Factors Influencing Online Impulsive Buying Behavior in Indonesia

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Abstract. Technology-based era has brought market into higher level competition in which online shopping set the new standard for customer and marketer transaction. Prior study held in developed countries has resulted variety of customers online shopping motives, meanwhile in Indonesia where online transaction just started to significantly increase, the driven factors of online impulsive buying behavior still need to be explored thusly. The construct of this study reflects to customer's hedonic browsing behavior and utilitarian browsing behavior that motivates them to make an online impulsive buying decision. This study has constructed the models based on prior study related to online impulsive buying in several countries and proposed promotion, positive emotion, and psychological distance as variable predictors. This study validated the framework using Partial Least Square-Structural Equation Modeling (PLS-SEM). Finding indicates that psychological distance (PSYD) is directly affecting online impulsive buying behavior (IMPB), yet promotion (PMTN) and positive emotion (PSTE) are indirectly affecting online impulsive buying behavior (IMPB). Result implicates that Indonesian customers are dominated by impulsive yet efficient-first type of customers.

Keywords: buying, behavior, impulsive.

Introduction

In the technology-based era, the online buying phenomenon has spread around the world, and researchers believed it has boosted the number of sales and became one of the most promising advantages of creating business opportunities in the marketplace. Nielsen Company's (2016) research stated that the number of sales in the U.S. increased to $340 billion in 2016. Not only the U.S. and Europe, Asian countries, South Korea in particular, has grown a significant number of sales by using online platform. As a matter of fact, as Asian internet leader, Nielsen Company (2016) stated that South Korea in 2016 had reached $37 billion, mostly in fashion-related products. In Indonesia, according to one of the Bank Indonesia directors, around 24 million people are shopping online and in 2016, they spent approximately $5 billion that even increased Indonesian economic growth to 5% (CNN Indonesia 2017). These facts show that Asian society has strong online buying behavior that increases throughout the years. A recent marketing study states there is a minimum of 40% up to 80% sales in the market represent an example of society's impulsive buying behavior with a variety of product tested (Amos, Holmes, & Keneson, 2014), Habib & Qayyum (2017) stated around 30–50% sales at retail store are impulse purchase; about 80% sales in luxury products and 62% in super markets also attributed to impulsive buying.

Referring to Tayibnapis, Wuryaningsih, & Gora (2018), 50% of the total population of Indonesia have already familiar with the internet. Internet has become a new method that facilitates all kinds of activities and develop the digital technology-based industries. Tayibnapis, Wuryaningsih, & Gora (2018) study also mentioned online shopping transactions per individual in Indonesia by the year 2017 averaging approximately IDR 6.5 million per year. A similar result is shown in Amanah, Harahap, & Lisnawati (2017) stating that in 2017, Indonesia has

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approximately 215 million internet users by 2020 and predicting that approximately 119 million people in Indonesia would actively shopping through online markets by the year 2025. According to Wardhana & Pradana (2016), the ease that online shopping offers became the reason why customers keep using it. Online impulse buying has had a major impact on number of online sales, resulting 40% of overall online consumption on account of consumer's online impulse buying behavior (Habib & Qayyum, 2017). By boosting the online impulse buying of a nation, the market demand of a product can be fulfilled (Princes, 2019). Thus, this study is constructed to understand factors that mostly considered to shop online in an emerging country. Hopefully, by using the approach in this research, markets can understand factors that drive society's online impulsive buying behavior and put the strategies on the proper segmentation.

Impulsive buying behavior can be defined as an unplanned decision of buying things based on stimulus drive to eagerly having things that are seen in an immediate event, and diminished regard for its consequences (Gardner & Rook, 1988; Togawa et al., (2019); Widawati, 2011). In Indonesia, impulsive buying factors can be found in the study of Devi & Saini (2015), which believed demography factors could influence customer's decision-making. Referring to Hendra, Wirza, & Irawan (2015), Indonesian online shopping reduces the amount of travel to shop habit. We could also understand from both study by Devi & Saini (2015) and Hidayanto, Saifulhaq, & Handayani (2012) that Indonesian are more into chasing an output with less effort, while people from other countries focus more on customers' experience and personality traits as stated in Aragoncillo & Orús (2018) study. Thus, it can be concluded that Indonesian online shopping customers tend to perceive time saving and simplicity of the process. The online marketplace with integrated technology and good inventory management is believed to be a more preferable marketplace for the customers due to its efficiency (Gugnani & Choudhary, 2017).

