

Influence AGI Shopping Motives toward Impulse Buying with Internet Browsing as a Mediator

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Abstract

This study uses AGI shopping motivation as the independent variable, impulse buying as the dependent variable and internet browsing as the mediating variable. The data used is primary data obtained through distributing questionnaires using Google Form with data obtained as many as 320 respondents. Purposive sampling is a sampling technique used in this study, by taking consumers who have done online shopping at least six times in one year. The method used in data processing is a structural equation model (SEM). The purpose of this study was to determine how the influence of AGI motives on impulse buying mediated by internet browsing activities. The results of this study conclude that (1) the AGI motive has a positive and significant effect on impulse buying, (2) the AGI motive has a positive influence on internet browsing, (3) internet browsing has a positive influence on impulse buying, and (4) internet browsing is a partial mediator of the relationship between AGI motives and impulse buying.

Keywords: impulse buying, browsing, AGI shopping motivation.

Introduction

The phenomenon of impulsive buying is familiar to the people of Indonesia. Impulsive buying is an unplanned or spontaneous shopping behavior that is usually driven by a strong feeling of buying due to discount offers, attractive product displays, and so on (Park et al. , 2012). This impulsive purchase is not only happening in Indonesia but also happening in various countries. Impulsive buying in Indonesia occupies the highest position compared to other countries in Southeast Asia. It is recorded that as many as 86% of Indonesian internet users do *online* shopping, while the average internet user shopping in the world is only 75% (CNN Indonesia, 2017). This is one of the driving factors for researchers to conduct research on impulsive purchases. This impulsive buying behavior is driven by the emotionality of the consumer and the influence of objects of interest on *the online* shopping site. Supported by the advancement of the internet network today, makes it easier for consumers to carry out shopping activities, both just looking for product information through internet roaming to making purchases (Bohang, 2018). The results of a survey from *We Are Social* in 2021 found that as many as 88.1% of internet users in Indonesia use it for *e-commerce services*. This percentage is the highest figure compared to other countries in the world (Lidwina, 2021).

This ease of *online* shopping has more or less changed the lifestyle of the Indonesian people. Now shopping not only to meet their needs but also to have fun (Japariato, 2013). This behavior tends to lead to hedonistic motives, that are shopping motivations based on

thought and feelings or emotions. Consumer will shop for pleasure and satisfaction so that it does not burden the value of the benefits of the product purchased (El et al. , 2016). This study involves three dimensions of simultaneous hedonistic motifs, namely *adventure shopping (A)*, *gratification shopping (G)* and *idea shopping (I)*. The three dimensions are further written *AGI shopping motives (AGI motifs)*.

AGI consumers are very fond of shopping. The existence of innovation and advancement of the internet network is currently making it easier for consumers to find information about the products offered and keep abreast of trends through internet browsing. In this case, internet browsing is an activity of surfing the internet, both just looking around and seeking information and ongoing trends regarding the products offered. This activity can also be analogous to the situation when consumers walk around shopping centers such as supermarkets or *malls* to find the desired product or just look around without buying anything (Sukiwun et al. , 2014). A person who has the AGI motive likes to do shopping activities to meet his emotional needs when looking at the virtual displays at the *online shops* that have been arranged in such a way as to attract consumers' buying interest. The longer a person browses the internet, the more impulsive purchases will be eventually triggered.

Ozen & Engizek (2013) once conducted a similar study in Turkey and found that hedonistic motives have a significant influence on impulsive buying. Another study conducted by Gültekin & Özer (2012) in Turkey found that there is another variable that mediates between hedonistic motives and impulsive purchases, namely internet surfing. The third study conducted in Indonesia by Lumintang (2013) found that hedonistic motives have a positive influence on impulsive purchases while internet browsing does not mediate the relationship between the two. The difference in the results of the study is the first factor that encourages researchers to conduct this study with case studies on *online shop* consumers. In addition, the second factor is that this study focuses more on the three dimensions of hedonistic motifs, called *AGI shopping motives (AGI motifs)*, namely *adventure shopping (A)*, *gratification shopping (G)* and *idea shopping (I)* which simultaneously affects impulsive purchases mediated by internet surfing variables. The expected purpose of this study is to find out how the influence of AGI's motives on impulsive purchases mediated by internet browsing variables.

