IMPULSIVE BUYING TENDENCY:
ELABORATION LIKELIHOOD MODEL PERSPECTIVE

Leonard Junio Wibisono
Gladys Greselda Gosal
Teofilus Teofilus
Junko Alessandro Effendy
Universitas Ciputra Surabaya, Indonesia
Sabar Sabar
Institut Teknologi Sepuluh Nopember, Indonesia
Muhammad Azizurrohman
Southern Taiwan University of Science and Technology, Taiwan

Abstract: The increasing percentage of e-commerce users each year, accompanied by the growing convenience of online shopping, is considered to have led to the phenomenon of impulse buying tendency, especially in the context of e-commerce usage. This study aims to discuss the occurrence of impulse buying tendency in Indonesia based on the perspectives of the Elaboration Likelihood Model and Regulatory Focus Theory, using information transparency to represent the central route, celebrity endorsers to represent the peripheral route, and regulatory focus as a moderating variable. The research is focused on Shopee, which is one of the most popular e-commerce in Indonesia, therefore the population is Shopee users in Indonesia. The purposive sampling technique was used with a total of 445 respondents, which were taken from 5 top universities in Indonesia. The results of this study indicate that both information transparency and celebrity endorsers have a significant influence on impulse buying tendency. Furthermore, regulatory focus is found to be a significant moderating variable of the relationship between information transparency and impulse buying tendency, however, there is no significant effect found on the moderating role of regulatory focus in the relationship between celebrity endorsers and impulse buying tendency. Referring to this, it is hoped that the Shopee e-commerce company can provide information according to the needs of consumers and consider the selection of supporting celebrities in accordance with the products or brands offered.

Keywords: Information Transparency, Celebrity Endorser, Regulatory Focus, Impulse Buying Tendency, Elaboration Likelihood Model, E-Commerce
INTRODUCTION

The development of information technology in the modern era has led to a series of innovative activities in the context of online product buying and selling transactions also known as e-commerce (Sudaryanto et al., 2021; Widagdo and Roz, 2021). According to Lidwina (2021), Indonesia is the country with the highest percentage of e-commerce usage in the world, with a value of 88.1% active users in 2021. The increased ease of shopping online when compared to offline shopping can encourage impulse buying (Dawson and Kim, 2009; Verhagen and Van Dolen, 2011; Amanah and Harahap, 2020). Impulse buying behavior online is considered to have become a very important aspect in the context of e-commerce trade because this behavior has contributed to a large income for the seller (Wiranata and Hananto, 2020). In order to achieve this, one of the ways that e-commerce companies can is to apply transparency, which should facilitate information transparency, which should facilitate the phenomenon of impulse buying tendency (Beatty and Ferrell, 1998; Verplanken and Hera-badi, 2001).

According to Lee (2015) and Huang (2016), one of the factors that can influence impulse buying tendency is information transparency, because it can help facilitate consumers in choosing products among various available options, increase curiosity, and attract consumer attention, which ultimately can enhance consumers' desire to make impulse purchases. In further research, it was found that the presence of celebrity endorsers in a marketing advertisement can attract consumer attention and enhance the appeal of a brand or product, which can then increase the urge to make impulse purchases (Parmar et al., 2020). Considering that consumers' motivations vary, companies need to pay attention to the regulatory focus of each consumer. The significance of this is supported by an argument stating that information incongruent with the regulatory focus can decrease the relevance and urgency of information, as well as diminish consumers' motivation to process such information (Aaker and Lee, 2001; Cesario et al., 2008; Noort et al., 2008).

In Indonesia, Shopee has emerged as one of the most popular e-commerce platforms with the highest transaction value per hour, with a Gross Merchandise Value (GMV) reaching $1.6 million per hour or equivalent to $14.2 billion per year (Pahlevi, 2021). With its user-friendly interface, extensive product offerings, and enticing promotions, Shopee has quickly become a household name, synonymous with convenience and affordability. This research will be focused on Shopee users in Indonesia, particularly college students who belong to Generation Z. This is in line with the survey results by Annur (2022) which state that the majority of e-commerce users are from Generation Z. Students are selected from 5 of the top universities in Indonesia which are Universitas Indonesia, Institut Teknologi Bandung, Universitas Bina Nusantara, Universitas Airlangga, dan Institut Teknologi Sepuluh Nopember.

