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Impulse Buying in the Woman Fashion Products among the Online Business Consumers

Ika Yuna Fauza

Latar Belakang Masalah

- Trend bisnis online
- Perilaku *impulse buying*
- Woman fashion

Perumusan Masalah

1. Bagaimana perilaku *impulse buying* pada produk wanita fashion di kalangan konsumen bisnis online?
2. Bagaimana perilaku *impulse buying* pada produk wanita fashion sedang ada promo dan diskon pada bisnis online?

Tujuan dan Manfaat Penelitian

Tujuan

1. Mengetahui perilaku *impulse buying* pada produk wanita fashion di kalangan konsumen bisnis online.
2. Mengetahui perilaku *impulse buying* pada produk wanita fashion sedang ada promo dan diskon pada bisnis online.

Manfaat

1. Menambah wawasan dan pengetahuan mengenai perilaku *impulse buying* pada produk wanita fashion di kalangan konsumen bisnis online.
2. Menambah wawasan dan pengetahuan mengenai perilaku *impulse buying* pada produk wanita fashion sedang ada promo dan diskon pada bisnis online.

Landasan Teoretik

Penelitian Terdahulu

- "*Examination of The Influence of Fashion Involvement Personality Characteristics, Trendy vs. Realistic Consumption and Store on Fashion-Oriented Impulse Buying.*"
- "*A Review of Consumers On Impulse Buying Behavior of Consumer in Street & Super and Click Only Store.*"
- "*Perilaku Modis, Shopping Motivation Terhadap Impulse Buying Pada Toko Online (Studi Pada Beribek.com).*"
- "*Perilaku Online Store Berarti adalah Berarti terhadap Impulse Buying pada Toko Online (Studi pada Lazada, CS/ID).*"
- "*Perilaku Modis: Alasan Terhadap Impulse Buying Melalui Shopping dan Shopping 2.0 di Pada Online Store.*"

Roadmap Penelitian

Hasil Penelitian dan Analisis

4.1. Latar Belakang Perilaku *Impulse Buying* pada Produk Wanita Fashion

- 4.1.1. Model Model Perilaku *Impulse Buying*
 - 4.1.1.1. Perilaku *Impulse Buying* Umum
 - 4.1.1.2. Perilaku *Impulse Buying* Ditentukan Sifat dan Proses
 - 4.1.1.3. Perilaku *Impulse Buying* Ditentukan Lingkungan
- 4.1.2. Mengapa Faktor Pendukung Perilaku *Impulse Buying* Pada Produk Wanita Fashion
 - 4.1.2.1. Alasan Kebutuhan Pendukung
 - 4.1.2.2. Ketersediaan Layanan Customer dan 24 Jamming
 - 4.1.2.3. Ketersediaan Jaringan Internet dan Delivery Aplikasi Toko Online
 - 4.1.2.4. Ketersediaan Kartu Kredit

Model Perilaku *Impulse Buying*

Batasan dan Ruang Lingkup Perilaku *Impulse Buying*

- Meneliti tentang data responden
- Meneliti tentang karakteristik
- Meneliti tentang metode dan metode yang digunakan
- Meneliti tentang lokasi

4.2. Perilaku *Impulse Buying* di Kalangan Konsumen Bisnis Online

- 4.2.1. Perilaku *Impulse Buying*, SEO dan Desain Website
- 4.2.2. Perilaku *Impulse Buying* dan Kualitas Gambar
- 4.2.3. Perilaku *Impulse Buying* dan Adanya Promo, Diskon serta Potongan Harga
- 4.2.4. Perilaku *Impulse Buying* dan Kualitas Layanan Online
- 4.2.5. Perilaku *Impulse Buying*, Brand dan Harga yang Ditawarkan

Struktur Penelitian

Simpulan dan Saran

Mengingat para konsumen yang terlibat dalam perilaku *impulse buying* sangat banyak, faktor adalah penerapan. Kemudian untuk produk wanita fashion yang sedang penerapan yang sebenarnya adalah penerapan.

Dari 100 responden, semua adalah perempuan dan masing-masing dari mereka menyatakan bahwa seringkali melakukan pembelian online tidak kurang dalam kisaran di bawah 15 menit. Beberapa di antaranya bahkan ada yang kurang dari 5 menit untuk men-download sebagai transaksi.

Penerapan para perilaku *impulse buying* menggunakan latar belakang yang berbeda-beda.

