

## Integral Emotions and Incidental Emotions of Consumers in Impulse Buying Behavior Online

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### ABSTRACT

**Keywords:** Emotions, Impulsive buying has been vigorously studied from different Integral Emotions, perspectives. In the science of Consumer Behavior, Incidental Emotion, impulsive buying depicts a consumer's buying decision Pembelian Impulsif, which is spontaneous and quick, quite often without the Keputusan Pembelian. presence of any cognitive activity. Prior studies often observed how this impulsive buying is influenced by consumers' emotions, but only a few studies observe how Integral Emotions and Incidental Emotions influence the collective decision of impulsive buying and its emotional impact. Involving 100 respondents with prior experiences of impulsive buying, the data would then be analyzed using the Partial Least Square-SEM after considering the ability of this statistical model to analyze data below 500 respondents. Results showed that there is a significant negative relationship between Incidental Emotion the impulsive buying, but a negative influence towards Integral Emotion on the impulsive buying decision. Besides that, there is a significant positive influence of impulsive buying towards the emotion afterward.



### Introduction

Today's consumer purchases are not always driven by rational motives, many purchases that consumers make are based on the emotional state that occurs while the purchase decision process is ongoing. Purchases made by consumers can be driven by the functional needs provided by the benefits of the product and emotional needs related to the psychological aspect of product purchases. These formed emotions can occur as a result of the contribution of various exposures to stimuli such as sound. The aroma, color, and taste of the product symbol

The panic buying phenomenon, which occurred during the pandemic when the fear of a highly contagious disease outbreak caused large-scale social restrictions to cause people to buy in large quantities, is proof that emotional conditions have a stronger impact on purchasing decisions (Patiro, Budiyantri, & Hendarto, 2022). Consumers may even use purchases as a way to control the negative feelings they feel at certain times. In the context of the panic buying phenomenon, buying behavior is the result of consumers' efforts to

control their emotions of fear of the disease outbreak at that time (Sharma, Dwivedi, Mariani, & Islam, 2022).

Post-purchase consumer behavior is also largely determined by the emotional state of consumers, in this case, what they feel in their satisfaction. In purchase intent, complaints and the desire to buy or replace another brand are also influenced by the emotions felt after the purchase. The emotions felt by consumers in the context of service products are determined by the condition of the physical environment and the state of the social environment (Naami & Hezarkhani, 2018). In the case of impulsive purchases, it is often associated with being a factor in both external and internal situations (Haq & Abbasi, 2016).

In marketing, consumer emotions are an important factor because many efforts in building brands are aimed at creating a close emotional relationship between consumers and brands. This strong emotional connection with the brand will lead the purchase decision process to be more profitable for marketers and prevent a deep sense of disappointment when the product fails to deliver on what it promises.

Emotional Marketing is widely used by marketers to get a response from potential buyers by utilizing emotions in all marketing and advertising efforts so that the product is known, remembered, purchased and even recommended to others. Generally, the emotions used are emotions such as happiness, sadness, or fear to provoke a response from potential buyers (Sharma et al., 2022). Even some experts consider that emotions are also able to sharpen buyers' rational considerations. In its development, the brand's next effort is to build an emotional connection with potential buyers to drive the purchase decision process. Emotions are mental states that arise as a result of the human cognitive process. This cognition process is also followed by a psychological process, even the presence of these emotions can also affect the results of the cognition process that runs in the purchase decision (Achar, So, Agrawal, & Duhachek, 2016).

On the other hand, impulse buying is a tendency to make purchases that are made spontaneously by consumers and even seem sudden without prior deep thought and decided immediately in front of the product to be purchased. In impulse purchases, consumers do not evaluate information on various product alternatives and do not consider the consequences after their purchase (Kabamba & Smith, 2022), it can be concluded that impulse purchases do not involve a cognition process that tends to be rational.

Impulsive purchases have been found in previous studies departing from sensory experiences experienced by consumers such as store atmosphere, room layout, store aroma, and creating integral emotions, so some experts argue that impulsive purchases will occur a lot in the store environment and rarely occur in online purchase situations. This is because, in the situation of online purchases, the sensors that can be applied to online purchases are limited to the eyes and ears so that consumers are less likely to make purchases spontaneously (Moreira, Fortes, & Santiago, 2017).

On the other hand, for online purchases, a close emotional relationship is also needed between buyers in order to reduce the risk of purchase, brands are used by

consumers as a substitute for information related to the quality of products and services. Consumers have a close emotional connection to overcome the fear of the amount of risk that needs to be borne later if the purchase does not meet expectations.