Emotions and hedonic experiences are strongly related to sensory stimulation. In the previous study that has been done by (Dameyasani & Abraham, 2013), impulsivity defined as individual's inability to exercise their self-control. To complete the statement, Togawa et al., (2019) stated that the context of self-control in connection with impulse buying involves planning over how to allocate money, preventing displays of products, and handling emotional attraction towards products. A study conducted by Verhagen, van Dolen & Merikivi (2019) believed that positive emotion factor in online impulsive buying behavior should be stimulated by using a calm, friendly, knowledgeable, and fun site with an attractive assortment. Fahd & Sugiarto (2015) in their study explains positive emotions as customers' main driven factors to impulsively shop online; making an exciting, enthusiastic, and inspiring shopping experience for the customers would emerge their positive emotions that leads to their shopping impulsivity. Emotional consumption experience is closely related to shopping pleasure, including the delight of receiving something in the shopping process (Handayani, Anshori, Usman, & Mudjanarko, 2018), which explains why shopping experience such as communication style, shopping enjoyment, and user interface could be an important factor to drive the customers' emotion in online shopping context (Verhagen, van Dolen & Merikivi, 2019). Previous research has evidenced that positive emotion is easier to be driven in an online shopping context rather than negative emotion.

Guo, Zhang & Wang (2016) study stated that customer engagement could be driven by referring to customer's personality traits using persuasive communication theory. Persuasive interaction explain how consumers interpret and elaborate persuasive signals, whether positive or negative, to construct their actions towards an item or individual (Guo, Zhang & Wang, 2016). Subjective evaluation of consumers might appear when they evaluate two products. This statement is concluded by Roy & Ng (2012) in their research which believes that consumer tends to focus on hedonic attributes when evaluating two products and show a greater preference for the product that is stronger on its hedonic claims.

Park, Kim, Funches, & Foxx (2012) divide E-impulsive buying behavior into two categories: utilitarian browsing and hedonic browsing. The basic theory of this study is also presented in Saygılı & Sütütemiz (2020) stating that Utilitarian consumer behavior as goal-oriented, pragmatic, and well-reasoned attitudes which result from a situational-involved consumer collecting information out of necessity rather than as

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recreation, while hedonic browsing defined as an action result of emotional arousals, fun, and playfulness during the shopping process. Sometimes consumers shop online for both hedonic and utilitarian browsing behavior. The engagement of the marketers would drive consumers' subjective thoughts into shopping online hedonically and/or utilitarianly.

Promotions are beneficial at engaging and stimulating an undiscovered markets to generate inceptive period of shopping (Lim, 2019). A study by M. Park & Lennon (2009) concluded that promotion to a well-known brand name was a powerful factor directly influencing consumers' purchase intention. However, consumers' perception of unexpected promotions to a smaller brand name may also stimulate impulsive and unplanned buying. This argument is strengthened by Huang, Korfiatis & Chang (2018) experimental study which show people's positive perception tendency of product value when promotional strategy is applied. Although promotional strategy is believed as an important factor, consumers with lower impulse purchase tendencies usually spend more money than those who make impulse purchases more frequently (Hultén & Vanyushyn, 2014)

Psychological distance is a personal concept that comes by subjective experiences. In the beginning, Trope, Liberman, & Wakslak (2007) stated that psychological distance affects people's thoughts during decision-making processes. Then, Liberman & Trope (2014) in their recent study redefined their concept: psychological distance is an extent of divergence from direct experience of a person, exact place, and exact time along with the dimensions of time, space, social perspective, or hypotheticality.

The ability to complete transactions between a spatially separated seller and buyer has been the most important part of all; consumers later receive their shopping object through delivery system and bypassing the time and effort they used to struggle with. It shows that people are willing to psychologically cost their trust to an online shopping marketers to ease their shopping process, bypassing the time they need to go to and spend at the store/shop to make a purchase (Kaju & Maglio, 2018). Consumer's psychological distance mindset tend to avoid risk and exhibit preferences for the familiar rather than for the unknown (Edwards, Lee, & Ferle, 2013). Consumers tend to make an impulse purchase when their cognitive framework of psychological distance is affecting their subjective concept of efficiency.