- Sama dari penelitian ini adalah, adanya penelitian lanjutan yang menerapkan teknologi baru yaitu apakah benar bahwa para peneliti tingkat *impulse buying* yang sama dengan penerapan. Untuk bidang fashion khususnya produk tersebut menggunakan fashion.
- Apakah beberapa model *impulse buying* yang diklasifikasi dari penelitian ini bisa diaplikasikan untuk beberapa obyek penelitian dengan menggunakan beberapa bahasa lain lain.
- Keterbatasan penelitian ini adalah karena tidak menggunakan responden dari pedesaan Kalimantan, Sulawesi, dan juga dari Papua dan Aceh. Hal tersebut disebabkan masalah ketersediaan bisnis online di kawasan tersebut. Kalangan ini, maka penelitiannya adalah tidak e-commerce, melainkan para pedagang yang menjual secara grosir untuk di pasaran di kota.

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Abstract: the aim of this research is to analyze the behavior of some online business consumers with particular attention to the so-called impulse buying. The paper first of all argues that this sort of behavior has heightened in recent times as demands for online products increased. As far as online-based women fashion products are concerned, this phenomenon is a positive thing for it provides important information regarding the supply and demand of these products. The paper will involve as its respondents 200 business online consumers especially women whose age ranges from 25-55 years. Using qualitative-descriptive method, our linier snowball model interview discovers some causes of impulse buying to take place, just as it shows the connection between impulse buying with consumers' convenience in online shopping, as well as connection between impulse buying with the demanding and sudden wants of the consumers in buying a product. Speaking positively, impulse buying causes the increase of demand, which in turn creates sellers and producers. In negative terms however, it triggers consumers to buy goods not because of their need, but because of their wants. Hence, wants overrule needs. This research is meaningful for both start-up online business owners and the established businessmen willing to expand to the online business.

Keyword: *impulse buying, online business, woman fashion*

1. Introduction

The development of online business has experienced extraordinary surge. Online business is like rainy season that fosters online sellers in all segments and a wide range of products. In some occasions, the government and some institutions have socialized online business to develop business networks of small businesses. Some of the businesses and program carry a lot of changes as lately there are a lot of SMEs that make online market for the products they produce.

There have been many SMEs increase their innovations in a wide range of products, by finding a breakthrough in selling their flagship products through online methods. The success of online businesses is due to wide marketing, hence, online business is resistant to a wide range of economic conditions change.

Fashion industry grows well in the community despite the fact that some of them survive and some fall. Indonesia's population of nearly 240 million people is a huge niche that affects demand potential in fashion business. Women fashion is the biggest fashion demand in Indonesia. This fashion woman study is restrained in woman Islamic fashion product which now has formed a special segment in the fashion business as the majority of the Indonesian population is Muslim wearing Muslim clothing daily, both for everyday activities or for other special occasion. In addition, fashion for Muslim women has a lot of attributes and accessories and this is a big potential understood well by some manufacturers and sellers of clothing.

The researcher sees that many suppliers of Islamic clothing are not limited to muslim but also non-Muslims. This relates to the existing grip that where there is demand, there is supply. The number of demand and supply in Muslim clothing business makes the pace and the mode of the business grows rapidly, manufacturers' creativity is always demanded to develop properly, marketing strategy must also be designed very carefully to make competitive business. Hence, not all artisans and manufacturers of woman Islamic fashion can 'survive' for the hectic competition.

Investigators had interviewed at least three manufacturers of muslim fashion who experienced bankruptcy, the cause of their bankruptcy is the difficulty to market the output of their production (Fauzia, 2015). Meanwhile, when the researcher observed the products they produce, many of their products were not bad products and worth selling. The researcher saw that the premium product could not survive the market of as the consumers were not convinced to buy because the brand was new and less familiar.

Some manufacturers who are able to survive and exist are those that perform differentiation by imaging and limited creations that is difficult to be imitated by other manufacturers. These producers are big players with huge amount of turnover of capital with some of them started their production from zero (Fauzia, 2016).

The rise of online sale and purchase transactions also raises buyers of wide range of age, gender and emotional character. For some products, such as electronics, buyers will be more careful and think carefully when they make a purchase. However, this does not apply to the fashion category, in which the majority of buyers are women that frequently and accidentally make a quick purchase. The behavior commonly referred to impulse buying has affected many online shoppers, especially for women fashion products.

This research is more specialized for woman fashion products-especially woman moslem fashion as high occurrence of impulse buying happen in Muslim fashion consumer. It is undeniable that the Muslim fashion has now become daily outfit including tops, skirts or trousers various kinds of the robe, various kinds of hoods, prayers clothing, accessories, handbags, and others. In one application, a woman wears cloth, veils, purses/wallets, accessories, and so forth. Also for praying, praying clothing and others to complete it is required. Seeing the high demand of potential and business opportunities, study of impulse buying behavior of Moslem fashion consumers is conducted.

