) stated that materialism generally is a negative value system because the ownership of products or services does not always create happiness. Therefore, the hypothesis formulations are as follows:

H1.Impulse buying tendency positively affects impulse buying

H2.Shopping enjoyment tendency positively affects impulse buying

H2.Materialism positively affects impulse buying.

Badgaiyan & Verma (2015) identified the influence of situational factors on consumers' impulse buying (availability of money and time, family influence) and store-related factors (sales promotion, store environment, store employees, store atmosphere) on impulse buying. This finding supports the research results by (Akram et al., 2018; Khan et al., 2015). Khan et al., 2015 found that situational factor influences Millennial impulse buying. Akram et al. (2018) confirm that situational factor significantly affects online impulse buying behavior in Cina.

A situational factor is an individual or social aspect determining the products or services purchases that can add to or reduce the intensity to buy or impulse buying intention (Bu & Go, 2008). categorizes the situational factors in terms of physical environment; social environment; temporal perspective; job description; and previous conditions (mood, fatigue, and illness) that can affect impulsive buying (Belk, 1974). Moreover, Ciunova-Shuleska (2012) stated that factor situational could affect impulse buying relevant to demographic and social-economic characteristic factors. However, Akram et al. (2018) used four dimensions of situational factors, namely a person's situation, website quality, motivational activity by retailers, and products attributes.

Person's situation has a significantly positive effect on impulse buying as the research findings by (Foroughi et al., 2012; Husnain et al., 2019; Khan et al., 2015; Luo, 2005). Person's situation while buying products in-store, except for money ownership, has a significant effect on impulse buying (Husnain et al., 2019). Meanwhile, Khan et al. (2015) found that situational factors of the individual consumer having money and credit card availability, and demographic factors, such as income and Millennial generation, have a significant effect on impulse buying. The time spent shopping also has a significant influence on impulse buying (Foroughi et al., 2012). Luo's (2005) findings showed that the extra money has a tendency to improve the positive emotion of consumers and then arouse them to buy the products or services impulsively. Therefore, the hypothesis of this research is:

H4.Person's situation has a significantly positive effect on impulse buying.

Website quality as a characteristic of the online environment can affect impulse buying, as stated by (Adelaar et al., 2003; Kukar-Kinney et al., 2012; Parboteeah et al., 2009; Turkyilmaz et al., 2015). Turkyilmaz et al. (2015) stated that *Website quality* could attract more online customers. Website quality design, such as visual appeal, transaction security, and navigation, can directly influence a consumer's impulse buying (Wells et al., 2011). Childers et al. (2001) also said that "webmospherics" related to the retail atmosphere, including structural attribute design such as graph, frame, pop-up window, search engine configuration, text, hypertext links, one-click purchase or check-out procedures, layout site dimensions, and media dimensions, or web attribute design induces online impulse buying in different level of Website Quality. Furthermore, Akram et al. (2018) found that Website quality has a positive effect on *Online Impulse Buying Behavior* Turkyilmaz et al. (2015) found that ease of use covering ease of understanding and intuitive operation, as a part of website quality dimensions has a vital role in affecting online impulse buying. Therefore, this research hypothesis is:

H5.Website quality has a significantly positive effect on impulse buying.

Atulkar & Kesari, 2018b stated that the motivation activity of retailers is a remarkable effort designed to improve sales, including free samples, voucher rewards, coupons, buying place, signs, exhibitions, and sales staffs supports. Furthermore Atulkar & Kesari, 2018b; Liao et al., 2009 findings, confirm that consumers are more impulsive in buying products or services when they receive price discounts as a motivational activity offered by retailers. Retailers assume that price discount is the main activity to induce impulsive buying (Atulkar & Kesari, 2018; Dittmar et al., 1995). Educated and trained salespeople serving excellent services through giving the right products and services information, responding to the questions and complaints of the consumers quickly, and motivating, also involving the consumers in the buying process, can encourage the consumers to make impulse buying (Atulkar & Kesari, 2018; Badgaiyan & Verma, 2015). This statement also supports the research results of Richins & Richins (2016), that motivation activity, such as events, consumers offers, promotion strategy, salespeople supports, consumers' trust, and income can affect impulse buying of consumers. Moreover, Febrilia & Warokka (2021) found that motivational activity can significantly affect online impulse buying. Therefore, this research's proposed hypothesis is:

H6.Motivational activities have a significantly positive impact on impulse buying.