Literature Review and Hypotheses

The Influence of AGI Motives on Impulse Buying

Some consumers are influenced by various dimensions of motivation to meet expectations in shopping, including: *adventure motives*, *gratification motives*, and *idea motives*. *AGI shopping motives* are dimensions of hedonistic motifs. AGI's motive is a shopping drive based on hedonistic aspects. Consumer who shop on the basis of this motivation expect the joy and pleasure gained from shopping. They also realize that purchases are made not to meet needs but to enjoy and fulfill shopping expectations (Bakırtaş & Divanoğlu, 2013). The encouragement of shopping for fun offers of innovative products, *trending* products, as well as virtual viewing activities is carried out to create excitement and fun.

AGI shopping motives include: (1) *adventure shopping motive (A)*, is when consumers think shopping is an adventure to get a new experience; (2) *gratification shopping motive (G)*, is a shopping motivation to relieve stress and improve *mood* (Jamal et al., 2006); (3) *idea shopping motive (I)*, is the encouragement of shopping to follow trends (Mamuaya & Pandowo, 2018).

Impulsive buying is defined as a sudden or spontaneous buying behavior that refers to direct purchases without a previous shopping plan, both to buy a specific product to fulfill a desire and to meet a need. The speed of this impulsive process hinders careful consideration in

making choices so that impulsive consumers tend to buy products without considering the value of their benefits or other product information (Muruganatham & Bhakat, 2013). Based on empirical and theoretical studies, impulsive behavior is stimulated and influenced by a number of different variables, ranging from promotional or advertising variables, *store display*, lifestyle, personality, age, *gender*, type of work and so on (Which 2011). Another factor according to Mamuaya & Pandowo (2018) is the availability of money and time.

Consumers who shop because of this AGI motivation tend to shop without thinking about the value of the benefits. The top priority in shopping is to obtain happiness and self-satisfaction. This is in line with impulsive buying. Some research results reveal that impulsive purchases can meet hedonistic needs such as pleasure, shopping experience and satisfaction (Gültekin & Özer, 2012).

Consumers who have AGI motives tend to buy something because of the satisfaction and happiness that will be obtained. Eventhough previously it did not require a specific product but at the end they will make a purchase. If they see a product that is attractive and provides emotional satisfaction, without thinking about it, they will make a purchase. This triggers impulsive purchases or spontaneous purchases because there are no prior purchase plans. This phenomenon is in line with the statement of Gültekin & Özer (2012) that hedonistic shopping motivation has a positive influence on impulsive purchases, so that a hypothesis is formed:

H1: AGI's motives positively influence impulsive buying.

The Influence of AGI Motifs on Internet Browsing

Internet browsing is an activity of exploring the internet which, in this case, is focusing on an *online shop*. This activity is to find information regarding the necessary products. Internet browsing describes a situation like when consumers walk around in shopping centers such as supermarkets or *malls* to find the desired product or just look around without buying anything (Sukiwun et al. , 2014). Nowadays, if someone has a need to shop, then they will look for more detailed information through internet browsing. Looking for product information by consumers can be described in two stages, namely starting with an internal search, where consumers will remember what are the known product alternatives according to their needs. Then continued with an external search, namely by visiting stores, digging for information from friends, relatives or other people, as well as utilizing other media (Sukiwun et al. , 2014).

The reason consumers browse the internet is to meet their emotional needs in terms of excitement (Bakırtaş & Divanoğlu, 2013). Consumers with hedonistic motives are very delighted and enjoy the shopping process which includes looking through products, looking for discounts or price cut to make purchases. Sometimes, consumers just look around without any intention of making a purchase since they only need to spend some of their time having fun (Gültekin & Özer, 2012). The stronger hedonistic motives of consumers, there will be more often they carry out internet browsing activities. In the research that has been carried out by Gültekin & Özer (2012) also states that hedonistic motives have a positive influence on internet browsing. The AGI motif is part of the hedonistic motive, so a hypothesis is formulated as follow:

H2: AGI's motives positively affect internet browsing.

The Effect of Internet's Browsing on Impulse Buying

Impulsive buying is defined as a sudden or spontaneous buying behavior that refers to direct purchases without a previous shopping plan, both to buy a specific product to fulfill a desire and to meet a need. The speed of this impulsive process hinders careful consideration in making choices so that impulsive consumers tend to buy products without considering the value of their benefits or other product information (Muruganatham & Bhakat, 2013). Based on empirical and theoretical studies impulsive behavior is stimulated and influenced by a number

of different variables, ranging from promotional or advertising variables, store display, lifestyle, personality, age, gender, type of work and so on (Which, 2011). Another factor according to Mamuaya & Pandowo (2018) is the availability of money and time.