Park et al. (2012) study showed hedonic browsers moderates price attributes to online impulsive buying behavior. Similar study by Astuti et al. (2020) showed significances between promotion and online impulsive buying behavior. It is known that marketers are trying to gain consumer's loyalty by keeping consumers satisfaction which later provokes their impulsivity on the same website in the future.

The delightful process of shopping is believed to be caused by emotional experience of a consumer (Handayani et al., 2018). Rahayu (2017) stated that positive emotions such as feeling happy increase the tendency of unplanned shopping and generate consumers' online impulsive buying behavior. Positive emotion is often related to consumers' hedonic value. The engagement of hedonic value might come to the consumers through promotions and advertisements (Bridges, 2018).

Referring to Edwards et al. (2013) and Liberman & Trope (2014), in this study, psychological distance is defined as the degree of deviation from an individual's subjective perspectives to conjecture the unidentified dimensions of time and space. It explained that psychological distance is influenced by the customer's perception of efficiency, the ease to shop anytime and anywhere, which are similar to utilitarian browsing behavior's factors. In the Indonesian context, which is also mentioned in Andani (2015) study, utilitarian browsing behavior could be identified if the customers are considering product information, quality, and efficiency.

Based on the previous explanation, this study proposed a conceptual frameworks contains eight hypotheses: (H1) Promotions on shopping website positively influences consumers online impulsive buying behavior; (H2) Promotions on shopping websites positively related to hedonic browsing behavior; (H3) Emotions on shopping website positively influences consumers online impulsive buying behavior; (H4) Emotions on shopping websites positively related to hedonic browsing behavior; (H5) Psychological distance on shopping website positively related to utilitarian browsing

behavior; (H6) Psychological distance on shopping websites positively influences consumer's online impulsive buying behavior; (H7) Hedonic browsing on shopping websites positively influences consumer's online impulsive buying behavior; and (H8) Utilitarian browsing on shopping websites positively influences consumer's online impulsive buying behavior. The conceptual framework illustration is presented in the figure 1.

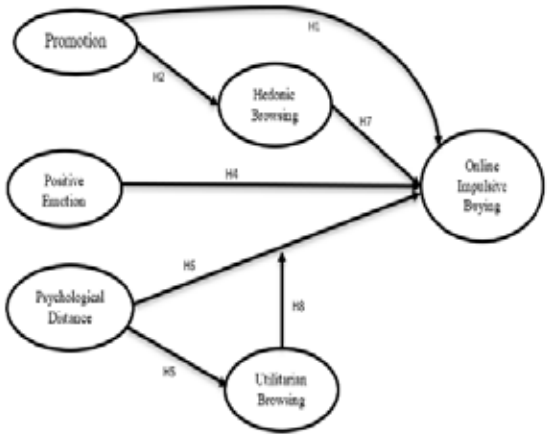

Figure 1. Conceptual Framework

Research Methodology

This study validated the framework of online impulsive buying behavior in Indonesia using a quantitative approach. Quantitative shreds of evidence are necessary to lower bias related to inner constructs' disparities since this research aims to find the correlation between pre-determined variables based on previous research gap, thus applying SEM (Structural Equation Modeling) in this research would consider suitable. Variables are constructed based on previous research related to impulse buying behavior. This research uses an iterative analysis approach using PLS-SEM analysis by examining the outer loadings or the loadings of each item on their respective construct or latent variables (Hair, Risher, Sarstedt & Ringle, 2019; Henseler et al., 2016)and a minimum of mathematical knowledge, this is the ideal guide for those new to SEM. Each chapter begins with learning objectives, and ends with a list of the new concepts introduced and questions to open up further discussion. Exercises for each chapter, including the necessary data, can be downloaded from the book's website. Helpful real life examples are included throughout, drawing from a wide range of disciplines including psychology, political science, marketing and health. Introduction to Structural Equation Modelling using SPSS and AMOS provides engaging and accessible coverage of all the basics necessary for using SEM, making it an invaluable companion for students taking introductory SEM courses in any discipline. (PsycINFO Database Record (c.

The questionnaire was given to respondents who have shopped online, and specifically, to those who did a minimum of one purchase in the last three months. Respondents are asked to indicate the extent to which they agreed with the condition described in each item on a 5-point scale (1 = strongly disagree, 5 = strongly agree). This research is designed for the "simple random sampling' method with respondents who have become accustomed to online shopping. The age category in this research is divided into 4: 18-24 years old, 25-34 years old, 35-44 years old, and 45 or above. This category of data collection is referring to Nusarika & Purnami (2015). Further demographic information is presented in table 1 below.