2. Theoretical Background of Transcendental Trust Concept

2.1. Impulse Buying

Impulse buying is a purchase made without planning to do so in advance, where the consumers do not specify the brand and the category as well as the purchased product. Consumers previously do not have intention to make a purchase, yet with some marketing efforts conducted by several outlets, such as the hot promos, discounts, and so forth, they are interested in doing an effort purchases that they buy goods which are actually not the needs of the consumer. Impulse buying is common in shopping centers (eg Mall), commonly due to external influences including ads, the influence of the salesperson, outlets atmosphere, etc (Park, Kim & Forney, 2006, 433-446). According to Han, Morgan, Kotsiopulos, Kang-Park (1991, 15) unplanned purchases of a product is significantly affected by the involvement of the consumer toward the product. Furthermore Han mentioned that there are four types of unplanned behavior in impulse buying, which is a process when a consumer makes a decision in the purchase, these types are: first, Pure Impulse Buying (purchases made for the consumers' sudden desire,

this out of their habit); second, Reminded Impulse Buying (consumers' memory to a state – it can be due to the influence of the ads-which makes him need the products); third, Planned Impulse Buying (consumers are accustomed to wait for interesting offers such as discounts and promos to make a purchase); fourth, Fashion-Oriented Impulse Buying (unplanned fashion purchases, happens because consumers are affected by new style which continues to grow).

O'Cass (2004, 869-882) stated that consumer involvement factor on fashion products is one of the causes of the impulse buying that result in unplanned purchases. Clothes are the products most likely to be purchased impulsively because fashion provides value to its products and offers hedonic value to the consumer. It can serve as identity for both men and women. Many consumers try to perform optimally and to be fashionable by always following the changing trend.

Fashion trends also encourage consumers to make unplanned purchase that it creates fashion-oriented impulse buying. Unplanned purchases on fashion products are also affected by several things including message of an existing ads, emotional connection, and fashion-oriented impulse buying.

2.2. Impulse Buying Behavior through Attractive Deals on Products

There have been several studies on the behavior of impulse buying conducted by some researchers as this theme is interesting to examine particularly for manager of shopping center and shop owners, outlets and other parties to increase their products demand. Unplanned purchasing behavior comes along with the conveniences offered by different sellers. Dittmar and Drury (2000) stated that increase in disposable income of consumers and the availability of credit services creates impulse buying and become common behavior for consumers. Hence, purchase increase with the easiness. Sometimes people who do not initially have the intention to make a purchase intention suddenly change their mind when there are attractive offers provided by manufacturer. Every countries and regions have its own characteristics purchasing behavior, in Indonesia, for example, consumers' characters are unique. This is because Indonesia consumers have a tendency of adoring foreign brands because of strong prestige; they also frequently do analysis of

relatively sudden purchase that they frequently make a purchase constituted with the intention of short-term purchases. Indonesia's consumers are also less concerned with the environment while most of them tend to be very religious. Therefore, there are many shoppers make unplanned purchases as the intention to purchase comes in sudden at the last minute.

2.3. Women, Fashion and Online Business

Women and fashion are two things that cannot be separated; the involvement of women in fashion is self-existence to which they meet the ongoing trend. Housman (2000) stated that consumer involvement in fashion (fashion involvement) is the degree to which consumers consider the importance of wearing cloth appropriate to the trend fashion based on feelings.

Women with high emotional involvement at every turn of fashion models tend to have relatively high purchase involvement than those who do not have a high propensity to fashion especially if they have strong financial resources or support of other parties in providing convenience to payment system. There are so many kinds of women fashion attribute. When a woman buys a piece of cloth of a certain color, for example, she will think of buying a bag or shoes with a matching pattern. When a woman wears veil, for example, she will think of matching pattern for the veil she wears and continue to other accessories. From variety of approaches, this behavior has different analysis. From the analysis of household financial management, it is possible that the purchasing behavior is not good as it tends to waste. Yet from industrial point of view, the increased demand is a good sign as it can lead to new producers as the products they offer are sold in the market.

2.4. Impulse Buying and Online Business

Online businesses offer convenience to consumers, that sometimes some consumers are trapped in some behavior, including unpredictable purchasing behavior. Such behavior can be based on the level of consumers' interest in the product pictures and price offer from a product.