The development of the internet at this time offers convenience for the public for various fields, one of which is trading activities. Producers and consumers are greatly facilitated in their activities. Producers can be facilitated in terms of advertising and marketing costs as well as business capital because it no longer has to spend capital to rent a place to set up a business. The convenience felt by consumers is that shopping activities become easier because they can find product information through internet browsing. Consumers who browse the internet will be spoiled with a virtual display of products at the online shop that has been arranged in such a way as to attract consumers. The amount of time available to browse the internet will create a strong impulse in consumers that causes a feeling of interest in some of the products they see so that the feeling of desperate need for the product arises and spontaneous purchases or impulse purchases occur. Previous research conducted by Gültekin & Özer (2012) stated that internet browsing has a positive effect on impulsive buying. Based on the description, the hypothesis is formed:

H3: Internet browsing positively affects impulse buying.

Internet Browsing Mediating the Influence of AGI Motives on Impulse Buying

Consumers with AGI motives like to do shopping activities such as looking at products, looking for discount information and so on through internet browsing. They are likely to spend a lot of time browsing the internet. The more often consumers browse online shops or browse the internet, the stronger the impulse will be. Research that has been carried out by Gültekin & Özer (2012) also states that internet browsing is as a mediating of hedonistic shopping motivation with impulse purchases. Based on the description hypothesis formed is as follows:

H4: Internet browsing mediates the relationship between AGI's motives and impulse buying.

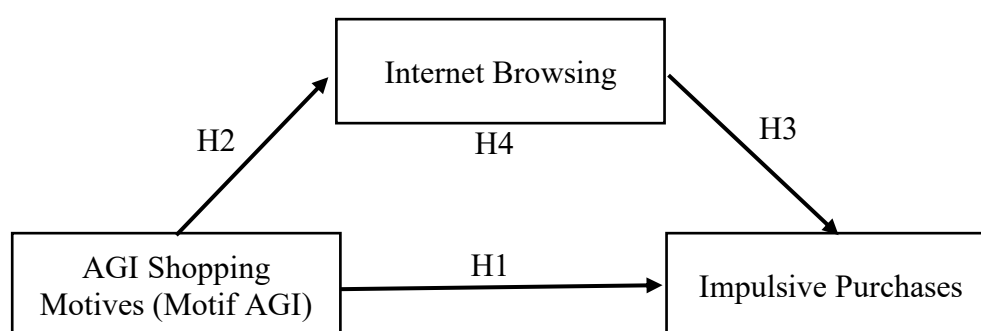


Figure 1. Research Model

Research Method

This research is a type of quantitative research using primary data sources derived from filling out questionnaires by respondents through the Google Form media. The questioning indicators in the questionnaire used to represent the AGI motive variable refer to Kim's research (2006), the internet browsing variable refers to the research of Foroughi et al. (2011), and the impulsive purchase variable refers to the research of Akram (2018).

The sampling technique used is purposive sampling. The selected sample is an online shop consumer who does shopping at least six times a year. The total sample collected was 320 respondents and all those amounts were eligible for further processing. Based on age, with a percentage of 92.50%, respondents at aged 18-25 years were more dominant. The number of

female respondents were more than male with a percentage of 59.06%. Based on the last education, respondents who were last education is high school were ranked the most with a percentage of 69.06%. The dominant type of work of respondents was students with a percentage of 73.75%. Based on monthly income, the dominating is respondents with incomes between Rp1,500,000-Rp3,000,000 which has a percentage of 48.81%. Then, based on spending on shopping, the dominating respondents were those who had expenses of less than Rp1,500,000 with a percentage of 62.50%. Based on the dominating frequency of online shopping, respondents who shop six times in one year as many as 51.56%. The length of internet browsing time used by 54.06% of respondents is 30-60 minutes and the most dominant marketplace visited is Shopee with a percentage of 54.86% of the total respondents.

Results and Discussion

The method used in this study is structural equation modeling (SEM) and the data is processed using SmartPLS 3.2 software. Some of the tests carried out include validity tests, reliability, f square, R square, hypothesis tests and mediation tests.

