

The effect of Utilitarian Web Browsing, Price Attribute, Sensory Attribute toward Impulse Buying SME's Product

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ABSTRACT

Purpose: The phenomenon of online shops in the 4.0 industrial revolution is increasing, which makes online shopping sellers have to pay attention to variety of selection, price attributes, and sensory attributes in order to increase impulse buying customer online of SME's product. Purpose of this study is to determine the effect of variety of selection, price attributes, sensory attributes on impulse buying SME's product

Design/methodology/approach: This research is an explanatory research design. This type of research is a survey research, the number of respondents in this study was 200. The sample was taken using purposive sampling and using questionnaire method, and then processed through SPSS software. The analytical tool in this study uses linear regression

Findings: Only Sensory attribute has no significant effect on impulse buying SME's product

Research limitations/implications: This research has limitations, which is only in one city

Practical implications: The practical implications of this research are as an enrichment of management knowledge, especially marketing and customer behavior who buy SME's products on digital platforms.

Originality/value: The originality found in this study is research that focuses on SME's products sold online in the industrial revolution 4.0 era

Paper type: Research paper

Keyword: *Impulse buying, Price Attribute, SME's Product, Sensory Attribute, Utilitarian Web Browsing.*

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I. INTRODUCTION

Indonesia has entered the industrial revolution 4.0 era where digitalization has become a major part of people's daily activities (Hidayatno et al., 2019). Industrial revolution 4.0 is the name of the latest automation and data exchange trend in technology of factory. This situation has altered the people's behavior especially when doing a commercial transaction. The International Data Corporation (IDC) Indonesia reports that spending on Information and Communication Technology (ICT) in Indonesia is expected to increase by 16% from US \$ 9.6 billion in 2017 to US \$ 11.9 billion in 2020 (Ali, 2019).

The increasing use of gadgets makes people in Indonesia often shop via online by utilizing Lazada, Shopee, Tokopedia, and etc as stated in tech data from iPrice-insight as of the 4th quarter in 2019 that online shopping is widely used by the community as an alternative to offline shopping. The convenience offered by online shopping media is expected to increase impulse buying, but there is a gap in previous research conducted by Park et al., (2012) where the results obtained in this study for the utilitarian factor of web browsing have no effect on impulse buying in Korea in 2012. Another study conducted by Wahab et al., (2018) also found that utilitarianism has no effect on unplanned purchases in Instagram consumers. Thus, researchers want to explore

the gaps that exist in both studies whether the results will be the same or different at the time of the Industrial Revolution 4.0 in 2020.

Online shopping are the applications most frequently used by people in Indonesia in the 2020. Utilitarian factor of web browsing, price attribute and sensory attribute make it easier for consumers to make purchases online. Price attribute is the main factor taken into consideration by consumers when shopping offline and online. Research from Wahab et al., (2018), Park et al., (2012) suggests that the price attribute factor affects impulse buying. Whether in the era of the Industrial Revolution 4.0 price attribute is also a major consideration in online shopping, this gap will be revealed in this research.

The sensory attribute in the form of colour, size, design, and materials that consumers cannot perceive when shopping online will also be a variable that encourages impulse buying as in the results suggested by Suarmaja et al., (2016) and Park et al., (2012) or which can be considered when consumers shop online. This gap is also the focus of this research.

From the background problem above, this research aims to determine the influence of the utilitarian web browsing factor, price attribute and sensory attribute on the impulse buying SME's product of online shopping consumers in the era of the Industrial Revolution 4.0

II. METHODS

This research is an explanatory research design which is planned to be completed within 1 year and is carried out based on primary data collected from questionnaires and secondary data obtained from data collection in the form of journals or previous research conducted by researchers. The data collection technique is done by distributing questionnaires to the people of Malang and Surabaya who do online shopping, to answer variable statements using online shopping to impulse buying

This research uses a quantitative approach that works with numbers, the data is in the form of numbers, analyzed using statistics to test hypotheses or answer specific research questions and to predict that certain variables affect other variables (Creswell & W, 2010). This is due to the quantitative of the variables studied, so the data collection in this study uses a perceptual approach. The statistical method SPSS 23.0 (Statistical Product and Service Solutions) is a program used in analyzing data

This study also uses a qualitative approach, to find an explanation of the relationship between variables from the analysis of the quantitative approach. Based on the substance of the problem in this study, this research is causality, which aims to analyze the relationship between online shopping variables on impulse buying.