The research will specifically examine the phenomenon of impulse buying tendency in Indonesia, particularly in the context of Shopee e-commerce usage, by integrating the Elaboration Likelihood Model with the Regulatory Focus Theory, which are theories that are still rarely used by researchers and seldom studied in Indonesia. The Elaboration Likelihood Model (ELM) theory by Petty and Cacioppo (1986) serves as the primary theoretical foundation for discussing individual attitude change resulting from persuasive communication processes. Information transparency will be positioned to represent the central route, while celebrity endorsers will be positioned to represent the peripheral route. Additionally, this research also incorporates a motivational principle specifically referring to the regulatory focus principle by Higgins (1997). Regulatory focus distinguishes an individual’s self-regulation focus into two main categories: promotion focus and prevention focus. In the context of consumer behavior, regulatory focus is also considered to influence how a consumer responds to and processes information, tailored to the individual’s self-regulation focus (Werth and Foerster, 2007; Aaker and Lee, 2001).

In addition to the scarcity of research addressing this topic, some similar studies have yielded inconsistent results. For example, in other studies, it was found that the implementation of information transparency, which should facilitate the consumer search process, actually can delay or slow down consumers in their search process (Teofilus et al., 2020). Therefore, it is important...
to conduct this research so that e-commerce companies, especially in Indonesia, can design appropriate strategies to stimulate impulse purchases by buyers. Hence, this study aims to test and analyze the influence of information transparency and celebrity endorsers on impulse buying tendency, as well as to examine the moderation effect of regulatory focus on these two direct relationships.

LITERATURE REVIEW

Elaboration Likelihood Model

Elaboration likelihood model (ELM) is a theory that explains an individual’s attitude change as a result of a persuasive communication process. This theory was first introduced by Petty and Cacioppo (1986) through their research which focuses on the realm of social psychology. In the ELM framework, an individual’s attitude change is described as occurring through two alternative routes, namely through the central route and peripheral route, and is influenced by three main variables, namely argument quality, peripheral cues, and elaboration likelihood (Sher and Lee, 2009; Graham and Wilder, 2020). Attitude change through the central route is characterized by a high degree of elaboration probability and greater cognitive effort. This is caused by the quality of the argument from the information presented, such as product information or other consumer reviews (Zhou et al., 2014). On the other hand, attitude changes through the peripheral route are characterized by a low level of possibility of elaboration and a more dominating emotional aspect. This occurrence is caused by the presence of simple peripheral cues such as credible and attractive supporting celebrities (Lowry et al., 2012).

Regulatory Focus Theory

In this study, the elaboration likelihood model theory will also be collaborated with the regulatory focus theory which was first introduced by Higgins (1997). Regulatory focus distinguishes the focus of an individual’s self-regulation into two main focuses, namely promotion focus and prevention focus. Individuals with a promotion focus are motivated to achieve positive outcomes such as progress, development, and self-achievement, while individuals with a prevention focus are motivated to fulfill the responsibility and a sense of security to avoid negative outcomes (Lin et al., 2018; Werth and Foerster, 2007; Pentina et al., 2018). In the context of consumer behavior, regulatory focus is also considered to be able to influence the way a consumer responds and processes information, which is adjusted to the self-regulatory focus they have (Aaker and Lee, 2001). According to Lin et al. (2018), consumers with a promotion focus are more concerned with whether or not there are benefits that can be achieved, while consumers with a prevention focus are more focused on avoiding potential threats in the shopping environment. Noort et al. (2008) and Das (2016) also find that consumers with a promotion focus are more daring to take risks when shopping, while consumers with a prevention focus are considered more conservative in taking risks.

Information Transparency

Research related to information transparency, especially in the context of marketing literature, was initiated by Zhu et al. (2020) who defined it as the level of accessibility and visibility of information available in the electronic market. The information in question is everything that can be seen and accessed by consumers, such as content, which refers to the features, descriptions, and services offered on a website, and design, which refers to the way the content is presented to consumers (Ranganathan and Ganapathy, 2002; Turilli and Floridi, 2009; Tam et al., 2020). The information can also be said to be transparent if it is easily accessible, can be clearly understood, and can meet the needs of consumers (Zhou et al., 2018). On this basis, service providers need to ensure the level of availability of information and improve the quality of the interface of a website, so that the information can be easily accessed and fully considered transparent by consumers (Granados et al., 2010).