Validity and Reliability Test

This study used two validity test criteria, namely convergent validity and discriminant validity. The difference between the two is from how the assessment criteria are. Data can meet the criteria of convergent validity if the value of the outer loading of each variable is more than 0.5. The discriminant validity uses the Average Variant Extracted (AVE) criterion where the AVE value of each indicator must be more than 0.5 to be said as valid.

The reliability test in this study used the assessment criteria of Cronbach's Alpha. The data source is declared reliable or consistent when the Cronbach alpha value of each variable indicator is ≥ 0.7 . The results of the validity and reliability tests are presented in Tabel 1.

Table 1. Validity and Reliability Test Results

Variable	Items	Convergent Validity Test	AVE	Cronbach's Alpha
AGI Reason	AM1	0.752	0.672	0.762
	AM2	0.738		
	AM3	0.776		
	GM1	0.807		
	GM2	0.797		
	IM1	0.758		
	IM2	0.771		
Internet Browsing	BS1	0.808	0.596	0.887
	BS2	0.789		
	BS3	0.862		
Impulse Buying	PI1	0.857	0.691	0.850
	PI2	0.885		
	PI3	0.756		
	PI4	0.821		

Based on Tabel 1, all indicators of all variables have outer loading and AVE values ≥ 0.50 , so the data can be said to meet the criteria of convergent validity as well as discriminants. Likewise with reliability, all variable indicators have a Cronbach's alpha value ≥ 0.70 , so the data used is reliable or consistent.

R Square and F Square test

Inner model testing or model testing on structural order is used to test the relationship between latent variables. This study used two criteria to take inner model measurements, namely

looking at the value of R square and f^2 or f square. R square represents how much the outer variable is able to describe the inner variable simultaneously, while f square describes each of them. There is a difference in provisions between the two. In f square if it is less than 0.15, it is classified as weak, 0.15-0.35 is classified as moderate, and more than 0.35 is strong. For R square, if the result less than 0.33 is classified as weak, 0.33-0.77 is medium and more than 0.77 is strong. The test results of R square and f square are as follows:

Table 2. F & R Square Test Results

Variable	f Square	R Square
AGI's Motives → Internet Browsing	0.31	0.43
AGI's Motives → Impulse Buying	0.20	
Internet Browsing → Impulse Buying	0.19	

Based on Table 2, the R square value of the AGI and internet browsing motive variables can simultaneously explain the impulsive purchase variable of 0.43 or 43% which belongs to the medium category, so that the remaining 57% is explained by other variables out of the research. From the result of f square, it can be seen that the AGI motive variable explains the internet browsing variable of 0.31 or 31% which is classified as being close to strong. In addition, the AGI motive variable explains the impulsive purchase variable of 0.20 or 20% is classified as moderate and the internet browsing variable is able to explain impulse buying of 0.19 or 19%, that is classified as moderate.

Hypothesis Test

Based on Tabel 3, the Beta values in the first, second, and third hypotheses are positively valued which means that the AGI motive affects impulse buying positively. Motif AGI affects internet browsing positively and internet browsing also positively affects impulse buying. A positive effect here means that if the higher the value of one variable, the higher the value of the other variables that are affected.

Table 3. Path and Mediation Hypothesis Test Results

Hypothesis	Beta	Prob.	Decision
H1	0.376	0.000	Supported
H2	0.486	0.000	Supported
H3	0.382	0.000	Supported
H4	-	0.000	Supported

Furthermore, the probabilities on the four hypotheses is worth 0.000 which is less than 0.050, meaning that each variable on each of the hypotheses affects significantly. The fourth Hypotheses (H4) i.e. internet browsing as a mediator between AGI motives was accepted because it has a P value smaller than 0.050. Based on this, all hypotheses in this study are acceptable.

The first hypothesis (H1) states that AGI Motives influence Impulsive Buying positively. In this study, the Beta value in the first hypothesis had a positive value of 0.376 and the P value was 0.000 less than 0.50 which means it had a positive and significant effect. From these values it follows that the first hypothesis (H1) is accepted, the AGI motive affects impulsive purchases positively. The stronger the AGI motive that exists in a person, the stronger the impulse to make impulsive purchases.