Product attributes such as price, features, and quality of the product induce impulse buying (Nsairi, 2012), especially in online impulse buying (Park et al., 2012). Besides this, the lower price of the product tends not to purchase either in impulsive or un-impulsive conditions (Kacen et al., 2012; Kukar-Kinney et al., 2012) because consumers still have many considerations, such as product or service quality, price discounts, salespeople supports, and other perceived values (Badgaiyan & Verma, 2015; Bagdare & Jain, 2013; Nsairi, 2012). But, Jones et al. (2003) found that consumers prefer to buy products at a lower price, especially when in impulse buying. Otherwise, Badgaiyan & Verma (2015) found that Indian consumers make impulse buying not only cause of the lower price but also because they are looking for equality of price and quality and quantity of

products or services.

Atulkar & Kesari (2018) found that product attributes significantly positively affect impulse buying, supporting the research result by Park et al. (2012) that product attributes influence online impulse buying in fashion products. Therefore, the research hypothesis proposed is:

H7. Product attributes significantly and positively affect impulse buying.

The effect of consumers' traits and situational factors on impulse buying is very important to be examined whether this effect can be moderated by gender. Some previous researchers found that men and women consumer tend to buy impulsively, caused by impulsive buying tendency, interpersonal effect, shopping enjoyment tendency, emotional engagement, materialism behavior, and other situational dimensions factor (Atulkar & Kesari, 2018; Badgaiyan & Verma, 2015; Beatty & Elizabeth Ferrell, 1998; Chavosh et al., 2011; Pieters, 2013; Rook & Fisher, 1995; Sharma et al., 2010).

Further, İşler & Atilla (2013); Coley & Burgess (2003); Dittmar et al. (1995) stated that women tend to buy more naturally than men, due to different emotional expressions (Fisher & Dubé, 2005). However, the research results by Mai et al. (2003); Cobb & Hoyer (1986) reported that men are more impulsive in buying the products and services than women. Meanwhile, Badgaiyan & Verma (2015) said that there is no difference between men and women in impulsively purchasing behavior. In line with this, Kollat (1968) stated that the difference between men and women in impulsive shopping was not due to gender but to overall purchase frequency. They suggested that if men and women made the same number of purchases, the difference would disappear.

Furthermore, when buying tissue and coffee at the supermarket, men were more likely to be impulsive buyers than women (Cobb & Hoyer, 1986). However, in most studies, the differences between men and women are based solely on quantitative results on the impulse buying scale or the number of impulse purchases made in a given period. No investigations have been conducted into the structure or style of impulse buying. Those conditions show that there is social equity growth in the modern era and shows that the more enormous number of women working, the more conservative mindset of the women takes over the precise movement of gender. So, the marketers must take this opportunity to attract women and men, consumers with the same efforts. Therefore, the proposed hypothesis of this research is as follows.

H8. Gender significantly positive moderates the effect of impulsive buying tendency on impulse buying.

H9. Gender significantly positive moderates the effect of shopping enjoyment tendency on impulse buying.

H10. Gender significantly positive moderates the effect of materialism on impulse buying.

H11. Gender significantly positive moderates the effect of a person's situation on impulse buying.

H12. Gender significantly positive moderates the effect of website quality on impulse buying.

H13. Gender significantly positive moderates the effect of the motivational activity of retailers on impulse buying.

H14. Gender significantly positive moderates the effect of product attributes on impulse buying.

Those all hypotheses are drawn in figure 1 below.

