



Impulse Buying: How it Happens in The Mini Market

M. Rudi Irwansyah, Kadek Rai Suwena

¹(Economic Education Department, Universitas Pendidikan Ganesha, Indonesia)

Corresponding Author: rudi.irwansyah@undiksha.ac.id

ABSTRACT: This study reveals the impulse buying behavior of consumers at one of the mini markets in the city of Singaraja. To reveal the research objectives, the research used factorial analysis of the five factors proposed in the analysis using the SPSS 16.0 for windows program. The results of this study indicate that there are five factors that influence impulse buying, namely the point of purchase factor, price discounts, shop atmosphere, stockout, and salesperson. Based on the data collected, it appears that consumers tend to make impulse buying when shopping at mini markets, and the factor that most influences this is the point of purchase.

KEYWORDS: Discount, Impulse Buying; Point Of Sales, Price, Salesperson, Shop Atmosphere, Stockout,

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I. INTRODUCTION

At present, the retail business in Indonesia is growing rapidly. In line with that, various retail shopping centers have sprung up with various forms such as minimarkets, convenience stores, supermarkets, malls and many more. The retail business is a field that deals directly with consumer behavior in the buying process to the selection of a product or service [1]. Retail companies aim to satisfy consumer needs and try to be better than other retail stores [2]. To understand consumers in making decisions, it is necessary to first understand consumer behavior [3], [4].

In order to achieve the company's goals and reap success in Indonesia, it is necessary to study the unique behaviors of Indonesian consumers [5]. Unique behavior in this matter is consumer behavior that has its own characteristics compared to most other consumers [6]. Not a few consumers who are in Indonesia have an unplanned nature, they usually like to think short-term in making purchases at retail stores [7]. Unplanned purchases made by consumers while in-store are around 65 percent which contributes to the sales turnover obtained by a retail store [8].

High impulse buying is the hope of all retail companies [9]. In this connection, unplanned buying behavior or impulse buying is a vital concept and is an important aspect of consumer behavior. Impulse buying occurs when consumers suddenly feel an urge that consumers cannot refuse to buy an item and without the intention to buy beforehand. Impulsive buying is the tendency of consumers to make purchases spontaneously, are not reflected, rushed, and are tempted by marketers' persuasion (Hirschman, et al, 2001).

Consumers often do not plan to make purchases (unplanned) and end up impulse buying [7]. Impulse buying behavior by a person has several factors that influence it [3] states that the occurrence of consumer impulsive purchases is the influence of the stimulus from the shopping place, such as (1) point of purchase, (2) discounted prices, (3) shop atmosphere, (4) stockout, (5) salesperson.

The phenomenon of impulse buying that often occurs in society is an important reason for consumer behavior research to be carried out for the advancement of retail stores. The location of this research is one of the mini markets in the city of singaraja. From the initial survey conducted by researchers through distributing questionnaires on Sunday, March 9, 2019, answers were obtained from 30 respondents who had visited and shopped at one of the mini markets in the city of singaraja, obtained information that 56% or as many as 17 of them had never made impulsive purchases. previously, and only 44% or as many as 13 people had made impulsive purchases at one of the mini markets in the city of singaraja

From the description above, it can be concluded that there is still a lack of information available about impulsive consumers and the reasons for consumers making impulse buying seen from the decrease in the number of consumers who make impulse buying at the mini markets in the city of singaraja. Based on these

problems, it becomes relevant to conduct research on the factors that influence the purchase of impulses on customers of at the mini markets in the city of singaraja.