Celebrity Endorser

A celebrity endorser is defined as any individual who is recognized by the public for his achievements and uses this recognition to support a product or brand in marketing advertisements (McCracken, 1989; Osei-Frimpong et al., 2019). Celebrity endorsers can be identified as actors or actresses, comedians, businesspeople, sportsmen, and various other types of professions that are...
widespread behavior in a shopping environment. This ration-

The self-

The phenomenon of impulse buying tendency refers to the tendency of a consumer to experience a spontaneous and sudden desire to make a purchase on the spot and to act on that desire with little consideration and evaluation of the consequences (Beatty and Ferrell, 1998; Liao et al., 2016). The occurrence of impulse buying tendencies is generally driven by stimuli and cues available in the shopping environment and is accompanied by feelings of pleasure and strong excitement by the consumer (Floh and Madlberger, 2013; Wu et al., 2016; Lin et al., 2018). Consumers with a high impulse buying tendency will tend to experience a greater desire to buy impulsively (Beatty and Ferrell, 1998; Chih et al., 2012). In another study, another term was found, namely product-specific impulse buying tendency which refers to the tendency of a consumer to respond to a sudden urge to buy a product from a certain category (Parsad et al., 2019).

Furthermore, it was found that the phenomenon of impulse buying tendency does not only occur in the offline environment but also occurs in the online environment (Zafar et al., 2020). In this modern era, the internet has been described as a giant mall that provides convenience for consumers to find and compare product-related information so that it can be a means to promote impulse buying (Dawson and Kim, 2009; Lim and Cham, 2015). Verplanken and Herabadi (2001) then introduced two indicators to measure the impulse buying tendency variable which included: (1) cognitive aspects; and (2) affective aspects. Cognitive aspects refer to the process of thinking, comparison, and lack of planning by the consumer. Affective aspects refer to the feelings of pleasure and excitement felt by consumers.

HYPOTHESIS DEVELOPMENT

Information Transparency and Impulse Buying Tendency

In subsequent research, it was found that
the amount of information that is easily accessible is considered to make it easier for consumers to search for various types of information, which in turn can lead to impulse purchases online (Lee, 2015; Wu et al., 2016). In another study, it was found that information transparency such as product descriptions, other consumer reviews, and quality product images can increase curiosity and attract consumers’ attention which in turn increases the desire to buy impulsively (Verhagen and Van Dolen, 2011; Floh and Madlberger, 2013). The amount of information available online can also easily attract consumers’ attention and stimulate consumers’ desire to buy something during the online shopping process (Huang, 2016). Therefore, the following hypothesis is formed:

**H1**: Information Transparency has a significant effect on Impulse Buying Tendency.

**Celebrity Endorsers and Impulse Buying Tendency**

Celebrities who are admired by consumers act as visual stimuli that can evoke positive emotions such as pleasant feelings and increase consumer enthusiasm which can then motivate consumers to make impulse purchases (Zafar et al., 2020; Parmar et al., 2020). Verma and Singh (2019) then found that celebrity endorsers are one of the external stimuli that stimulate impulse buying online because products promoted by celebrities are considered more attractive by consumers. Therefore, the following hypothesis is formed:

**H2**: Celebrity endorsers have a significant influence on Impulse Buying Tendency.

**Regulatory Focus as Moderating Variable**

Sung and Park (2019) then found that consumers with a prevention focus tend to seek more information about a particular product. The increased frequency of searching for information can expose consumers to many types of information variations so that it can make it easier for consumers with a prevention focus to access and view information related to online stores (Lee, 2015; Wu et al., 2016; Chang et al., 2019). On the other hand, consumers with a promotion focus are described as being more daring to take risks in the context of an online shopping environment (Das, 2016; Noort et al., 2008). This indicates that consumers with a promotion focus will show a more positive attitude towards the various types of information available, making it easier for consumers to choose products among the various options available which in turn can increase the consumers’ desire to buy impulsively (Huang, 2016; Lee, 2015).

**H3**: Regulatory Focus moderates the relationship between Information Transparency and Impulse Buying Tendency.

In a subsequent study by Kao (2013), it was found that consumers with a prevention focus are more interested in a message that is supported by a credible source such as a celebrity endorser. This happens because individuals with a prevention focus perceive celebrity endorsers as a reliable source of information, thereby reducing the consumer's perceived risk perception (Kao, 2013; Agnihotri and Bhattacharya, 2020). But on the other side, Noort et al. (2008) through his research found that consumers with Promotion Focus are more interested in a marketing advertisement that has high appeal. This indirectly illustrates that consumers with a promotion focus will be more interested in a marketing advertisement that is supported by a celebrity endorser. Celebrity endorsers act as visual stimuli and reliable sources of information that can motivate consumers to make impulse purchases.