Literature studies and field studies on consumer behaviour in using gadgets were carried out at the beginning of the study. Furthermore, the researcher identifies the problem and formulates the problem. After everything has been formulated, the team members conduct a survey of e-wallet users who are the research samples. The data collected is processed by statisticians and the results will be interpreted and concluded as research results

The research sample is purposive sample, samples with certain characteristics. The samples with certain characteristics. The sample characteristics in this study include :

1. The respondent has a gadget with an internet connection
2. Respondents have purchased products through online-shopping SME's Product
3. Respondent has purchase products by online for at least one year

III. RESULTS AND DISCUSSION*Table 1. Respondents' characteristics*

<i>Profile</i>	<i>Description</i>	<i>Percentage</i>	<i>Frequency</i>
<i>Gender</i>	<i>Male</i>	<i>42.5%</i>	<i>85</i>
	<i>Female</i>	<i>57.5%</i>	<i>115</i>
<i>Education</i>	<i>Senior High School</i>	<i>41%</i>	<i>82</i>
	<i>Under Graduate</i>	<i>14%</i>	<i>28</i>
	<i>Graduate</i>	<i>45%</i>	<i>90</i>
<i>Occupation</i>	<i>Private service</i>	<i>27%</i>	<i>54</i>
	<i>Housewife</i>	<i>23.5%</i>	<i>47</i>
	<i>Lecture</i>	<i>11.5%</i>	<i>23</i>
	<i>Student</i>	<i>12.5%</i>	<i>25</i>
	<i>Gov't service</i>	<i>18%</i>	<i>36</i>
	<i>Entrepreneur</i>	<i>7.5%</i>	<i>15</i>
<i>Age (yo)</i>	<i>< 20</i>	<i>27.5</i>	<i>55</i>
	<i>21-45</i>	<i>68%</i>	<i>136</i>
	<i>> 45</i>	<i>4.5%</i>	<i>9</i>
<i>Online shopping</i>	<i>Have</i>	<i>100%</i>	<i>200</i>
	<i>Doesn't have</i>	<i>0%</i>	<i>0</i>
<i>Number of using Online shopping on a month</i>	<i>1-5</i>	<i>83%</i>	<i>166</i>
	<i>6-10</i>	<i>17%</i>	<i>34</i>
	<i>>10</i>	<i>0%</i>	<i>0</i>
<i>Budget used for online shopping within one month</i>	<i><1.000.000</i>	<i>66%</i>	<i>132</i>

1.000.000-3.000.000	18%	36
>3.000.000	16%	32

*Source: Processed, 2022

The number of respondents who have been studied is 200 people, by filling in online and offline forms. Respondents who are 57.5% female and male 42.5% of the total. Table 1 shows that 41% are still students, 14% have not graduated with a bachelor's degree, and 45% have graduated. In terms of employment in the private sector, it was 27%, housewives 23.5%, lecturers 11.5%, students 12.5%, civil servants 18%, entrepreneur 7.5%. In terms of age, the highest age is 21 to 45 years with 68% of which is the productive age and has been able to make their own choices. All respondents in this study have confirmed that they have purchased products online, so the results of the characteristics of the respondents described in the table above are in accordance with the objectives of this study. For purchase expenses per 1 month, it is known that most respondents spend less than IDR. 1,000,000, - for online purchases or purchases online

For achieving valid results, and before testing the hypothesized relationship, tests for indicator validity and reliability of the measurement model were conducted. The results show that there are 3 items that are invalid and have been deleted during the study.

Table 2. Regression Analysis

<i>Predictor</i>	<i>Coef</i>	<i>SE Coef</i>	<i>T</i>	<i>P</i>
<i>Constant</i>	<i>10,711</i>	<i>2,264</i>	<i>4,73</i>	<i>0,000</i>
<i>X1</i>	<i>0,8195</i>	<i>0,1812</i>	<i>4,52</i>	<i>0,000</i>
<i>X2</i>	<i>-0,4139</i>	<i>0,1257</i>	<i>-3,29</i>	<i>0,001</i>
<i>X3</i>	<i>0,5550</i>	<i>0,1734</i>	<i>3,20</i>	<i>0,002</i>

S = 3,10838 R-Sq = 24,4% R-Sq(adj) = 23,3%

*Source: Processed, 2022

Table 2 shows that 2 of the 3 variables studied had a significant effect ($P < 0.05$) while one hypothesis was statistically not significant ($P > 0.05$) (Hair et al., 2016; Kock, 2012). Regression analysis result show that utilitarian web browsing and price attribute have a simultaneous effect to impulse buying in revolution industry 4.0 era.