II. METHOD

A factorial research design is the research design used in this analysis. The analysis used for this research is a factor analysis in accordance with the research design. The variables used in this study are (1) point of purchase, (2) discount, (3) store atmosphere, (4) stockout, (5) salesperson (salesperson). The population of this study is consumers who shop at the mini markets in the city of singaraja. The sampling technique used is nonprobability sampling with accidentals sampling method, such as the sampling technique that accidentally meets the researcher will be taken and used as a sample at the at the mini markets in the city of singaraja and can be used as a sample [11]. If the population is not limited in number, then the minimum number of samples is taken 97 people and rounded up to 100

This study uses a questionnaire as a tool in data collection. The questionnaire is a tool used to get relevant results by providing a set of written questions to the resource person. The questionnaire was distributed to consumers at the mini markets in the city of singaraja, the data obtained were about the factors that influence impulse buying on consumers, at the mini markets in the city of singaraja.

III. RESULT AND DISCUSSION

Based on the results of research conducted through observations, questionnaires and documentation on the factors influencing the purchasing of customers in the mini-markets of the city of Singaraja,. Factor analysis is used to test the hypothesis by including the total value of each factor against the total item score of each factor. Factor analysis, among others, making a matrix, determining the number of factors, factor rotation, interpretation of factors, and determining the accuracy of the model.

TABLE 1. Analysis Variance

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.012	40.23	40.23	2.012	40.23	40.23	1.61	36.2270	36.23
2	1.007	20.14	60.37	1.007	20.14	60.37	1.41	24.1410	60.37
3	0.534	15.38	75.75						
4	0.488	14.05	89.80						
5	0.354	10.20	100						

To determine the number of factors that affect impulse buying, it can be explained by the percentage value of each factor. The value of Total Variance Explained is used to find out 'the percentage of the five factors analyzed. Based on the table above, it can be seen that the percentage of the point of purchase factor (x1) has eigenvalues of 2.012 with a variance value of 40.23%, the discount factor (x2) has eigenvalues of 1.007 with a variance value of 20.14%, the store atmosphere factor (x3) has eigenvalues of 0.534 with a variance value of 15.38%, the stockout factor (x4) has eigenvalues of 0.488 with a variance value of 14.05%, the salesperson factor (x5) has eigenvalues of 0.354 with a variance value of 10.20%. The explanation of the value total variance explains the constant value of the factor created. Thus, in at the mini markets in the city of singaraja, these five factors affect the impulse buying of customers.

Judging by the variance explained, it can be explained that the factors that have eigenvalue grater than 1 are the point of purchase factor (x1) and the discount factor (x2). The total value of the variance explained from the two factors as a whole can explain 60.37%. This means that the point of purchase factor (x1) and the discount factor (x2) can explain the effect on the impulse buying of consumers at the mini markets in the city of singaraja, amounting to 60.37%. Of the five existing factors, such as point of purchase (x1), discount (x2), shop atmosphere (x3), stockout (x4), and salesperson (x5), two groups of factors were formed, because only two eigenvalues were greater than 1.

Based on testing the research hypothesis, to determine the dimensions or factors that influence impulse buying on consumers at the mini markets in the city of singaraja, the varimax coefficient parameters close to +1 and -1 were used. The value close to +1 starts with a value of 0.5, while the value close to -1 begins with -0.5.

TABLE 2. Matrix rotation factor analysis

Factors	Varimax Rotation %	
	1	2
point of purchase	-	40.23
discount	20.14	-

Based on the table above, there are factors that most dominate the impulse buying of consumers at the mini markets in the city of singaraja, are the point of purchase factor with a varimax rotation value of 40.23%. This means that the point of purchase factor provides clarity and influence of 40.23%, which is higher than other factors.

Based on the findings of the researcher's factor analysis, we found five factors influencing the purchase of impulse in customers at the at the mini markets in the city of singaraja, with is point of purchase, discounted rates, store environment, stockout and salesperson, to influence the purchase of impulse. Of the five most dominant factors influencing the impulse buy of consumers at the mini markets in the city of singaraja, is the point of purchase.