This research began with questionnaire related to respondents' profile to briefly examine respondents' demographic situation. The questionnaire was given to 325 people (N = 325) consisting of 132 male respondents (%40.62) and 193 female

Table 1

Respondents' Demographic Information

Respondents Profile		N	%
Gender	Male	132	40.62%
	Female	193	59.38%
Age	18-24	101	31.00%
	25-34	166	51.00%
	35-44	25	7.60%
	>45	37	11.40%
Occupation	Student	75	23.00%
	Entrepreneur	28	8.62%
	Housewife	16	5.00%
	Employees	138	42.50%
	Freelancer	31	9.50%
	Other	37	11.38%
Online Shopping Frequency in the last 3 months	1-2x	81	24.92%
	3-4x	80	24.62%
	>4x	164	50.46%

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respondents (%59.38). There are 101 respondents (%31) with the age range of 18 to 24 years old, 166 respondents (%51) with the age of 25 to 34 years old, 25 respondents (%7.6) with the age of 35 to 44 years old, and 37 respondents (%11.4) with the age of more than 45 years old. Data of this survey is analyzed using SmartPLS of Structural Equation Modeling (SEM). SmartPLS is used due to its significance of analyzing model with moderator and provides less contradictory results than regression analysis in terms of detecting moderation effects (Ramli, Latan, &Nartea, 2018).

Psychometrics analysis is used to assess the questionnaires goodness of fit to the research variables. According to the newest guidelines written by (Henseler, Hubona, & Ray, 2016), there are three main measures used to test the reliability: internal consistency as a result of Cronbach alpha and composite reliability (value should be more than 0.7), convergent validity or also known as average variance extracted (value should be more than 0.5), and outer loadings (value should be more than at least 0.6). However, if the outer loadings value is descended to between 0.4 and 0.7, the result can only be maintained if the value of composite reliability and average variance extracted (AVE) are already above the minimum requirements of the threshold.

Table 2
Full-Scale Study Results of Outer Loadings, Cronbach Alpha, and Composite Reliability

Variable and Construct		Mean	Loading Value	Composite Reliability	Average Variance Extracted (AVE)	Cronbach's Alpha
Hedonic Browsing Behavior	Shopping is a special experience	3.65	0.761	0.902	0.649	0.864
	Shopping is an alternative to overcoming stress	3.43	0.812			
	I often losing track of time when shopping online because of the fun of choosing items	3.15	0.837			
	I shop online because of the pleasure of interacting and exchanging information with colleagues of the products	2.83	0.841			
	I shop online to follow the new fashion trends or try out new models	2.66	0.773			
Online Impulsive Buying Behavior	I often make online purchases spontaneously	3.30	0.761	0.884	0.605	0.836
	I often buy goods online without considering the consequences of purchasing	2.55	0.782			
	I often feel the trouble of refraining from limiting the number of purchases as needed	2.53	0.857			
	Great deals can increase my shopping interest immediately	3.61	0.733			
	The latest Model could suddenly increase my shopping interest	2.87	0.746			
Promotion	Consumers interested in buying products offered with promotion using cashback	3.92	0.673	0.815	0.527	0.699
	Consumers interested in buying products offered with promotion using price-off/rebate	4.56	0.608			
	Consumers interested in buying products offered with promotion using bonus packs/bundling	3.50	0.785			
	Consumers interested in buying products offered with promotion using free premium gifts	3.46	0.810			
Positive Emotion	I feel online shopping gives a certain sensation	3.67	0.783	0.926	0.715	0.900
	Shopping online makes me feel happy	3.75	0.896			
	I feel energetic if I'm shopping online	3.58	0.918			
	I feel comfortable when I shop online	3.91	0.838			
	I feel satisfied after shopping online	3.79	0.782			
Psychological Distance	I shop online because it can be done anytime	4.58	0.846	0.858	0.553	0.790
	I shop online because it can be done anywhere	4.64	0.837			
	Online shopping habits make me feel the distance between me and the seller is closer	3.50	0.564			
	I feel that shopping online is more efficient in time and energy	4.45	0.770			
	Compared to other online shopping sites, the usual online shopping sites I use are safely reliable	4.23	0.660			
Utilitarian Browsing Behavior	I am looking for the best price and quality when shopping online	4.62	0.724	0.796	0.566	0.631
	I'm using an online shopping app to get information about the products I would buy	4.49	0.700			
	I shop online because of the ease offered	4.49	0.827			

Discriminant validity is examined with the Fornell-Larcker criterion and cross-loadings factor.