Several previous studies have found that feelings of anxiety and depression (Yu, 2022), feelings of boredom (Sunstorm, 2013) felt by consumers before a purchase are incidental emotions that encourage online buying behavior, but impulsive buying behavior and how emotions after impulsive purchases have not been researched enough. The online purchase decision environment has been influenced more by price factors, product availability, other buyers' ratings, social media activities (Chan, Cheung, & Lee, 2017), the problem of trust in online stores (Kamis & Zulkiffli, 2020), the characteristics of online stores and browsing activities, electronic word of mouth.

### **Impulse Buying**

Many concepts and literature related to impulse buying are focused on the factor of intention and planning before purchase, which is followed by the time factor needed in the decision-making process and the accompaniment of emotions felt by consumers (Abdelsalam, 2016) but there has been no study whether there is a significant influence of integral emotions and incidental emotions on the impulse buying behavior and how it affects impulse post-purchase behavior in online environment.

There are 4 types of Impulse Buying, namely (1) Pure Impulse Buying is an implicit purchase that is carried out by consumers outside of their habits that are often done by consumers. (2) Reminder Impulse Buying is an impulsive purchase made by consumers because they suddenly remember certain things, for example, remembering that the stock of rice is running low at home and impulsively buying rice in the market without a prior plan. (3) Suggestion Impulse Buying, an impulse purchase that occurs after a consumer sees a product, and immediately feels in need without prior knowledge and in-depth evaluation of the product (4) Planned Impulse Buying is an impulse purchase that is determined from the availability of special offers such as discounts, special prices according to expectations. This happens when a consumer logs into a web to make a specific purchase but buys something else because there is a special offer for the day. In this study, the 3rd type of impulse purchase is used because the other type departs from the consumer's cognition process while this type 3 purchase is carried out without a plan, prior knowledge, and needs, and is carried out immediately after the consumer sees the product.

### **Research Methods**

This study involved 100 respondents with 60% of respondents being women and the rest being men. All respondents admitted to having made impulse purchases online in Surabaya. Respondents were selected specifically with an age between 20 years and -35 years old and have worked. The data collected through questionnaires are analyzed with Structural Equation Modelling to test the model and test the research hypothesis.

The focus of the study is to analyze the causal relationship between Emotion and Impulsive Buying Behavior and how it affects Impulse Post-Purchase Behavior. There

are 4 variables in this study, namely the variables of Incidental Emotions, Integral Emotions, Impulsive Purchase Behavior, and Post-Impulsive Purchase Behavior.

## Results and Discussion

A total of 100 respondents were involved in this study with a total of 40 male respondents and the rest were women. The age of respondents is from 21 years old to 50 years old who are actively making online purchases. Platforms that are often used are Shopee and Tokopedia.

**Table 1**  
**Respondent Description**

	Percentage		Percentage
<b>Gender</b>		<b>Online shopping</b>	
Legal Law	40%	<4x per month	40%
Woman	60%	5 – 10x per month	52%
<b>Age</b>		>10x per month	8%
21 - 30	37%	<b>Platform Online</b>	
31 – 40	35%	Shopee	44%
41 – 50	27%	Tokopedia	20%
<b>Education</b>		Loop	14%
Bachelor	46%	BliBli	10%
Below		Bukalapak	12%
Undergraduate	54%		

In purchasing behavior for the most frequently purchased products is the fashion product category in a planned manner at 42% and impulsively at 40.2%. Beauty care products are the second most purchased product category with 30% of respondents and 28.5% of respondents purchasing without a plan. The interesting thing is that in the category of food and beverage products, 6% of respondents bought it in a planned manner, but 10% of respondents admitted that they had bought it impulsively.

**Table 2**  
**Description of Data Distribution by Product Category**

Product Categories	Products purchased suddenly, without a plan	Frequently purchased products online
Fashion	40.2%	42%
Beauty care products	28.5%	30%
Electronics	2.6%	2%
Home Furnishings Products	5%	7%
Health Products	5.7%	10%
Books and stationery	7.4%	3%
Food and Beverage	10.6%	6%