**H4**: Regulatory Focus moderates the relationship between Celebrity Endorser and Impulse Buying Tendency.

**METHOD**

The population of this study is e-commerce users in Indonesia. According to the Stockemer (2019), the sample is part of the population used by researchers as a data source. Sampling in this study using a purposive sampling method. Hair et al. (2021) defines purposive sampling as a sampling method that focuses on certain types of respondents according to predetermined characteristics. The character of respondents in this study are e-commerce users from Generation Z and millennials who are concentrated on the island of Java. The reason the sample is concentrated on the island of Java is that 89% of e-commerce users in Indonesia are concentrated in the provinces of West Java, DKI Jakarta, Banten, and East Java.
Table 1. Variable Operational Definitions

<table>
<thead>
<tr>
<th>Variables</th>
<th>Dimensions</th>
<th>Items Operational</th>
</tr>
</thead>
<tbody>
<tr>
<td>Information Transparency</td>
<td>Features</td>
<td>E-Commerce Website provided Detailed Information</td>
</tr>
<tr>
<td>Zhou et al., 2018</td>
<td></td>
<td>E-Commerce Website Used Multimedia to present Product Attributes</td>
</tr>
<tr>
<td></td>
<td></td>
<td>E-Commerce Website explained product attributes</td>
</tr>
<tr>
<td>Quality</td>
<td></td>
<td>E-Commerce Website provided Quality Information</td>
</tr>
<tr>
<td></td>
<td></td>
<td>The E-Commerce Website provided Comments about Quality Information</td>
</tr>
<tr>
<td>Reputation</td>
<td></td>
<td>The E-Commerce Website provides an Official Store</td>
</tr>
<tr>
<td></td>
<td></td>
<td>The E-Commerce Website provided Company Information</td>
</tr>
<tr>
<td>Impulse Buying Tendency</td>
<td>Cognitive</td>
<td>I think Carefully Before I buy things</td>
</tr>
<tr>
<td>Verplanken and Herabadi, 2001</td>
<td></td>
<td>I Buy the thing that I wanted</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Most of my Purchase are planned</td>
</tr>
<tr>
<td></td>
<td></td>
<td>I Only buy the things that I need</td>
</tr>
<tr>
<td></td>
<td></td>
<td>I always prepare before I buy things</td>
</tr>
<tr>
<td>Affective</td>
<td></td>
<td>I buy things Spontaneously</td>
</tr>
<tr>
<td></td>
<td></td>
<td>I always buy things on the spot</td>
</tr>
<tr>
<td></td>
<td></td>
<td>I never think about buying new things</td>
</tr>
<tr>
<td></td>
<td></td>
<td>it’s hard to ignore the promotions that I see</td>
</tr>
<tr>
<td>Regulatory Focus</td>
<td>Promotion Focus</td>
<td>I usually get what I want</td>
</tr>
<tr>
<td>Semin et al., 2005</td>
<td></td>
<td>I find it interesting when I have to work harder to get something</td>
</tr>
<tr>
<td></td>
<td></td>
<td>I always try my best in everything</td>
</tr>
<tr>
<td></td>
<td></td>
<td>I made progress in achieving progress</td>
</tr>
<tr>
<td>Prevention Focus</td>
<td></td>
<td>I am not good enough at achieving progress in my life</td>
</tr>
<tr>
<td></td>
<td></td>
<td>I find it difficult to be motivated</td>
</tr>
<tr>
<td></td>
<td></td>
<td>I have not contacted my family since I grew up</td>
</tr>
</tbody>
</table>

In addition, researchers also specifically use Shopee e-commerce as the object of research because Shopee is the most visited and used e-commerce in Indonesia. Therefore, the researcher then took research respondents from the five best Indonesian universities which are also located in the big four provinces with the highest percentage of e-commerce users in Indonesia. The samples of this study were university students from the University of Indonesia, Institut Teknologi Bandung, Bina Nusantara University, Airlangga University, and Institut Teknologi Sepuluh November. According to Hair et al. (2019), the determination of the number of samples in multivariate research is the result of the total number of variable indicators multiplied by 10. This study uses a total of 12 indicators, so the number of samples studied is 120 respondents who will be distributed to each predetermined university with a total of 600 samples.

This study uses the type of quantitative data sourced from primary data. Primary data col-
lection is done directly through the distribution of questionnaires. The questionnaire in question is a document that contains a series of questions and statements, which can be answered by the respondent based on a predetermined scale (Hair et al., 2021). The scale used is a Likert scale with a range of 1-10.

In this study, the operational items used have gone through two stages, namely: (1) The double-back translation procedure, where the operational items used have been translated from English to Indonesian and re-translated into English to avoid multiple interpretations in the process of interpreting statement items and (2) Double-barreled question filtration, to ensure that the statement items used are free from bias, error or contain double meanings (Babin and Zikmund, 2016; Hair et al., 2021). In this study, the operational items used have also passed the pre-test stage with the following details: (1) Information Transparency is represented by 7 items; (2) Celebrity Endorser represented by 8 items; (3) Regulatory Focus was represented by 8 items; and (4) Impulse Buying Tendency represented by 9 items. 600 questionnaires were distributed, only 445 were returned by the respondents. Therefore, the response rate of this study was 74.18%.