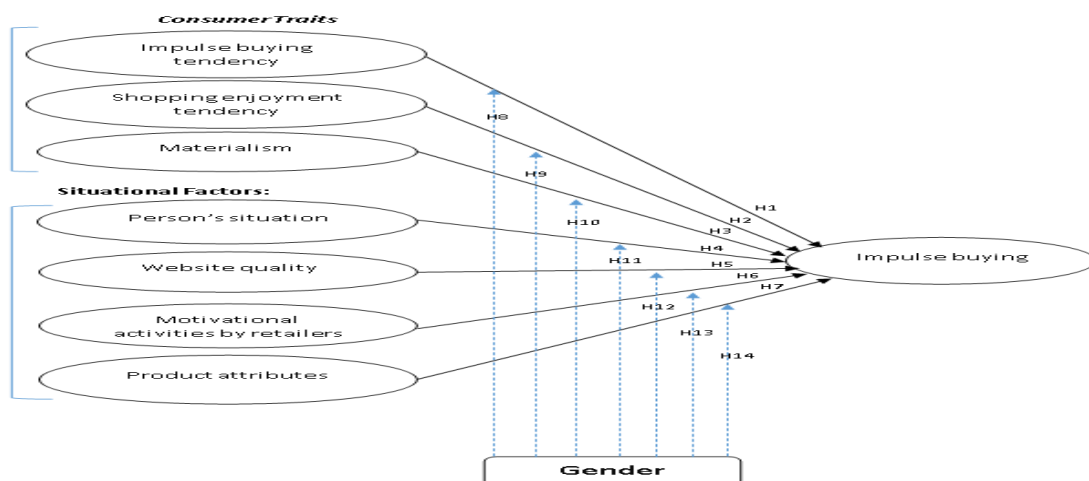


Figure 1. Research Model of Impulse Buying Behaviour, 2022

1.2 Research Objectives

The research objective is mainly to analyse the effect of the consumer traits dimensions (impulsive buying tendencies, shopping enjoyment tendencies, and materialism), and situational factors dimensions, indicated by the person's situation, website quality, motivational activities by retailers, and product attributes on impulse buying. Another objective is to examine the moderating role of gender in the effect of the consumer traits dimensions and situational factors dimensions on impulse buying behaviour.

1.3 Research Methodology and Data Analysis

The type of research carried out in this study is causal research with quantitative techniques that uses a cross-sectional survey carried out in one research period. The population in this study are the top five E-commerce users in Indonesia, Tokopedia,Shopee, Bukalapak, Lazada, and Blibli during the COVID-19 Pandemic. 500 usable data of 722 data respondents collected was analyzed by using structural equation modeling (SEM) analysis with AMOS statistical tool. The sampling method used in this study is non-probability sampling using a purposive sampling technique, a sampling technique with specific considerations (Sugiyono, 2017). The respondents' profile obtained will be seen in Table 3.

Table 3: Characteristics of respondents

Demographic Variables	Category	Frequency Number	Percentage (%)
Gender	Male	184	46
	Female	216	54
Age	14-19	126	25.2
	20-30	292	58.4
	31-40	62	12.4
	41-50	10	2
	> 50	2	0.4
Income per month	< Rp 1.000.000,-	24	4,8
	Rp 1.000.000 - Rp 5.000.000	54	10,8
	Rp 5.000.000 - Rp 10.000.000	97	19,4
	> Rp 10.000.000	188	37,6
Internet experience	< 1 year	12	2.4
	1-5 year	84	16.8
	6-10 year	200	40
	> 10 year	204	40.8
E-commerce options	Tokopedia	216	43.2
	Shopee	183	36.6
	Bukalapak	41	8.2
	Lazada	38	7.6
	Blibli	22	4.4
Shopping frequency	1 time	26	5.2
	2-4 time	123	24.6
	5-10 time	204	40.8
	> 10 time	147	29.4
Reason	Having free time during the Pandemic	28	5.6
	There is a promo	263	52.6
	Saving time	45	9
	Mood Effect	41	8.2
	Product quality	25	5
	Personality Factors (hedonic/consumptive)	25	5
	Attractive Website Display	3	0.6
	Have more money	32	6.4
	Challenging to get specific items offline	38	7.6

Source: Primary Data Processed, 2022

Table 3 shows that characteristics of respondents based on gender in this study; as many as 256 respondents (51.2%) were female, more dominant in online impulse purchases on e-commerce sites during the COVID-19 Pandemic. Meanwhile, male respondents were 48.8%. This shows that more women make impulse purchases during the Covid-19 Pandemic. These results may indicate that women generally use more feelings in making purchases than men, who use logic when shopping.

Characteristics of respondents based on age show that The age of 20-30 years is more dominant in online shopping without a plan (impulse buying) on particular E-commerce, which amounted to 58,4%, then respondents with the age range of 14-19 years as many as 22.2%, then the age of 31-40 years as many 12.4%, in the fourth rank, the age range of 40- 50 years old is 2%, and lastly, only 0.4% has the eldest age (more than 50 years old). E-commerce users are dominated by the age range of 20-30 years old.