H1 Price Attribute has a significant effect on impulse buying ($P < 0.05$, $T = 4,52$). H1 is accepted.

H2 Sensory Attribute has no significant effect on impulse buying ($P > 0.05$, $T = -3,29$) H2 is rejected.

H3 Utilitarian Web Browsing has a significant effect on impulse buying ($P < 0.05$, $T = 3,20$) H3 is accepted.

The era of the Industrial Revolution 4.0 showed the change in people's online shopping patterns. In the objectives that were stated, this study wanted to find how much influence have on impulse buying in the era of the industrial revolution 4.0. Utilitarian Web Browsing, Price Attribute, Sensory Attribute were the basis for Impulse Buying. Majority of respondents agree that Utilitarian Web Browsing and Price Attribute significantly affected Impulse Buying with R Square value is 0.244. The R square value showed that 24,4% variation of impulse buying can be explained by Utilitarian Web Browsing and Price Attribute, while 75,6% is explained by other variables which are not included in model.

Table 1 showed the research model for this study, which explains the interrelationships among the variables (Utilitarian Web Browsing, Price Attribute, sensory attribute and impulse buying). Empirically, the results of this study suggest that Online shopping had dominant effect on Impulse Buying in purchasing product online. Online Shopping which has variables Utilitarian Web Browsing, Price Attribute, sensory attribute was a process of purchasing goods and services from those who sell goods via the internet, or buying and selling services online without face to face between sellers and buyers directly According to the statement from Alchazin & Firdaus (2021); Sari (2015). A positive and significant relationship in this variable meant that

Online Shopping provides a variety of product, choices, prices that were considered as friendly for consumers. This situation is able to encourage consumers to buy products online. This result was in accordance with the aim of this study which state that online shopping has an effect on impulse buying. A different study was put forward by Rahmisyari et al. (2021) who argued that price had no effect on impulse buying.

This study showed that variable Utilitarian web browsing and price attribute had a positive response to Impulse Buying. The majority of respondents agreed that Utilitarian web browsing and price attribute were the strongest indicators of Buying Impulse. These results contradictive with previous research by Park et al., (2012) and Wahab et al., (2018) which stated that the variable Utilitarian web browsing have a negative effect on impulse buying. However, Park et al. (2012) have the same results where the price attribute has a significant effect on impulse buying. It can be concluded that the research was carried out in different locations and in different years, where in 2020 utilitarian web browsing and price attribute is preferred.

This study showed that variable Utilitarian web browsing and price attribute had a positive response to Impulse Buying. The majority of respondents agreed that Utilitarian web browsing and price attribute were the strongest indicators of Buying Impulse. These results contradictive with previous research by Cahyono et al. (2016); Park et al. (2012); Wahab et al. (2018) which stated that the variable Utilitarian web browsing have a negative effect on impulse buying. However, Park et al. (2012) have the same results where the price attribute has a significant effect on impulse buying. It can be concluded that the research was carried out in different locations and in different years, where in 2020 utilitarian web browsing and price attribute is preferred.

The results of this study are new because the results are different from previous study by Suarmaja et al., (2016) and Park et al., (2012) where sensory attribute have positive impact to impulse buying which is different from the results found in this study. This research suggests that the sensory attribute variable has no effect on impulse buying SME's product. This can be because consumers in the era of the industrial revolution 4.0 are more careful with products and think they need to feel the product attributes before making purchases via online shopping.

Overall, the research this time has its novelty that prove this study are different from previous studies, namely the utilitarian variable web browsing which has a positive effect on impulse buying for online shopping consumers, on the other hand sensory attributes have no effect on impulse buying in the era of the industrial revolution 4.0, where previous studies have had different results.

IV. CONCLUSION

The research results showed that Utilitarian Web Browsing and Price Attribute affect impulse buying online shopping. The results also show that the Sensory Attribute indicator is the only indicator in online shopping that has no effect on impulse buying SME's product on Industrial Revolution 4.0

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