Data Analysis Method

This research uses the SPSS version 25 program to analyze the data that has been collected. The data will then go through the stages of validity testing, reliability testing, and common method bias (CMB) testing. The validity test was carried out by researchers using exploratory factor analysis (EFA) and confirmatory factor analysis (CFA) methods. This study uses construct validity and discriminant validity. In construct validity, an item can be said to be valid if the factor loading value is > 0.5. Furthermore, in discriminant validity, a set of items can be said to be valid if it is only grouped into one component column.

Reliability testing is carried out based on internal consistency, where an item variable can be said to be reliable, if it has a corrected item-total correlation value > 0.3 and the Cronbach alpha and guttman split half-coefficient values of each variable > 0.7 (George and Mallery, 2019; Hair et al., 2019). The next step is to test the common method bias (CMB) by looking at the extraction sums of squared loadings in the variance percentage column. After performing the three tests, the researcher then performed a classical assumption test consisting of a normality test, a multicollinearity test, and a heteroscedasticity test. The last step is to test the hypothesis using the R and R2 tests, the F test, and the T-test.

RESULTS

Validity Test

Based on the results of the validity tests that have been carried out, it can be concluded that all items from the variables of information transparency, celebrity endorser, regulatory focus, and impulse buying tendency have factor loading values > 0.5 and each set of items from each variable only clusters in one component column. Therefore, all variable items are declared valid.

Reliability Test

Based on the results of the tests that have been carried out, it was found that all variable items had corrected item-total correlation values greater than 0.3 and all variables studied had Cronbach alpha and guttman split half-coefficient values greater than 0.7. Therefore, it can be concluded that all of the tested variable items have good reliability.

Common Method Bias

In the common method bias test, the variance percentage is 33.818%, which is still lower than 50%. Therefore, it can be concluded that items that have passed the validity and reliability test stages do not experience bias or error.

Classic Assumption Test

The results of the normality test in this study produced a significance value of 0.65, which is greater than 0.5. This shows that the data in this study were normally distributed. In the next test, namely the multicollinearity test, it was found that all independent variables in this study had a tolerance value > 0.1 and VIF <10. Therefore, it can be stated that all independent variables in this study did not experience symptoms of multicollinearity. The last step is to test heteroscedasticity using the park test. Based on this test, the signifi-
The significance value of all independent variables was > 0.5, so it can be concluded that the regression model used did not experience symptoms of heteroscedasticity.

First regression equation (Table 1):

\[ Y = \beta_1 X_1 + \beta_2 X_2 + \beta_3 Z + e \]

\[ Y = 0.48(X_1) + 0.433(X_2) + 0.59(Z) + e \]

Second regression equation (Table 2):

\[ Y = \beta_1 X_1 + \beta_2 X_2 + \beta_3 Z + \beta_4 ZX_1 + \beta_5 ZX_2 + e \]

\[ Y = 0.692(X_1) - 0.074(X_2) + 0.451(Z) - 1.188(ZX_1) + 0.692(ZX_2) + e \]

Table 1 showed that Information transparency has a relationship that can reduce the impulse buying tendency of consumers by 0.048 and Celebrity endorsers have a relationship that can increase the consumer's impulse buying tendency by 0.433. Table 2 showed that Information transparency has a relationship that can increase the impulse buying tendency of consumers by 0.692 when getting a moderating effect and Celebrity endorsers have a relationship that can reduce the consumer's impulse buying tendency by 0.074 when getting a moderating effect.

Table 4 showed that the value of r in the first model is 0.441, which indicates the level of correlation between the independent and dependent variables in the first model is 44.1%. When the first model added a moderating effect, namely in the second model, the resulting R-value increased by 1.1% to 45.2%. This indicates that the correlation level between the independent and dependent variables in the second model is 45.2%. The resulting R2 value in the first model is 0.195. This means that all independent variables in the first model (the model without a moderating effect) are able to explain the impulse buying tendency variable of 19.5%. The resulting R2 value in the second model is 0.204. This means that all independent variables in the second model (the model without a moderating effect) are able to explain the impulse buying tendency of 20.4%.