The 137 respondents (27,4%) do not have income. Then respondents with an income range of IDR5,000,000 - IDR10,000,000, as many as 19.4%. The dominant income owned by 188 respondents (37.6%)

is above IDR10,000,000. This means that the ability of consumers to make good spending will make consumers get the maximum benefit from their current income and keep a person away from consumptive nature, which is closely related to impulsive buying behaviour.

Internet use experience dominates from the period time experience of users more than 10 years with a percentage of 40.8 percent. Then followed by the experience of the internet users for a period of 6 to 10 years is by 40 percent. The lowest percentage is at 2.4 percent experienced by respondents with internet user experience under 1 year. This indicates that, nowadays, the internet is a relevant and pervasive thing in all segments of society because anyone can access it easily.

The most frequently visited E-commerce and succeeded in encouraging impulse buying behavior during the COVID-19 Pandemic is from 5 to 10 times visiting e-commerce (40,8%). Therefore, most respondents chose E-commerce Tokopedia as the most frequently visited e-commerce and succeeded in triggering impulse buying behavior during the COVID-19 Pandemic, with a percentage of 43.2 percent. In the second place, Shopee can compete with Tokopedia with a portion of 36.6 percent, Bukalapak with a share of 8.2 percent, Lazada with a percentage of 7.6 percent, and Blibli with a portion of 4.4 percent.

The reason for choosing online shopping in E-commerce as a driving factor in impulse buying behavior during the COVID-19 Pandemic, choosing promos dominates as many as 52.6% of online impulsive buying shopping through E-commerce during a pandemic. Furthermore, in the second rank, choosing for saving time with a percentage of 9 percent. In the third place, 8.2 percent considered mood as a driving factor for online impulsive shopping behaviour.

Before testing the hypothesis, SEM analysis by AMOS 22 software requires the validity and reliability of measurement variables. Using convergent validity, measured by average variance extracted (AVE), shows all measurement variables are valid and fulfill AVE value standard > 0.5 (Abdillah & Jogiyanto, 2009). This can be seen in Table 4. Discriminant validity also shows the measurement of variables used is valid. This can be seen in Table 5, measured by Fornell-Larker Criterion. The reliability test also shows the measurement of the variables is reliable based on the values of Cronbach's alpha and composite reliability, fulfilling the predetermined standard of more than 0.7. It can be shown in Table 6.

Further, in the second phase, SEM analysis needs the measurement of the fit model. The results show the fit model measurement fulfills the criteria that can be seen in Table 7.

The last phase, testing the results of the hypothesis by using Structural Model Results, can be seen in Figure 2, and Table 8.

Table 4: Convergent Validity

Variable	Indicator	Loading Factor	AVE
Impulse Buying Tendency	IBT1	0,956	0,913
	IBT2	0,958	
	IBT3	0,949	
	IBT4	0,950	
	IBT5	0,965	
Shopping Enjoyment Tendency	SET1	0,969	0,918
	SET2	0,959	
	SET3	0,939	
	SET4	0,967	
Materialism	M1	0,959	0,921
	M2	0,959	
	M3	0,95	
	M4	0,971	
Person's Situation	PS1	0,968	0,935
	PS2	0,967	
	PS3	0,965	
Website Quality	WQ1	0,968	0,923
	WQ2	0,957	
	WQ3	0,955	
	WQ4	0,964	
Motivational Activities by Retailers	MAR1	0,964	0,932
	MAR2	0,965	
	MAR3	0,967	
Product Attributes	PA1	0,965	0,916
	PA2	0,94	
	PA3	0,96	
	PA4	0,963	
Impulse Buying	IB1	0,963	0,927
	IB2	0,959	
	IB3	0,967	

Source: SEM application processed, 2022

Tabel 5: Fornell-Larker Criterion

	Product Attributes	Impulse Buying (Y)	Shopping Enjoyment Tendency	Motivational Activities by Retailers	Impulse Buying Tendency	Website Quality	Materialism	Person's Situation
PA	0.968							
IB(Y)	0.682	0.976						
SET	0.574	0.712	0.969					
MAR	0.566	0.698	0.59	0.977				
IBT	0.572	0.702	0.58	0.602	0.965			
QW	0.575	0.695	0.583	0.579	0.583	0.971		
M	0.572	0.707	0.576	0.598	0.588	0.592	0.97	
PS	0.582	0.697	0.583	0.594	0.593	0.581	0.587	0.978