Results and Disscusions

Psychometric and PLS-SEM Analysi

Table 2 present the results of the Outer Loadings, Cronbach Alpha, and Composite Reliability of this study. Referring to Table 2, the values of composite reliability (CR) shown within the range of 0.733 to 0.930 and resulted Cronbach Alpha values within the range of 0.631 to 0.900. Value of the AVE that larger than equal to 0.5 indicates that the latent variables have the capability to explain at least half of the indicators' variance and measurement items with the same constructs are equivalent one to another; all of the explanation above shows that the result are reliable. Table 3 shows Fornell-Larcker criterion and the cross-loadings to determine discriminant validity. The AVE score in table 3 shows all significant results that larger than its correlation. This result indicates that the discriminant validity conditions are relevant toindicator reliability along with the convergent validity. It is understood that the three online impulsive buying behavior factors are significantly related to web browsing (hedonic and utilitarian browsing), however, only psychological distance factors that found to be directly affect online impulsive buying behavior. The estimated model accounts for 40.2 % of total variance in online impulsive buying behavior.

The result of SEM analysis in this study explains that Hypothesis H1 ($\beta = 0.090$, $p < 0.173$) and Hypothesis H4 ($\beta = 0.076$, $p < 0.267$) are rejected since they showed the poor level of influence and insignificant; we could assume that promotion (PMTN) and positive emotion (PSTE), do not significantly related to IMPB. Meanwhile, Hypothesis H2 ($\beta = 0.224$, $p < 0.001$) and Hypothesis H3 ($\beta = 0.436$, $p < 0.001$) results as shown in the Table 4, are strongly implied that both promotion (PMTN) and positive emotion (PSTE) has positive influence on hedonic browsing behavior (HDBW) variable. Hypothesis H5 ($\beta = 0.706$, $p<0.001$) and Hypothesis H6 ($\beta = 0.138$, $p < 0.04$) are both showing that psychological distance (PSYD) variables are positively influencing utilitarian browsing behavior (UTBW) and online impulsive buying behavior (IMPB). Although Hypothesis H6 is showing low coefficient values (Hair, Risher, Sarstedt & Ringle, 2019), the variables would be significant if the p-values requirement are fulfilled; however, it also might indicate that Hypothesis H6 has small merit in managerial implications. Hypothesis H7 ($\beta = 0.533$, $p < 0.001$) and Hypothesis H8 ($\beta = -0.179$, $p < 0.01$) are showing that both hedonic browsing behavior (HDBW) and utilitarian browsing behavior (UTBW) are significantly related to online impulsive buying behavior (IMPB). However, Hypothesis H7 ($\beta = 0.533$, $p < 0.001$) shows positive interaction while Hypothesis H8 ($\beta = -0.179$, $p < 0.01$) show a negative interaction which is caused by the hedonic nature of impulsive behavior, but both Hypothesis H7 and Hypothesis H8 are

Table 3
Fornell-Larcker Criterion

Construct	AVE	Fornell-Larcker Criterion					
		Hedonic Browsing Behavior	Online Impulsive Buying Behavior	Positive Emotion	Promotion	Psychological Distance	Utilitarian Browsing Behavior
Hedonic Browsing Behavior	**0.649**	**0.806**					
Online Impulsive Buying Behavior	**0.605**	0.611	**0.778**				
Positive Emotion	**0.715**	0.555	0.403	**0.846**			
Promotion	**0.527**	0.415	0.339	0.411	**0.726**		
Psychological Distance	**0.553**	0.369	0.288	0.576	0.404	**0.744**	
Utilitarian Browsing Behavior	**0.566**	0.290	0.139	0.479	0.331	0.706	**0.752**

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Table 4
Path Coefficients and VIF