### Table 2. Regression Analysis Model Part One

<table>
<thead>
<tr>
<th>Variable</th>
<th>Standardized Coefficient</th>
</tr>
</thead>
<tbody>
<tr>
<td>Information Transparency (X1)</td>
<td>-0.048</td>
</tr>
<tr>
<td>Celebrity Endorser (X2)</td>
<td>0.433</td>
</tr>
<tr>
<td>Regulatory Focus (Z)</td>
<td>0.059</td>
</tr>
</tbody>
</table>

### Table 3. Regression Analysis Model Part Two

<table>
<thead>
<tr>
<th>Variable</th>
<th>Standardized Coefficient</th>
</tr>
</thead>
<tbody>
<tr>
<td>Information Transparency (X1)</td>
<td>0.692</td>
</tr>
<tr>
<td>Celebrity Endorser (X2)</td>
<td>-0.074</td>
</tr>
<tr>
<td>Regulatory Focus (Z)</td>
<td>0.451</td>
</tr>
<tr>
<td>Regulatory Focus*Information Transparency (ZX1)</td>
<td>-1.188</td>
</tr>
<tr>
<td>Regulatory Focus*Celebrity Endorser (ZX2)</td>
<td>0.692</td>
</tr>
</tbody>
</table>

### Table 4. Model Summary

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R²</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>0.441</td>
<td>0.195</td>
</tr>
<tr>
<td>2</td>
<td>0.452</td>
<td>0.204</td>
</tr>
</tbody>
</table>
Table 5. ANOVA

<table>
<thead>
<tr>
<th>Model</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>35.556</td>
<td>0.000</td>
</tr>
<tr>
<td>2</td>
<td>22.523</td>
<td>0.000</td>
</tr>
</tbody>
</table>

Table 6. Significance Test Results of Aguinis' MMR Model Part One

<table>
<thead>
<tr>
<th>Variable</th>
<th>t</th>
<th>Sig.</th>
<th>Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Constant)</td>
<td>1.337</td>
<td>.182</td>
<td></td>
</tr>
<tr>
<td>Information Transparency (X1)</td>
<td>-0.962</td>
<td>0.337</td>
<td>Not significant</td>
</tr>
<tr>
<td>Celebrity Endorser (X2)</td>
<td>8.174</td>
<td>0.000</td>
<td>Significant</td>
</tr>
<tr>
<td>Regulatory Focus (Z)</td>
<td>1.178</td>
<td>0.239</td>
<td>Not significant</td>
</tr>
</tbody>
</table>

Table 7. Significance Test Results of Aguinis' MMR Model Part Two

<table>
<thead>
<tr>
<th>Variable</th>
<th>t</th>
<th>Sig.</th>
<th>Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Constant)</td>
<td>-1.109</td>
<td>.268</td>
<td></td>
</tr>
<tr>
<td>Information Transparency (X1)</td>
<td>1.877</td>
<td>.061*</td>
<td>Significant</td>
</tr>
<tr>
<td>Celebrity Endorser (X2)</td>
<td>-0.249</td>
<td>.803</td>
<td>Not significant</td>
</tr>
<tr>
<td>Regulatory Focus (Z)</td>
<td>1.526</td>
<td>.128</td>
<td>Not significant</td>
</tr>
<tr>
<td>Regulatory Focus*Information Transparency (ZX1)</td>
<td>-2.058</td>
<td>.040**</td>
<td>Significant</td>
</tr>
<tr>
<td>Regulatory Focus*Celebrity Endorser (ZX2)</td>
<td>1.728</td>
<td>.085</td>
<td>Not Significant</td>
</tr>
</tbody>
</table>

*Sig 10%
**Sig 5%

Table 5 showed that the first model (the model without a moderating effect) has an F value of 35.556 and a significance value of 0.000. This indicates that all independent variables in the first model can simultaneously give an effect of 35.556 on the dependent variable. The second model (that is, the moderated model) has an F value of 22.523 and a significance value of 0.000. This indicates that all independent variables in the second model are able to simultaneously give an effect of 22.523 on the dependent variable.

In the significance test, a hypothesis can be accepted if the t-count value > the t-table value (1.97) and the significance value <0.05. Table 6 showed that Information transparency has a t-count value of -0.962 and a significance value of 0.337. These results indicate that the information transparency has no significant effect on impulse buying tendencies. Celebrity Endorser has a t-count value of 8.174 and a significance value of 0.000. These results indicate that Celebrity Endorser has a significant effect on impulse buying tendency.