Source: SEM application processed, 2022

Tabel 6: Reliability Test Results

Variable	CronbachAlpha	Composite Reliability	Keterangan
Impulse Buying Tendency	0,981	0,981	Reliable
Shopping Enjoyment Tendency	0,978	0,978	Reliable
Materialism	0,979	0,979	Reliable
Person's Situation	0,977	0,977	Reliable
Website Quality	0,980	0,980	Reliable
Motivational Activities by Retailers	0,976	0,976	Reliable
Product Attribute	0,978	0,978	Reliable
Impulse Buying	0,975	0,975	Reliable

Source: SEM application processed, 2022

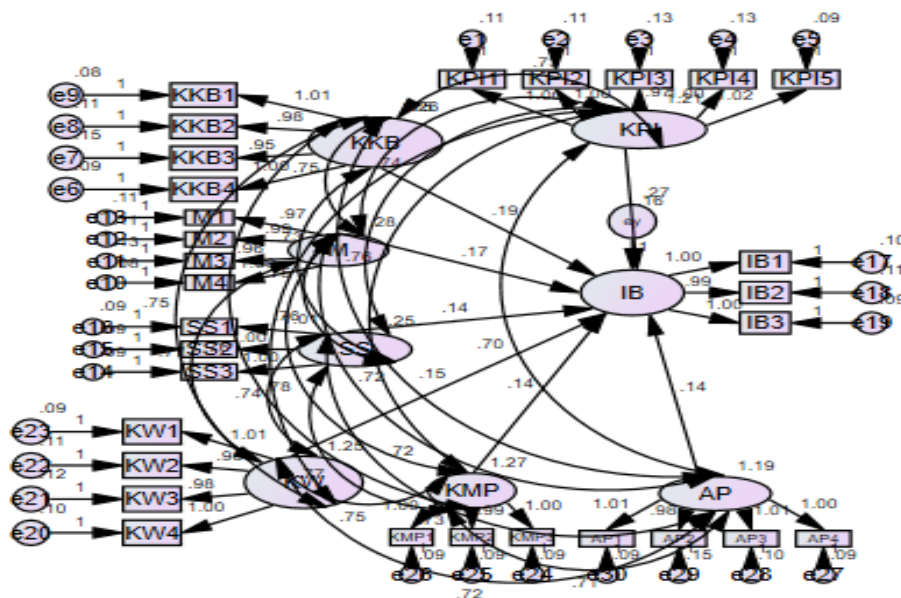


Figure 1: Structural Model Test Results

The Fit model measurement test is used to see the feasibility of the model or the model fits. The conformity indices of the model used are no different from those in confirmatory factor analysis (CFA). The results of fit model measurement can be done by comparing the recommended fit indices as presented in Table 7.

Table 7: Measurement of the Goodness of Fit in the Structural Model

GOLF	Acceptable Match Level	Model Index	Explanation
<i>p</i> -value	$P \geq 0.05$ (good fit), $p < 0,05$ (bad fit)	0.055	Good Fit
GFI	$GFI \geq 0.9$ (good fit), $0.8 \leq GFI \leq 0.9$ (marginal fit)	0.925	Good Fit
RMR	$RMR \leq 0.5$ (good fit)	0.012	Good Fit
RMS	$0.05 < RMSEA \leq 0.08$ (good fit), $0.08 < RMSEA \leq 1$ (marginal fit)	0.071	Good Fit
TLI	$TLI \geq 0.9$ (good fit), $0.8 \leq TLI \leq 0.9$ (marginal fit)	0.988	Good Fit
NFI	$NFI \geq 0.9$ (good fit), $0.8 \leq NFI \leq 0.9$ (marginal fit)	0.975	Good Fit
AGFA	$AGFI \geq 0.9$ (good fit), $0.8 \leq AGFI \leq 0.9$ (marginal fit)	0.907	Good Fit
RFI	$RFI \geq 0.9$ (good fit), $0.8 \leq RFI \leq 0.9$ (marginal fit)	0.971	Good Fit
CFI	$CFI \geq 0.9$ (good fit), $0.8 \leq CFI \leq 0.9$ (marginal fit)	0.989	Good Fit

Source: SEM application processed, 2022

Table 7 shows that the overall model shows a good level of conformity. Thus, the goodness of fit test on the standard model used in this study indicate that the observed data is in accordance with the theory or model.