Hypotheses Label	Path	Path Coefficient			Collinearity	
		β	p-value	Result	VIF	Result
H1	**PMTN → IMPB**	0.090	0.173	Reject H1	1.344	No Collinearity
H2	**PMTN → HDBW**	0.224	0.000***	Accept H2	1.203	No Collinearity
H3	**PSTE → HDBW**	0.463	0.000***	Accept H3	1.203	No Collinearity
H4	**PSTE → IMPB**	0.076	0.267	Reject H4	1.929	No Collinearity
H5	**PSYD → UTBW**	0.706	0.000***	Accept H5	1.000	No Collinearity
H6	**PSYD → IMPB**	0.138	0.04**	Accept H6	2.400	No Collinearity
H7	**HDBW → IMPB**	0.533	0.000***	Accept H7	1.540	No Collinearity
H8	**UTBW ↑ IMPB**	-0.179	0.008**	Accept H8	2.032	No Collinearity

*Notes: *** p < 0.01, ** p < 0.05, * p < 0.1*

valid. This study also includes the moderating effect to describe HDBW and UTBW as the moderator to produce IMPB. Hypothesis H2 (β = 0.224, p <0.001) PMTN HDBW and Hypothesis H3 (β = 0.436, p <0.001) PSTE HDBW, showing both promotion and positive emotion factors are positively related to online impulsive buying behavior through moderating effect since Hypothesis H5 has t value of 8.824 (p <0.001) and Hypothesis H8 has t value of 2.662 (p <0.01) which shows more solid support for the efficiency and effectiveness of hypotheses, although H8 seems to be less consistent as the model predicted it to be negative (Hair, Risher, Sarstedt & Ringle 2019). The complete result of path coefficient and VIF can be seen in table 4.

Research Finding

Referring to the proposed hypothesis mentioned earlier in the study, we can conclude that most of the hypotheses were proven to be significantly related according to the data presented above. Yi & Jai (2020) research showed the reason why Hypothesis 4 in this study is rejected as their study concluded positive emotion which could not directly stimulate impulse buying behavior; instead, it should be managed simultaneously with consumers' desires. Hypothesis 1 is supported by Kim & Eastin (2011) study result which state that although customers are exploring various product information and marketing promotions, they will not be induced to buy impulsively. Thus, being consistent with Hypothesis 1 and Hypothesis 4, several previous studies by (Park et al., 2012; Verhagen, van Dolen & Merikivi, 2019; Yi & Jai, 2020) support both Hypothesis 2 and Hypothesis 3 arguments that customers hedonic browsing tendency is affected by their positive emotion and promotion strategies. es.

Hypothesis 2 and Hypothesis 3 explain that both promotion (PMTN) and positive emotion (PSTE) are significantly influence customer's hedonic browsing behavior (HDBW). Hedonic browsing behavior (HDBW) is mainly driven by customers cognition and emotion (Alvarez-Milán, Felix, Rauschnabel, & Hinsch, 2018). This finding explains why customers tend to browse hedonically when they are in a good mood (Harris, 2019), and the firm's promotional strategy such as coupons, discounts, cashback, bundling, and rebates successfully intrigued them to browse (Liu, Zhang, Huang, Zhang, & Zhao, 2020). Aligned with Hypothesis 2 and Hypothesis 3, Hypothesis 7 explains that hedonic browsing behavior (HDBW) is significantly influence online impulsive buying behavior (IMPB). Hypothesis 7 finding suggests that the more they explore the internet ineffectually looking for an uncertain product with no deliberate intention, the more likely that they would be driven to perform an impulsive purchase. A similar finding has been discovered by Park, Kim, Funches, & Foxx (2012) in their study which concluded hedonic browsing behavior (HDBW) acts as

a moderating variable and found significantly influenced online impulsive buying behavior (IMPB). This study has reflected the same result with different variables. Relating to Alvarez-Milán, Felix, Rauschnabel, & Hinsch's (2018) experimental study findings, we can conclude that emotion, cognitive and behavior of customers are the main drivers to activate their impulsivity.