Table 7 showed that Information transparency has a t-count value of 1.877 and a significance value of 0.061. These results indicate that information transparency has a significant effect on impulse buying tendencies when there is a moderating effect. Celebrity Endorser has a t-count value of -0.249 and a significance value of 0.803. These results indicate that celebrity endorser has no significant effect on impulse buying tendency when there is a moderating effect. However, based on the first MMR model it can be said that there is a significant direct effect of the celebrity endorsers on impulse buying tendency.
Regulatory focus which moderates information transparency on impulse buying tendency with a t-count value of -2.058 and a significance value of 0.40. These results indicate that regulatory focus has a significant effect on moderating the relationship between information transparency and impulse buying tendency. Regulatory focus which moderates Celebrity Endorser on impulse buying tendency with a t-count value of 1.728 and a significance value of 0.085. If compared with the first MMR model, it can be said that the moderating effect of regulatory focus decreases the effect of celebrity endorsers on impulse buying tendencies. Therefore, it can be concluded that regulatory focus has no significant effect on moderating the relationship between information transparency and impulse buying tendency.

DISCUSSION
Information Transparency and Impulse Buying Tendency

Based on the analysis of the second MMR model, it was found that information transparency significantly affects consumer’s impulse buying tendencies. In other words, the first hypothesis in this study is accepted. In previous studies, it was found that transparent information such as product descriptions, other consumer reviews, and high-quality product images can increase curiosity and attract consumer attention, ultimately enhancing the desire to make impulse purchases (Verhagen and van Dolen, 2011; Floh and Madlberger, 2013). In another study by Jiang et al. (2015), it was found that the abundance of outdated or not updated product information from service providers can hinder consumers from making purchases online.

In this modern era, the internet has been likened to a giant mall that provides convenience and comfort to consumers in searching for and comparing product information, thus serving as a means to promote impulse purchases (Lim and Cham, 2015; Verma and Singh, 2019). In the study conducted by Zhou et al. (2018), several factors were found to hinder consumers from making online purchases, such as a lack of relevant information, unavailability of information needed by consumers, and information provided by sellers not always meeting consumers’ information needs. In other words, poorly managed information transparency can decrease consumer impulse buying tendencies.

Celebrity Endorsers and Impulse Buying Tendency

In the subsequent testing, a result was obtained indicating that celebrity endorsers have a significant influence on consumer impulse buying tendencies. In other words, the second hypothesis in this study is accepted. Essentially, the presence of a celebrity endorser in a marketing advertisement can attract consumer attention and enhance the appeal of a brand or product, thereby prompting consumers to make impulse purchases (Parmar et al., 2020). This occurs because celebrity endorsers are visual stimuli that can evoke positive emotions (such as feelings of pleasure) and increase the consumer excitement, which can then motivate consumers to make impulse purchases (Parmar et al., 2020; Zafar et al., 2020).

In another study conducted by Verma and Singh (2019), it was found that celebrity endorsers are one of the external stimuli that stimulate online impulse-buying urges because products promoted by celebrities are perceived as more attractive by consumers. Any form of promotion or communication using celebrity endorsers is also considered to establish parasocial relationships, which can lead consumers to make impulse purchases (Xiang et al., 2016; Agnihotri and Bhattacharya, 2020). This occurs because consumers will continue to purchase products or services promoted by celebrities to enhance the parasocial relationship (Vazquez et al., 2018). Certainly, the results of the aforementioned studies can serve as a strong basis to illustrate the role of celebrity endorsers as one of the factors that can increase a consumer’s tendency to make impulse purchases.

Moderation Role of Regulatory Focus

This study found that regulatory focus has a significant effect in moderating the relationship between information transparency and impulse buying tendency. It can be said that the third hypothesis in this study was accepted. It is important to note that the coefficient value is negative, which means that when information transparency is moderated by regulatory focus, it can prevent consumer’s impulse buying tendency. Previous studies support this finding due to the character-
istic of consumers with a prevention focus that is very careful and has a greater level of attention because they do not want to make a mistake. (Werth and Foerster, 2007; Lin et al., 2018). Furthermore, a similar negative impact has been explained by Teofilus et al. (2020), who stated that while the implementation of information transparency should facilitate consumer search processes, on the contrary, it can also delay or slow down consumers in their search. This is due to the confusion caused by the abundance of available information. Both of these factors can reduce or inhibit a consumer from making spontaneous or impulsive purchases. This is then reflected through a more selective and preferential information search process by consumers when they shop online (Noort et al., 2008). In other words, consumers with a prevention focus will carry out a selection process for the many types of information available, especially on Shopee e-commerce. On the other hand, when consumers have a promotion focus, they will be more daring to take risks in an online shopping environment (Das, 2016; Noort et al., 2008). In other words, consumers with a promotion focus will tend to trust information about the product without thinking about the consequences or risks that will be obtained.