On the other side, the R-Square value of IB is 0.784, showing that all independent variables simultaneously have an effect of 78.4% on impulse buying. In contrast, the remaining 21.6% is influenced by other variables not tested in the study, such as price and product or service quality. On the other hand, the R-Square value is categorized as a substantial value because it produces a value above 0.67. As stated by (Wynne w. Chin, 1998), the R-Square value is classified as a significant value if it is more than 0.67, moderate if it is more than 0.33 but lower than 0.67, and weak if it is more than 0.19 but lower than 0.33.

Table 8: Hypothesis Testing on Direct Effect

Hypothesis	Construct	Coefficient	T-Statistics	T-Table	Result
H1	Impulse buying tendency has a positive and significant impact on impulse buying	.156	4.643	1,96	Supported
H2	Shopping enjoyment tendency has a positive and significant impact on impulse buying	.196	5.876	1,96	Supported
H3	Materialism has a positive and significant impact on impulse buying	.171	5.100	1,96	Supported
H4	Person's situation has a positive and significant impact on impulse buying	.144	4.273	1,96	Supported
H5	Website Quality has a positive and significant impact on impulse buying	.148	4.426	1,96	Supported
H6	Motivational activities by retailers have a positive and significant impact on impulse buying	.143	4.197	1,96	Supported
H7	Product Attributes have a positive and significant impact on impulse buying	.156	4.193	1,96	Supported

Table 8 shows the results of hypothesis testing by bringing up the path coefficient values and t-statistics. The t-statistical value of the seven variables is greater than the current t-table value of 1.96, according to a significance of 5%. So it can be said that the seven hypotheses (H1, H2, H3, H4, H5, H6, and H7) in this study are supported, or in other words, have a positive and significant influence on impulse buying on their direct effect. Another discussion regarding the indirect impact on the moderating variable shows that the seven hypotheses are supported, both on the test results for both men and women. the resulting t-statistics value exceeds the t-table number that has been set at 1.96.

Tabel 10 Hypothesis Testing on Indirect Effect (Moderating impacts)

Hypothesis	Constructs	Men		Woman		T-Table	Result
		Coefficient	T-Statistics	Coefficient	T-Statistics		
H8	Gender has a positive and significant impact in moderates the relationship between Impulse buying tendency and impulse buying	.149	3.032	.164	3.600	1,96	Supported
H9	Gender has a positive and significant impact in moderates the relationship between shopping enjoyment tendency and impulse buying	.198	4.034	.186	4.147	1,96	Supported
H10	Gender has a positive and significant impact in moderates the relationship between materialism and impulse buying	.146	3.143	.201	4.123	1,96	Supported
H11	Gender has a positive and significant impact in moderates the relationship between person's situation and impulse buying	.148	2.885	.137	3.088	1,96	Supported
H12	Gender has a positive and significant impact in moderates the relationship between website quality and impulse buying	.157	3.053	.136	3.136	1,96	Supported
H13	Gender has a positive and significant impact in moderates the relationship between motivational activities by retailers and impulse buying	.155	2.955	.132	3.013	1,96	Supported
H14	Gender has a positive and significant impact in moderates the relationship between product attributes and impulse buying	.121	2.612	.152	3.301	1,96	Supported

1.4 Discussion

The results of this study are not much different from the research conducted by Atulkar & Kesari (2018). This study shows that consumer traits and situational factors such as impulse buying tendency, shopping enjoyment tendency, materialism, person's situation, motivational activities by retailers, and product attributes have a positive and significant effect on impulse buying. In addition, in an indirect relationship, gender has a positive and significant influence in moderating the relationship between consumer traits and situational factors with impulse buying behaviour.