Deals in virtual world bring together sellers and buyers at one deal with a picture of a product, through technology, applications and other business processes that consumers

and sellers can be connected in one electronic transaction. Online purchase, which is one way to cut marketing distribution channels, also leads to deals with lower price than the market price. This is one of the causes of impulse buying behavior of individual consumers.

The advantage and disadvantage of offline and online impulse buying behavior is, when someone makes offline unplanned purchase, direct store, shop or shopping center visit, they are in a state of awareness when choosing an item that the items chosen are most likely good quality. The feeling toward the purchase will be realized after purchasing as sometimes new consumers will realize that he do not really need the goods that have been bought. Online impulse buying may be only driven by a first glance at pictures and prices listed in an offer. Good quality picture-without understanding the quality- can lead the consumer trapped in the quality, size and appearance clothes that is different from what she thoughts. It is possible that such behavior creates regret after the purchase.

3. Research Methods and Previous Research

This research object is some consumers of online business both end users, resellers and agents using woman fashion online purchase activity. In determining the informants in this study, snowball method, which is also known as chain referral procedure or procedures networking, was used. In this procedure, the first time the informants met the investigator is important to use their social network to refer to other informant who can potentially participate or contribute and learn or provide information to investigators.

Snowball procedure is frequently used to locate and recruit informants secretly, a group that is not easily accessible to researchers through a strategy of taking other informants. In this study, the researchers used snowball linear model to allow researchers to move linearly in discovering new information, from one informant to another informant and form a big snowball linearly (Bungin, 2011).

Some informants were centralized in some areas of East Java such as Sidoarjo for the location is close to the investigator and the lack of informants from outside of Java especially in remote areas due to underdevelopment of online business outside Java. The researchers also

experienced difficulty in finding informants from the area of Aceh and Papua as there is no growth of online business there due to high shipping rates in those areas.

The qualitative research aims to create a description or picture systematically, factually and accurately on the facts, nature, and the relationship between the phenomena investigated. This study aimed to obtain data related to impulse buying behavior practiced by consumers in online business that the data can bring advantages for some businessmen. The data collection was carried out through observation, in-depth interview, and documentation. Data technical analysis used case study, which is one of the strategies and methods of qualitative data analysis that emphasizes special case that occurs on the object of analysis.

In testing the validity of the study, the researcher conducted the following steps: first, by honesty triangulation by asking other researchers to validate them; second, data source triangulation, by comparing the observations with the result of interviews, comparing what people state in public with and in person, comparing the results of interviews with document related; third, method triangulation by checking the degree of confidence on the research finding of several techniques of data collection and checking of several data sources by the same method; fourth, theory triangulation, carried out by outlining the patterns, relationships and include explanations that emerged from the analysis to look for themes and explanations comparison.

Previous study on impulse buying was carried out by Hossein Vazifehdoost, Afshin Rahnama and Seyed Javad Mousavian entitled "Evaluation of the influence of fashion involvement, personality characteristics, tendency to hedonic consumption and store on fashion-oriented impulse buying. This study discusses the involvement of consumers in fashion, personality characteristics and shops neighborhood to emerge the behavior of impulse buying.

Samples were taken from the population of fashion buyers in Ghazvin City, Iran. Questionnaire with simple random sampling was used for data collection instrument. The major questionnaire was carried out in three main arcades including Iran, Al-Ghadir and Narvan arcades as the major centers of fashion purchases in Ghazvin City. In each arcade, 100 people were randomly selected to distribute their questionnaires. 278 valid questionnaires were preceded for more detail study.

Modeling method was used to test hypotheses. This study provides findings that the involvement of a mode influenced impulse buying directly and indirectly, through positive

feelings, stores neighborhood and personality. Hedonic propensity to consume also has direct and positive influence on impulse buying through positive inspiring feelings.

Other study entitled "Effect of hedonic shopping motivation on impulse buying at online store (studies on Berrybenka.com)" was conducted by Erni Veronika Siregar and Citra Kusuma Dewi, which aims to determine the effect of hedonic shopping motivation with dimensions of adventure shopping, value shopping, idea shopping, social shopping, relaxation shopping and role shopping on impulse buying at Berrybenka.com online store. The method used was descriptive quantitative research method. The population in this study was customers of Berrybenka.com. The sampling technique used was non-probability sampling technique with accidental sampling method with 100 respondents.

Data processing used SPSS 20 for windows. Analysis with the existing data was performed with validity, reliability, classic assumption tests, multiple regression analysis, and hypothesis testing by using f and t test. Based on determination coefficient calculation, the value was 0.632, indicating that the influence of hedonic shopping motivation as independent variables on impulse buying as dependent variable was 63.2%, while the remaining 34.8% was influenced by other factors not examined in this study.