## Model Measurements

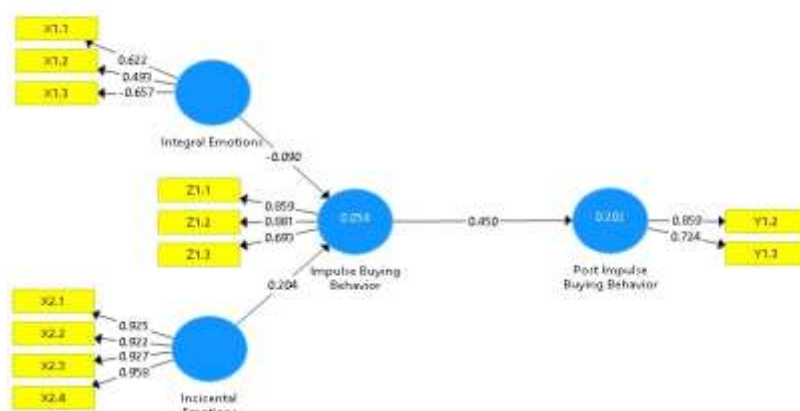
The research model was tested using PLS-SEM with the consideration that PLS-SEM is widely used in social research, especially in the field of marketing (Chan et al., 2017). The second consideration is that for model prediction with a small sample size of

less than 500 respondents, PLS-SEM is the right statistical tool to use. In addition, PLS-SEM can also be used to make predictions.

**Table 3**  
**Construct Measurement**

Construction	Indicator	Loading	Alpha	CR	BIRD
Integral Emotions	X1.1 Feeling after seeing product photos	0.622	0.729	0.798	0.654
	X1.2 Feelings after knowing the availability of product variations	0.493			
	X1.3 Testimonials after seeing reviews from other buyers	-0.657			
Incidental Emotions	X2.1 Feeling of happiness	0.925	0.952	0.964	0.871
	X2.2 Feeling of optimism	0.922			
	X2.3 Feelings of hopelessness	0.927			
	X2.4 Feelings of worry	0.958			
Impulse Buying Behavior	Z1.1 Spontaneous purchase without a plan	0.859	0.749	0.855	0.665
	Z1.2 Fast purchase without delay to pay	0.881			
	Z1.3 Surprise purchases without prior planning	0.693			
Post Impulsive Buying Emotions	Y1.1 Positive feelings after impulse purchases	0.859	0.725	0.773	0.632
	Y1.2 Negative feelings after impulsive purchases	0.724			

In the construction test, the Cronbach Alpha and Composite reliability (CR) values used to test the consistency of the internal model showed that it was at the recommended level above 0.70. The factor loading value of all constructs shows a value above 0.70 except for the integral emotions construct indicator X1.2 with a value of 0.493. This indicator is not removed from the model because this action does not correct the average value of extracted variance, only if there is an improvement in the average value of extracted variance then this item can be removed from the model.



**Figure 1**  
**Hasil Part Least Square Model**

All hypotheses are analyzed using path coefficients, T Statistic, P-Value, and standard deviation to determine the acceptance or rejection of the hypothesis. Based on the structural model, all hypotheses are proven except for hypothesis 1 with a Probability value above 0.05. While hypotheses 2 and 3 are accepted with a Probability value below 0.05. shown in Table 4 below.

**Table 4**  
**Hasil PLS-SEM**

Direct Effect	Path Coefficients	T-Statistics	Standard Deviations	P Value	Result
H1 Integral Emotions → Impulsive Buying Behavior	-0.090	0.513	0.175	0.608	Unproven
H2 Incidental Emotions → Impulsive Buying Behavior	0.204	2.036	0.100	0.042	Evident
H3 Impulsive Buying Behavior → Post Impulse Buying Behavior	0.450	7.287	0.057	0.000	Evident

**Integral Emotions significantly influence impulsive buying behavior.**

Integral emotions in this study hurt implicit purchasing behavior, not significant. This emotion is felt by consumers as a response to the stimulus provided by the seller. In this study, the availability of products, the availability of product variations, and the existence of reviews from other consumers are the stimuli that shape this emotion. This finding is different from previous research where online platforms, things such as product placement, display design, promotions, music, and written text online media have a positive impact on emotions in impulse purchases (Chan et al., 2017).

The feelings consumers feel after seeing a product photo do not trigger the desire to buy quickly without an in-depth evaluation. This is because many unplanned purchases tend to occur due to the emotional condition of consumers formed from attractive product offers so buyers often ignore the benefits of the product in alternative evaluations. Meanwhile, in online purchases, the main limitation is the opportunity for consumers to receive and process stimuli physically, so consumers tend to decide not to buy quickly. Although it is not significant in the study, the tendency not to make impulse purchases can occur due to concerns about feeling disappointed after the purchase (Zhao, Li, Wang, Zhou, & Luo, 2022).

The availability of product variety has a negative relationship with impulse buying behavior online. When online businesses use the factor of limited product variety availability, even though the scarcity or limited variety of products is a strategy that is often used to attract buyers by creating certain emotions, it turns out that in the context of online impulse buying behavior, this has a negative relationship, this situation encourages buyers to switch to searching on other shopping platforms (Thuong, 2020). Conversely, too much variety available will reduce impulse buying impulse. Although in this study, the relationship between product variation and impulse buying behavior was not significant due to the breadth of products studied, it can be concluded that this negative relationship is caused by (1) too many choices, causing negative feelings in the form of worries about the potential for unsatisfactory purchases (Schwarz & Clore, 1983; Inyengar, 2001) and (2) demand more cognitive processes. Feelings of fear and demands for more cognitive processes make consumers less motivated to make impulse purchases.