Consumers who have AGI motives tend to buy something because of the satisfaction and happiness that will be obtained, although previously it did not require a specific product but they will make a purchase. If they see an interesting product in the latest or trending, and provide emotional satisfaction, then without thinking about it, they will make a purchase. This

triggers impulse buying or spontaneous purchases because there are no prior purchase plans. The result of this study is in line with the results of the research of Gültekin & Özer (2012) in Turkey and Cinjarevic et al. (2011) in Tuzla.

The second hypothesis (H2) states that AGI Motives affect Internet Browsing positively. From Tabel 3 it can be seen that the Beta value in the second hypothesis is positively valued at 0.486 and the p value is 0.000 less than 0.50, which means it has a positive and significant effect. From these values it can be concluded that the second hypothesis (H2) is accepted, the hedonistic motive affects internet browsing positively. The greater the AGI motive that exists in a person, the more time is spent on browsing the internet. The influence of AGI's motives on internet browsing was 0.486 stronger than the influence of AGI's motives on impulse buying.

One of the reasons consumers do internet browsing is to meet their emotional needs in terms of excitement. Consumers with this shopping motivation really enjoy the shopping process which includes looking around innovative products and trending products, looking for discounts or product cut price to make purchases. Consumer, sometimes just look around without any intention of making a purchase because they only spend their time having fun (Gültekin & Özer, 2012). The stronger the consumer's AGI motive, the more often consumers will carry out internet browsing activities. This finding is supported by a fairly high beta value of 0.486. This research is in line with research that has been carried out by Gültekin & Özer (2012) which states that hedonistic shopping motivation affects internet browsing positively.

The third hypothesis (H3) states that Internet Browsing affects Impulse Buying positively. From Tabel 3 it can be seen that the Beta value in the third hypothesis is positively valued at 0.382 and the p value is 0.000 less than 0.50 which means it has a positive and significant effect. From these values it can be concluded that the third hypothesis (H3) is accepted, Internet browsing affects impulse buying positively. The longer or more often someone browses the internet, the stronger the impulse to make a purchase will be as soon as an impulsive purchase occurs.

Consumers who browse the internet will be spoiled with a virtual display of products at the online shop that has been arranged in such a way as to attract consumers. The amount of time available to browse the internet will create a strong impulse in consumers that causes a feeling of interest in some of the products they see so that the feeling of desperate need for the product arises and spontaneous purchases or impulse buying occur. This finding is also in line with previous research conducted by Gültekin & Özer (2012) which found that internet browsing positively influenced impulsive buying.

The fourth hypothesis (H4) states Internet Browsing mediates the relationship between AGI Motives and Impulsive Buying. From Tabel 3 it can be seen that the p value is 0.000 less than 0.50 which means that internet browsing can be a mediator of relationships. From this value, it can be concluded that the fourth hypothesis (H4) is accepted, internet browsing becomes a mediator of the relationship between AGI motives and impulse buying, but the category is partial mediation. This partial mediation occurs when AGI's motives have a positive and significant effect on impulse buying even without internet mediation.

Consumers with AGI shopping motivation like to do shopping activities such as looking around and adventuring with new products, trending products, or just a time filler to have fun through internet browsing. They are likely to spend a lot of time browsing the internet. When more time is spent browsing the internet, the stronger the urge to make spontaneous purchases or impulse buying will be. This is in line with research that has been carried out by Gültekin & Özer (2012) which states that internet browsing as a mediator of hedonistic motives with impulse buying.

Conclusion

AGI's motives and Internet browsing partially have a significant positive influence on impulsive purchases in doing online shopping. AGI's motives also partially had a significant positive influence on internet browsing. Internet Browsing partially becomes a mediating relationship between AGI's motives and impulse buying.

Suggestions for the next research to be carried out are (1) expected to add other variables that affect impulse buying such as income, store display, environment, availability of time and money, gender, age and so on. (2) the data collection method in this study uses a Likert scale assessment questionnaire, it is hoped that in the next study can use other methods such as interviews with respondents so that respondents are more flexible in describing their opinions and answers.

This research can be applied in the field of marketing. Marketer or producers need to do cross-screen marketing to provide notifications or informations of new products, trending products, discounts and other things on the digital devices of potential consumers and customers. This effort can motivate consumers to do shopping activities or just browse the internet which can have an impact on impulse buying. In addition, these findings can provide information for producers or marketers that the factors that can influence impulse buying behavior are AGI motivation and internet browsing. Marketers can enhance the virtual display of their products on websites or in online stores to attract more interest for consumers in buying the products.

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