Research on hedonic motives related to impulse buying was also carried out by Fenny Felicia Lumintang. The title of this research is "The Effect of hedonic motives on impulse buying through browsing and shopping lifestyle on online shop". The result of this study stated that: first, a significant effect was found in this study, effect between hedonic motivation, information seeking behavior (browsing), the online shop among the students in Surabaya; second, a significant effect was also found between hedonic motivations to force someone to shop (shopping lifestyle) in online shop among the students in Surabaya; Third, there was also significant effect found between hedonic motivations against unplanned buying behavior (impulse buying) on online shop among the students in Surabaya; fourth, influence of information seeking in internet on impulse buying behavior at online shop among the students in Surabaya; Fifth, there was significant relationship between shopping style on impulse buying at online shop among the students in Surabaya; sixth, there was no influence between hedonic motivations on unplanned purchases through information searching and shopping style at online shop among the students in Surabaya.

4. Results and Analysis

4.1. Background of Impulse Buying Behavior in Woman Fashion Products

There are some impulse buying behaviors on woman fashion products (especially for Muslim fashion products) as the cause of the emergence of such behavior. From some of the questionnaire and interview conducted by the researchers, several models and supporting factors for the occurrence of impulse buying behavior of Muslim clothing products consumers were drawn.

4.1.1. Impulse Buying Behavior Models

Of 100 women as the respondents and the object of study in several regions in Indonesia (mostly in East Java, except Aceh, Papua and remote areas of Indonesia), dominated by women aged 21-56 years, several models of impulse buying behavior can be mapped.

4.1.1.1. Pure Impulse Buying Behavior

Pure impulse buying behavior is an involvement of a consumer of woman fashion products due to sudden desire that comes from the consumers themselves in the absence of any influence. Of the few respondents, 18% were pure impulse buying consumers. They were averagely high income consumers, possess i-banking and m-banking and easily access internet.

4.1.1.2. Impulse Buying Behavior Due to Ads and Promo

Many consumers are not initially in need of an item, yet after seeing "hot promo" or "50% discount" label, she transforms into become a figure that highly need the goods offered. In some instances, ads make consumers remember the product being offered, therefore when she has the opportunity to purchase the item, she will buy it without thinking.

59% respondents confessed to perform impulse purchases at online stores based on advertisement, sale, hot promos, discounts and other similar offers. They, who were mostly mothers, proudly claim to be able to buy clothes with good quality and low prices for their own and their female relatives. These respondents were mostly consumers with middle-income or high income level with many children, and they

mostly had i-banking and m-banking, some of them also have credit card and used promo (despite the very limited promo for woman moslem fashion product). They did not really care about unprofessional online shop as for them, low price is their satisfaction.

4.1.1.3. Impulse Buying Behavior Due to Environment

The environment in which a person gets along, live and communicate will shape their tastes. Impulse buying behavior is also caused by environment. In this impulse buying, consumers always move to follow constantly evolving style and habits. Some female consumers will be affected by the environment in which she lives, or affected by the school environment in which they send their children that they frequently hang out with other parents. Some of them are also affected by the environment in which they work, or affected by the scope of community meeting, gym and so forth. 23% respondents made this kind of impulse buying and they are dominated by consumers who are frequently affected by the change of trend and fashion, they are also very attached to specific brand, they are not too affected by discounts, they vary from higher to lower middle class.

4.1.2. Some Factors Influencing Impulse Buying Behavior in Woman Fashion Products

Impulse buying behavior will not occur massively when not supported by a number of factors drawn in this study. These factors include increased income, availability of i-banking and m-banking, internet and other network, availability of online store application and availability of credit card services. These factors are explained further.

4.1.2.1. Increase in Revenue

For some respondents, revenue growth is one factor driving impulse buying behavior. Women whose own income from their work make more online purchase. One respondent stated:

"Since I was allowed to work by my husband, I have been free to buy whatever I want, I even frequently make online purchase and goods were so ugly unlike what I expected. So I had to hide the goods from my husband. "

Interviews with other respondents also stated that increase in family welfare directly influence wife's purchase who is financial controller of the family. From several interviews, there was 3% common point of view of a wife.

"I receive monthly budget for my monthly needs from my husband, and I spend it carefully. If there is excess spending, my husband allowed me to use the money and usually I used the money to buy my needs online as this way is easily done at home and I don't have to go anywhere."