The findings of this study indicate that from a quantitative perspective, the shopping enjoyment tendency variable has the most significant influence in encouraging e-commerce users to make impulse purchases. In this case, when the Pandemic was hitting Indonesia, most of the community's activities were hampered due to restrictions on activities outside the home and visiting public places that could potentially spread the Covid-19 virus, making e-commerce online shopping sites chosen by the public as a medium for communicating, reduce boredom, improve mood, and feel pleasure in shopping. Engel et al. (2005) found that shopping can be a positive distraction, escape pleasure, and a medium to increase one's self-esteem, active activities, and social connections. In other words, the better the shopping enjoyment tendency felt by consumers, the higher the impulse buying behavior of consumers when shopping in e-commerce during the Pandemic. It can be seen that another reason that is considered a driving factor for a consumer who manages to feel the convenience of shopping online, namely when they can find the products they need and like during the Pandemic, is in the e-commerce of their choice. Another reason is the existence of payment services through digital wallets, COD systems, m-banking transfers, and so on that have been provided by e-commerce to make it easier for users. This is in line with research conducted by (Atulkar & Kesari, 2018b), (Putra & Adam, 2020), (Kharisma & Ardani, 2018), but is not supported by research conducted by (Febrilia & Warokka, 2021).

Materialism is the second most important variable influencing e-commerce users to make impulse purchases during the Pandemic. This value shows that materialism does not always have a negative impact, because it is the most critical factor that can influence e-commerce users to make impulse buying. That means that the higher the materialistic nature of a person, the higher the impulse buying behavior. The nature of materialism is defined as a trait that attaches importance to the ownership of an item, where ownership is felt to indicate its status and will make him feel happy. In this case, most of the e-commerce users in Indonesia during

the Pandemic have a natural materialism, which makes it difficult for them to control themselves from buying something they want and attract their attention, with the excuse of fulfilling their lifestyle. In addition, consumers who have materialism long before the Pandemic will have more potential to make impulse buying because they assume that during the Pandemic only online shopping is considered to be able to create hedonic needs, even though it has an impact on reducing income or pocket money significantly. Fun can motivate them to buy more of the things they like. This is also confirmed by (Richins & Dawson, 1992; Schiffman et al., 2014), where the nature of materialism assumes that an item acts as a determinant of success, the number of items determines success, and ownership of an item will impress others, the use of money for items that are not needed, the role of goods in showing self-identity, the existence of an item that is felt to be able to create its satisfaction, buying goods makes you happier, requires a lot of things to make you happy, and feels restless if you don't have all the things you want. When consumers have these traits, in the end, the desire to have a product gets bigger, so consumers will be more impulsive to buy it. A thorough understanding of consumer behavior, which sometimes includes the nature of materialism, is used by marketers in marketing their products and increasing their sales volume. These results are in accordance with research conducted by (Atulkar & Kesari, 2018b), (Sen & Nayak, 2021), and (Podoshen & Andrzejewski, 2012), and (Pradhan et al., 2018).

Third, impulse buying tendency has a positive and significant influence on impulse buying, which indicates that the majority of respondents in this study have a high tendency to make impulse purchases in e-commerce, both Shopee, Tokopedia, Blibli, Bukalapak, and Lazada during the Pandemic. Someone with a high level of impulse buying tendency will mostly do in-store browsing more often than those with a low level of impulse buying tendency. This is because most of their purchases are unplanned, so they have to look for the product or brand they want when shopping in the store. In addition, this tendency can make a person lack self-control and encourage consumptive nature because they have strong feelings and are happy if they can buy a product or service they want in e-commerce. This impulsive buying tendency is considered a general trait of consumers, which may be more suitable for specific product categories in the market (Altukar & Kesari, 2018). These results are in line with research conducted by (Atulkar & Kesari, 2018b), (Mohan et al., 2013), (Febrilia & Warokka, 2021), (Newman & Patel, 2004), and (Dawson & Kim, 2009).

Fourth, the positive and significant influence between website quality and impulse buying gives the meaning that the quality of an e-commerce website has a significant impact in influencing users to make impulse purchases. The better the quality of e-commerce in displaying its performance, the more users are interested in shopping on the site. It is known that this study observes the behavior of some groups of people in Indonesia who use e-commerce to make impulse purchases online, which makes e-commerce a trend and necessity during the Covid-19 Pandemic. The better the quality of the web, the higher the probability of impulse buying (K. Jones & Leonard, 2008). These results are in line with the research conducted by (Febrilia & Warokka, 2021), (Hayu et al., 2020), (Akram et al., 2018), and (Hoa, 2021) but are not supported by the research conducted by (Wells et al., 2011), (Turkyilmaz et al., 2015) and (Wiranata & Hananto, 2020).