In line with the results of this study, that all types of point of purchase owned by at the mini markets in the city of singaraja are very effective at 40.23% in stimulating consumers to make impulse buying while in the store. When consumers see the more items on the shelf, the more likely they are to buy goods without their prior plan [12]. Because from the at the mini markets in the city of singaraja, it will make consumers stop "as often as possible by placing a famous brand" and most are purchased at the end of the shelf "and displaying a large logo discount or unique and attractive display so that it is easy to see and reach. Similar things are also evident from research [13] which shows that the creation of impulse buying can also be influenced by the neatly adjusted display arrangement. In the end, when consumers are provided with information that is stimulated by the company, consumers will be tempted to make a purchase. Unplanned purchases occur because consumers' attention will be drawn to these products until they arrive at purchases that were not previously planned. Research is in accordance with the research results conducted by [14] the result is the placement of the right point of purchase will create a desire in the minds of consumers to make impulse buying.

Discounts given to consumers of at the mini markets in the city of singaraja and their effect on consumer impulse buying behavior by 20.14%. The pleasure of consumers at the mini markets in the city of singaraja, when they see goods that are discounted can make it difficult for consumers to refrain from buying these products, causing impulse buying behavior. Most consumers who come to at the mini markets in the city of singaraja like discounts and are a good opportunity to make more purchases, even though the goods were not planned or purchased beforehand because consumers do not necessarily get the same discount when returning to shop at another time. Previous research conducted by [15] shows that customers will prefer shopping when there are discounts and increase the desire to make impulse buying significantly.

The comfortable and attractive atmosphere of the shop makes customers of at the mini markets in the city of singaraja, feel at home for a long time in the shop with a large influence of 15.38%. The results in the field "show that" the shop atmosphere in the at the mini markets in the city of singaraja "affects the consumers' impulsive purchases. The approach by using the right room light, arranging items that are easily seen by consumers, the use of colors, and giving the right fragrance greatly affects consumers in making unplanned purchases. Consumers are easily attracted by items that are highlighted in bright light and regular shelf arrangements' that are made at eye level [16]. The same thing is also obtained from research [17] which explains the atmosphere of the shop provides comfort so that it increases the buying impulse significantly

The stock of goods displayed on the mini market shelf at the mini markets in the city of singaraja, is not always there, due to late delivery of stocks from the center which can affect consumers to carry out impulse buying by 14.05%. Consumers are easily attracted 'to other goods when they find out the stock of goods' consumers are looking for is out of stock, and end up buying other items and doing impulse buying. Consumers are affected by impulse buying because they think that there are other products that can meet consumer needs right away [9], [14], [18], [19]. But with the small number of goods on offer, it will reduce the level of sales caused by the exhaustion of stocks. impulse buying will be more maximal and higher when the products offered are complete [9].

The magnitude of the influence caused by the salesperson factor of the mini markets in the city of singaraja on impulse buying shows that the services performed by at the mini markets in the city of singaraja are good, but in making unplanned or spontaneous purchases, at the mini markets in the city of singaraja does not

really need a salesperson to 'carry out impulse buying because of self-service by consumers. Providing friendly service will also increase the intensity of consumer impulsive purchases [20]. In line with research [15] which shows that the more frequent interactions between consumers and sales people, the higher the likelihood of consumers doing impulse Buying. This result is in accordance with the opinion [3] which states that there are (5) factors that affect impulse buying, such as (x1) point of purchase, (x2) discount, (x3) store atmosphere, (x4) stockout and (x5) salesperson

IV. CONCLUSION

The conclusion is that, based on the results of the research and discussion previously mentioned, there are five (5) factors influencing the purchase of at the mini markets in the city of singaraja, such as, the point of purchase factor, the discount factor, the shop atmosphere factor, the stockout factor, the salesperson factor. The total variance explained value explains the percent value of the formed factors. So these five factors' affect consumer impulsebuying at the mini markets in the city of singaraja. Other tha, It is known that the most dominant factor influencing consumer buying impulse from at the mini markets in the city of singaraja city is the point of purchase factor

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