

Clicks and Compulsions: Unveiling Online Impulse Shopping Patterns in Marketplaces

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[https://doi.org/10.35609/gcbssproceeding.2024.1\(29\)](https://doi.org/10.35609/gcbssproceeding.2024.1(29))

ABSTRACT

Purpose: Numerous studies have been conducted on the phenomenon of impulsive buying. Nevertheless, there is a scarcity of research investigating impulsive purchasing behavior in online shopping that focuses explicitly on comparing two fiercely competitive online marketplaces in Indonesia, namely Tokopedia and Shopee. The present study introduces a theoretical framework that examines the impact of Trust, the Need for Arousal, and Materialism on Online Impulsive Buying Behavior. Additionally, an examination was conducted to determine if there existed any disparity in impulsive purchasing behavior between Tokopedia and Shopee users. **Theoretical framework:** The theoretical framework presented in this study incorporates the concepts of Trust, the Need for Arousal, and Materialism to gain insights into impulsive buying behavior in online shopping. They are based on previous studies that indicate trust in the marketplace, the need for excitement, and materialistic tendencies favor impulsive purchases. **Method/design/approach:** The study collected empirical data from a sample of 192 Tokopedia and 192 users of Shopee. The questionnaires were disseminated using Google Forms. Multiple regression analysis and ANCOVA approaches were employed to examine the dataset using the SPSS program. **Result and conclusion:** The study indicated a favorable relationship between the Need for Arousal and Materialism and Online Impulsive Buying Behavior. However, it was found that Trust had no significant impact on Impulsive Buying Behavior. The ANCOVA analysis revealed no statistically significant distinction between Tokopedia and Shopee users. **Result implications:** The findings of this study provide substantial and relevant insights that contribute to the existing body of research on impulsive consumer behavior and the online marketplace industry. This study proposes enhanced ways to foster marketplaces, particularly in managing impulsive purchases, by analyzing the influence of Trust, the Need for Arousal, and Materialism.

Keywords: ANCOVA, impulsive buying, materialism, need for arousal, trust.