Fifth, there is a positive and significant influence between the person's situation and impulse buying. This indicates that a consumer has different situations, perhaps in feelings/moods, time, money, place, and other factors, to access online shopping applications during a pandemic in the hope of being stimulated to make impulse purchases. A person's situation related to money, time, family, credit card use, in-store conditions such as sales promotions, store environment, friendly store employees, and in-store music can influence impulse buying everything related to a person's situation when making a purchase. For example, the time spent shopping also affects impulsive buying behavior. The longer the consumer stays in the store, the greater the chance of making an impulse purchase. These results are in line with research conducted by (Luo, 2005), (Khan et al., 2015), (Husnain et al., 2019), and (Foroughi et al., 2012).

Sixth, there is a positive and significant influence between motivational activities by retailers and impulse buying, indicating that the seller's friendly behavior and their support in the buying process can reduce consumers' negative emotions and encourage them to make impulse purchases. Motivational activities, such as events, offers for regular consumers, promotional schemes, and support from the sales staff increase consumers' confidence in their spending (Richins & Richins, 2016). Consumers choose to shop online because of attractive promos during PSBB, lower prices, more free time to access online shops in e-commerce, and avoiding virus contact, so these reasons can potentially trigger impulse buying behavior. Sellers who are active in making sales strategies tend to be in high demand by consumers compared to passive ones. In addition, the fluctuating spread of the coronavirus has the potential to encourage them to shop more than once, so they need convenience and attractive offers from e-commerce parties and store sellers to get additional benefits from promotional offers. These results are in line with research conducted by (Miao et al., 2020), (Febrilia & Warokka, 2021), and (Atulkar & Kesari, 2018b).

Seventh, there is a positive and significant influence between product attributes and impulse buying, indicates that product attributes, such as product price, product features, and product quality, are the main driving factors in impulse buying, which retailers can use when offering products to consumers (Nsairi, 2012).

As e-commerce users, Indonesians like products with cheap/economical/affordable prices, encouraging them to buy in larger quantities. An e-commerce user, when encountering a product with a low price and good quality, is more easily stimulated to buy it spontaneously, compared to those who experience a product with a high price and low quality, in addition to a store that can list the completeness of the product appropriately. Through store ratings that other consumers have reviewed, clear product descriptions, complete image catalogs, and so on will encourage someone who initially only visited to make a spontaneous and sudden purchase. The appearance of an attractive product with its characteristics always attracts attention and creates a desire to buy the product offered (Kacen et al., 2012). This is also done to build consumer trust and avoid feeling disappointed with the product to be purchased that does not meet expectations. These results align with research conducted by (Atulkar & Kesari, 2018b) and (Park et al., 2012).

Furthermore, this study shows that gender has a positive and significant effect on moderating the impact of consumer traits (impulsive buying tendencies, shopping enjoyment tendencies, materialism), and situational factors (person's situation, website quality, motivational activity, and product attributes) on impulse buying. This shows that men and women e-commerce users during the Pandemic have significant differences in impulse buying. This difference is not only in terms of the frequency of impulse buying or the level of impulse buying tendency but also in shopping behaviour style.

It can be concluded that women are more likely to make impulse purchases, because, before the restrictions imposed during the Pandemic, women tended to have a preference for shopping, so when they feel bored because of these restrictions, e-commerce is one of the mediums chosen to visit/access in reducing boredom. It is different with men. They tend to be able to refrain from accessing/visiting e-commerce which has the potential to encourage them to make impulse purchases. But in general, e-commerce can easily influence users to buy impulsively because, during the Pandemic, consumers are connected to the internet almost daily. Verplanken & Herabadi (2001) investigated that impulse buying tendencies are rooted in personality and thus may be a variable of individual differences. If this is the case, then impulse buying propensity or tendency is most likely correlated with individual personality-related differences. Impulsive buying tendencies, as constructs confined to the area of consumer behavior, can be an expression of broader personality patterns. For example, someone who has a pre-thinking style of communicating with others may also adopt that style when shopping.

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