4.1.2.2. Availability of I-Banking and M-Banking Services

I-banking and m-banking are drivers in online transactions. Like a door as a means to enter the house, i-banking and m-banking is the gateway to transaction through online system. Many of the respondents have i-banking or m-banking service. Only 11% of them do not have i-banking or m-banking.

They stated that they would be very easy to do transactions in minutes with the help of the payment service. They said that in the past when they did not have the facility of i-banking or m-banking then had trouble for paying their online purchases. This is because they have to find ATM machine nearby. One respondent stated:

"I once liked a product, and I promised to pay for the product on the same day. But I forgot to transfer because I had to go to ATM and I had an errand in sudden. So automatically the good I booked was canceled by the seller. Actually it wasn't a problem because in fact when I thought about it I did not really need the product."

The statement above indicated that the absence of i-banking and m-banking for consumers is indirectly antithesis impulse buying behavior. Therefore, i-banking and m-banking facilitates the emergence of unplanned buying.

4.1.2.3. Availability of Internet Network and Online Store Applications

Online business is growth by Internet. Internet network is required to trade in online transaction. Some respondents to this study stated that they can access internet very easily that they can surf easily to check several online stores.

Some online consumers stated that they would prefer shop in online store by downloading the application instead of checking the wall of online store tone by one. However, some consumers did the contrary. They never downloaded online store apps as for them it's inconvenient.

For consumers of shop online with application, purchase of impulse buying frequently emerges in time when they see pictures of the products offered. On the other hand, this does not apply to consumers who never download apps of online store.

4.1.2.4. Availability of Credit Card Services

For some consumers, possessing credit card is a must to facilitate a lot of business. Credit cards offer a lot of convenience and pieces of varying prices in the majority of purchasing. For products woman moslem fashion, not many consumers performed do impulse buying because of the availability of credit cards. This is because many respondents did not have a credit card and for woman moslem fashion products, only few brands cooperate with bank for purchase deals.

Only 7% of the respondents make online purchases by using a credit card they have and only 4% of them made a lot of impulsive purchases by using their credit cards.

4.2. Impulse Buying Behavior among Online Business Consumers

Online business offers many conveniences for sellers and buyers. Buyers find convenience as they do not have to go to the store and make transaction by holding and see the real goods on offer. Instead, they make dealings by seeing pictures an online store. Transactions can happen in seconds. The transaction happens from seeing the goods, dealing the price and transfers some money via i-banking or m-banking. Below is the description of impulse buying behavior among online business: Consumers who are used to make online purchases often do surfing to find a website that provides a products they are looking for, or merely products they like. The consumers start by entering key words typed in search engine For example, the consumers highly

rely on, is google. If the search engine is google, google keyword planner records all of the visitors needs through from most words typed by the visitors in search engine. Hence, when consumers are in need of something and type a product name in the search engines, the website in the top ranks of search engine operation (SEO) will greatly influence the behavior of the prospective buyer. Furthermore, after finding the existing website, impulse buying behavior frequently occurs.

The leading website in search engine operation is the starting point that drives the consumer to find websites that offer specific products. When consumers enter and see the products in the website, impulse buying emerges. In conclusion, SEO is an instruction medium for the consumers' behavior that leads to impulse buying.

4.2.2. Impulse Buying Behavior and Image Quality

Online sales will be strongly influenced by the pictures of the product displayed. Many consumers in online business were moved to make a purchase after seeing product image, and regretted after receiving the product. This happens if the system is not cash on delivery or payment is made upon receipt or sales with systems of not allowing return of the purchased goods.

The majority of the respondents admitted that the main factor that drives online purchases for woman moslem fashion products is the quality of the image and display especially for a new brand or a product that does not include a specific brand. According to respondents, they frequently claim to be disappointed after doing impulse buying by simply looking at the existing images. That is because there are sellers who easily display a specific brand image with low prices, but the goods are delivered to the consumers is a product with lower quality.

4.2.3. Impulse Buying Behavior and the Presence of Promo, Discount and Rebate

Hot promos, discounts and rebates also play important role to move consumers in making a sudden purchase. Many online consumers did not initially intend to buy and they do not actually need the offered goods, yet there are promos that move their hands to make dealings to a purchase.

The majority of the respondents were moved to do impulse buying because of promos, discounts and rebate of a brand. They initially did not have willingness to buy the

products prior to seeing the rebates, yet they changes their mind with the promo offered. Consumers who made impulse buying based on this promo are consumers who are fond of a particular brand. They can be very aggressive in making impulse buying if their favorite brand offers discounts and rebates on the products offered.