The next findings will be focused on psychological distance (PSYD) variables: how it affects utilitarian browsing behavior (UTBW) and online impulsive buying behavior (IMPB). Hypothesis 5 explains how psychological distance (PSYD) is strongly affecting utilitarian browsing behavior (UTBW). It indicates that utilitarian browsing behavior (UTBW) is affected by customers' perception of efficiency and risk avoidance factors (Vonkeman, Verhagen, & van Dolen, 2017)which were analyzed using a structural equation modeling approach, showed that vividness and interactivity of online product presentations increased the participants' perceptions of local presence, which refers to the sense of a product being present with a consumer in his or her own environment. Local presence, in turn, influenced the urge to buy impulsively by generating both cognitive (perceived risk. Consumers are influenced mainly by the immediate impact of consumption. As utilitarian browsing encouraged a proximal purchase (psychological distance is proximal), Zheng, Yuan, Bian, Wang, & Huang (2020) concluded that psychological distance effect would enhance as well.

Liu et al. (2020) explore the field by validating that online customer's behaviors will increase based on high-level construal aspects as psychological distance increases, which is in line with Hypothesis 6 where psychological distance (PSYD) found to be significantly affecting online impulsive buying behavior (IMPB). Consumer's mindset of risk avoidance occur due to their minimum experience or source of information, and the drive to make several different types of impulsive purchases is more likely to appear if the customer feels more familiar with the online retailer or having less psychological distance with the retailer (Edwards et al., 2013).

The last finding is Hypothesis 8, where utilitarian browsing behavior (UTBW) acts as a moderating factor between psychological distance (PSYD) and online impulsive buying behavior (IMPB). Despite the fact that these factors have a significant impact, the negative value of the coefficient implied that the overall effect of the indicator is less than the sum of individual effects. In other phrases, the direct negative relationship between utilitarian browsing behavior and impulsive buying behavior could be defined as follows: the less a consumer searches for a product on the internet by estimating the risk, forecasting the effort, and collecting as much relevant information, the greater their online impulsive buying behavior level. This result is similar to a prior study by Park et al. (2012) which stated that utilitarian browsing behavior (UTBW) is not strongly moderates variables with online impulsive buying behavior (IMPB). X. Zheng, Men, Yang, & Gong (2019) study resulted that utilitarian browsing behavior has an indirect effect to online impulsive buying behavior through the moderating effect of hedonic browsing behavior. Thus, in the case of Indonesian, we can conclude that the significance of hedonic browsing behavior (HDBW) is higher than utilitarian browsing behavior (UTBW). A similar result is also shown in other Asian countries, such as South Korea (E. J. Park et al., 2012) and China (X. Zheng et al., 2019). It implies that society online impulsive buying behavior is easier to develop through hedonic browsing behavior rather than the utilitarian browsing behavior.

Conclusions

This study which held in an emerging country resulted in some interesting insights. First, among promotion (PMTN), positive emotion (PSTE), and psychological distance (PSYD), only psychological distance (PSYD) that was found to be directly affecting online impulsive buying behavior (IMPB) in customer's mindset of shopping online. Second, as a moderating factor, hedonic browsing behavior (HDBW) indicates that promotion (PMTN) and positive emotion (PSTE) are indirectly affecting online impulsive buying behavior (IMPB). Referring to the analysis of the moderating effect, it could be concluded that positive emotion and promotion could trigger customer's hedonic browsing behavior and help marketers drive customer's online impulsive buying behavior. Third, this study has shown that psychological distance (PSYD) is significantly affecting online impulsive buying behavior (IMPB). It showed that moderating psychological

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distance (PSYD) using utilitarian browsing behavior (HDBW) was not essential to the research. Thus, we could conclude that compare to utilitarian browsing behavior, hedonic browsing behavior plays more important role in Indonesian online impulsive buying behavior.

Regardless of the insight that this study contributes, there are also several limitations that should be observed for future research development. First, the data collection of this study was held during a world-scale pandemic covid-19, meaning that the result might be biased since the customer's perspective of shopping might be shifted. Second, a variety of selection should be included in factors affecting online impulsive buying behavior that is moderated by utilitarian browsing behavior.

Authors suggested marketers offer more notifications related to promotional strategies since customer's tendency to click or browse often appear whenever they obtain information related to promotional strategies such as discounts, bundles, rebates, and many more. However, too much notification may fail to attract the customer's attention. It would need proper research on when is the perfect time to offer notification and giving the best user interface to make the customer stay the longest as possible in the application or websites to drive their impulsivity. Lastly, marketers should provide the quality of the goods, the delivery system guarantee, brand awareness, in order to build the trust between their firm and customers with the intention of raising customer's repurchase intention without having to spend a lot of time browsing through the marketplace.

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