Reviews of other buyers in this study hurt impulse buying behavior but are not significant because in this study the products studied are not specific. Although it is still not significant, it can be explained that this negative relationship can occur when buyer reviews contain a high emotional load, which can increase consumer curiosity for certain types of products. Consumers naturally have a yearly appetite and because of this, emotionally charged buyer reviews can attract attention and spark curiosity. Fear, worry, anger, and anxiety that are read in online buyer reviews are read more clearly.

**Incidental Emotions significantly influence impulsive buying behavior.**

Incidental Emotions can be formed from positive emotions and negative emotions and it was found in this study that there was a significant influence of the Incidental Emotions variable on impulse buying behavior of 0.204. The emotions that consumers feel before a purchase provide a strong motivational boost to make a purchase spontaneously. Incidental emotions are not formed as a consumer response to a product/brand marketing program, but these emotions already exist and originate from situations that have nothing to do with the product. This kind of behavior can improve the previous negative emotional state. On the other hand, when the emotional condition is positive, the impulsive buying behavior that is carried out tends to make consumers ignore the negative consequences of their actions. Positive feelings, negativity, feelings of guilt, and buying due to mood are emotional reactions that trigger impulse purchases.

Consumers often feel negative emotions such as anxiety. The anxiety felt by consumers varies in causes. For example, because they are in the process of making investment decisions, perceptions of the safety and halal of food, and social problems. In the context of online purchases, the negative emotions of anxiety in this study have the largest loading factor in the incidental emotions construct so it can be said that the anxiety that consumers are experiencing encourages consumers to make purchases spontaneously when they successfully access the internet compared to positive emotions such as happiness, pride, and feeling great. In negative emotional situations such as sadness, consumers can become very compelled to overcome or get out of their negative feelings as soon as possible without even thinking deeply the consumer is willing to pay a higher price, and the hope of obtaining post-purchase happiness becomes a strong motivation.

The feeling of joy that consumers feel before an impulsive purchase can be expressed in the form of enthusiastic behavior or a calmer form of behavior, but these two things determine the specifics of the purchase, even in detail consumers can determine the brand they buy, the product they choose, or even the music they want to listen to (Mogilner, 2012). In general, happy individuals are generally less likely to mind buying at a higher price compared to consumers who previously had neutral emotions in an online transaction environment. It can be explained that in a strong positive emotional state, individuals will have difficulties in cognition and controlling their behaviour, resulting in impulsive behaviour.

This finding is to the opinion (Kabamba & Smith, 2022) that consumers can make impulse purchases because they are driven by their emotional state before the purchase in order to improve their mood and negative emotions felt previously. Positive emotions also encourage consumers to make impulse purchases as a gratuity to themselves, even consumers are willing to pay more for products that are not relevant to their needs.

#### **Impulsive buying behaviour affects post-purchase emotions.**

It was found significant in this study that the influence of impulsive buying behaviour on the emotions felt by consumers after purchase. Impulsive post-purchase feelings can occur as either positive emotions or negative emotions. This is the opinion that there are 2 emotions, one of which can be felt by consumers after impulse purchases, namely the emotion of feeling comfortable and the emotion of feeling guilty (Togawa, Ishii, Onzo, & Roy, 2020).

These negative feelings can stem from purchase problems that are beyond financial ability or from insults/ridicule from others. Negative feelings that arise after impulsive behavior are caused by consumers feeling that they have failed to control themselves (Li, 2015), and regret due to the purchase of products that are not needed. Positive feelings such as comfort, happiness, and satisfaction felt after an impulsive purchase are caused not only because this purchase decision was made emotionally and the low self-control of consumers in their decisions (Gardner, 1998) but also because of the sensation of excitement and relaxation felt during shopping.



## **Conclusion**

This study proves the positive and significant influence of integral emotion on impulsive buying behaviour. A positive and significant influence was also found between impulse buying behavior on post-impulse purchase emotions in an online environment. A negative influence was found on the involuntary emotion on impulse buying behavior, this kind of relationship can occur because, in the online environment, consumers become very limited in evaluating the marketing stimuli provided by marketers in online media. These findings require further study with a larger sample size, more specific product categories, and separation of behaviors between men and women given that differences in emotional management between men and women have different tendencies.

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