4.2.4. Impulse Buying Behavior and Online Service Quality

The quality of online services is very influential in driving consumers to make a purchase. Some respondents stated that they rethink to buy a product due to poor existing services.

One of the respondents from Jakarta stated that once she suddenly liked the dress. As there is a minimum wholesale purchase offer of 3 pcs, then she decided to buy 3 pcs of clothes to get lower price and she will wear them for her own to. However, due to the slow response in the online store service, she decided not to continue the purchases. She stated:

"I think I do not need stuff that I was about to buy, so when the online store responds slowly on the transaction that I started, I was even grateful. Then I said sorry I've changed my mind not to buy your goods. If the online store had made a fast response, I would have bought the products I do not really need. I often decide a purchase in hurry. "

Similar opinion was also expressed by 37% of respondents.

4.2.5. Impulse Buying Behavior, Brand and Price Offered

Some brands have loyal customer and for most consumers, brand is the driver of their purchase,. A valuable brand offer will be very quickly responded by consumers. Moreover, some brands have brought together many consumers and the consumers then the consumers create group of fellow lovers and admirers of the brand. These online consumers conduct a special meeting simply to t take pictures and boast what they wear. Impulse buying behavior is easily performed by this kind of consumer. When the new image is launched they infrequently snatch the items although the products are not ready yet, or commonly identified with pre-order item.

There are two behaviors that drive this type of consumer: first, first class consumers, they averagely only see the brand without thinking more about the price. According to this

type of consumers price is an issue when they like the goods offered. They compete to collect every model issued by a specific brand. For this type of consumers, impulsive purchase can happen very easily; second, second level consumer, the majority of the consumers in this category adore a product from a brand yet they can be very patient to wait for promo. When the brand offers a discount, impulse buying behavior comes to them. However, when the offers are not attached with discounts, the consumer of this group will not make impulsive purchases.

5. Conclusions, Recommendations and Limitations

The majority of consumers trapped in impulse buying behavior were women, particularly for woman moslem fashion products with women segmentation. Of 100 respondents, all were women and each of them stated that they frequently make online purchases in less than 15 minutes. Some of them even less than 5 minutes. They made a purchase simply after seeing the products picture offered by online stores.

However, women who made impulse buying have varying backgrounds. The models of impulse buying behavior include pure behavior, behavior influenced by ads and promotion and behavior influenced by environment. Some of the factors supporting impulse buying behavior are the increased income, availability of i-banking and m-banking services, the availability of the internet connection, online store application and the availability of credit card services. The behavior of impulse buying among online business is categorized into impulse buying behavior, SEO website design, impulse buying behavior and image quality, impulse buying behavior and promo, impulse buying behavior and quality of online services and impulse buying behavior and brand.

Further research can target male consumers, whether male consumers also have high levels of impulse buying as women especially for moslem fashion products. Limitations of this study is the absence of respondents from Borneo, Sulawesi, Papua and Aceh. This is due to the lack of online consumers in the regions. Few consumers from those areas were not the end-user but traders buying in huge number and resell it there.

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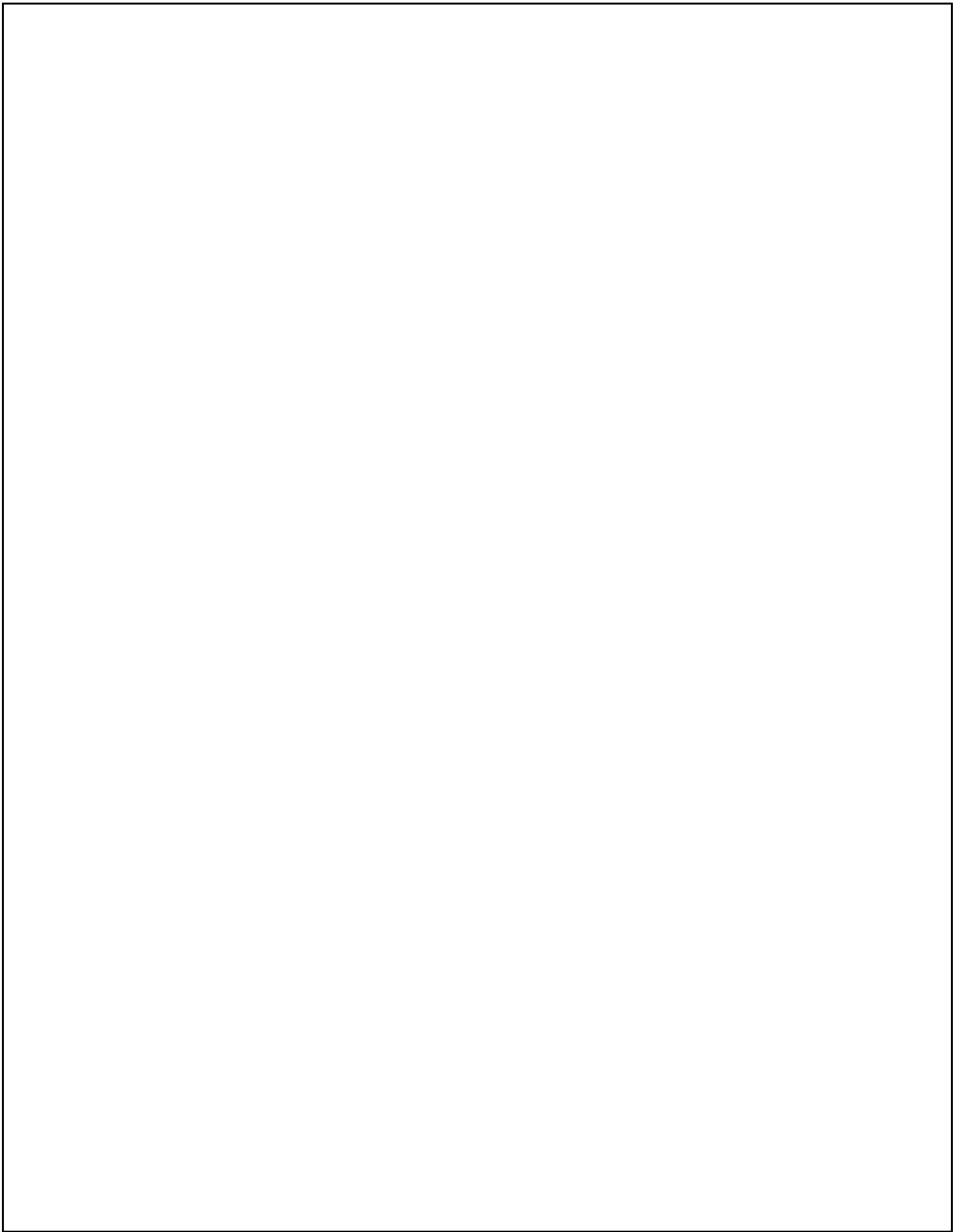
7. Attachment

Table of Research Informant

Initial informant providing other informant	Locations	Frequency of Monthly Online Purchases	Information
¹ Rulliansha,	¹ Sidoarjo,	Twice a week, once a week, once every two weeks and once a month	- Some informants are consumers of Gallery Rania el Rahma in Sidoarjo.
Lena Suria,	Wonosobo,		
Sofiana Sari,	Sidoarjo,		
Fina Shafira,	Pasuruan,		
Fitri Yuna,	Jombang,		- Thirteen informants became 21 informants with linear snowball model.
Melany Sari,	Semarang,		
Rosalina Rosi,	Jombang,		
Lovely Rani,	Mojokerto,		
Fentiana,	Semarang,		- Many new informants were found linearly after the investigator interviewed thirteen informants.
Umi Sa'adah,	Poor,		
Sulistianingsih,	Tangerang,		
Yuniasari,	Surabaya,		
Ari Sana	Sidoarjo		

Habibah, Ani Jayanti, Rina Salim,	Bali, Kalimantan, Jombang,	At least 3 times a month	- Several new informants were the colleague of each respondent. All the three informants were found through snowball after the investigator interviewed online sellers (Olala Online Shop) located in Sidarjo
Naura, Princess Claire, ¹ Lindasari, Lusiana, Elia Swasi, Navia, Rovia Sari, Belvalina, Ida Nurdiana, Yenika, Rayesha, Vitalia, Almuna Fia, Emmaly Queen,	South Kalimantan, Central Kalimantan Sidoarjo, Mojokerto, East Kalimantan, ¹ Sidoarjo, Sidoarjo, Sidoarjo, Lamongan, Pasuruan, Sidoarjo, Sidoarjo, Sidoarjo, Magetan	Make a purchase (for personal consumption or resale) more than 20 transaction a month	- Some informants were originally consumers of online business then switched into consumers and online sellers by drop ship system. - From interviews to 14 respondents, 53 new respondents were obtained, they were the respondents'' customers.

Note: Names of the informants are not real names. Organization Acronyms does not reflect the actual acronym.



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