This study found that regulatory focus has no significant effect in moderating the relationship between celebrity endorsers and impulse-buying tendencies. It can be said that the fourth hypothesis in this study was rejected. This happened, due to the incompatibility felt by consumers with the prevention focus on the source of the message (namely celebrity endorsers) with the content that was delivered. This discrepancy causes consumers with a prevention focus to doubt the credibility of the celebrity endorser and the content presented, which leads to negative information processing (Chang et al., 2010). The use of celebrity endorsers, which has a positive impact, on the other hand, can also have a detrimental impact on the company. The negative impact refers to the vampire effect phenomenon that occurs when the supporting celebrity appears more dominant and then overshadows the brand or product being offered (Kuvita and Karlicek, 2014). In other words, consumers with a promotion focus are more focused on paying attention to supporting celebrity figures compared to the products or information offered, thereby reducing consumer memory of the brand or product offered (Kuvita and Karlicek, 2014).

IMPLICATIONS

The findings of this research can provide new insights and knowledge for e-commerce companies, especially Shopee, to design appropriate strategies to enhance consumer impulse buying tendencies. In this study, it was found that information transparency significantly affects impulse buying tendencies. Referring to these results, it can be said that the implementation of information transparency remains an important aspect for Shopee to apply because consumers who tend to make impulse purchases still require information about products, vendors, and transaction methods. However, in implementing this, Shopee must be able to manage information that is truly relevant and tailored to consumers’ needs, ultimately encouraging them to make impulse purchases.

Furthermore, it was found that celebrity endorsers significantly influence impulse-buying tendencies. Referring to these findings, Shopee must enhance the use of celebrity endorsers as part of the company’s marketing communication strategy. In its implementation, Shopee can utilize celebrity figures tailored to the main objectives of the marketing advertisements the company wishes to convey. Shopee can employ high-frequency celebrity endorsers when creating advertisements related to the company’s brand, and low-frequency celebrity endorsers when promoting products sold by MSMEs or sellers. Additionally, Shopee can utilize local celebrity endorsers such as Raffi Ahmad. These celebrities can serve as visual stimuli and trustworthy sources to increase positive emotions among consumers, thus encouraging impulse purchases.

In the subsequent findings, it was found that regulatory focus as a moderating variable has a significant negative effect on information transparency and impulse buying tendency. This occurrence is due to the abundance of available information that can confuse consumers in finding relevant and tailored information to their needs. Shopee can engage in opportunity creation processes by further identifying the types of information required by consumers. This can be achi-
erved by focusing on and recommending more information that aligns with consumers’ regulatory focus, such as security-related aspects like product guarantees, expert comments, and product certificates. On the other hand, the company can focus on and recommend information related to pleasure and advancement aspects for consumers with a promotion focus, such as discounts, product designs, product features, and attractive product images. The importance of this lies in the fact that Shopee already provides the above-mentioned information but has not yet categorized and classified it further according to the types of information that are more suitable for consumers with a prevention or promotion focus.

Even though regulatory focus does not act as a moderating variable between celebrity endorsers and impulse buying tendency, Shopee can still consider using celebrity endorsers tailored to consumers’ regulatory focus. In its implementation, Shopee can employ two different strategies in using celebrity endorsers in marketing advertisements. For consumers with a prevention focus, Shopee can utilize the role of celebrity endorsers to present marketing content related to security aspects such as product guarantees and money-back guarantees. On the other hand, for consumers with a promotion focus, Shopee can utilize the role of celebrity endorsers to present content related to pleasure and advancement aspects, such as national online shopping days and midnight sales.

Based on the explanations above, Shopee can engage in networking processes by establishing, developing, and maintaining relationships with external parties, specifically referring to celebrity endorsers who have not been used by the company before. The purpose of this is to enhance the attractiveness of Shopee’s marketing advertisements, thereby increasing consumers’ tendency to make impulse purchases. Additionally, Shopee can also engage in calculated risk-taking by managing information better and according to consumers’ needs, thus reducing the level of risk or detrimental impacts on the company. The risks or impacts referred to are conditions where consumers feel confused by the abundance of available but irrelevant information, thus decreasing their tendency to make impulse purchases.

RECOMMENDATIONS

Based on the discussions conducted, the researcher obtained findings that can serve as reference material and be applied as recommendations for the research subject, namely the e-commerce company Shopee, and for future research. It is hoped that Shopee can improve information management by providing information that meets the needs of consumers. Additionally, Shopee is encouraged to consider selecting celebrity endorsers that align with the products or brands offered and match the regulatory focus of each Shopee e-commerce user.

CONCLUSIONS

Based on the results of the tests and discussions that have been carried out, it can be concluded that information transparency has a significant influence on impulse buying tendency. Furthermore, it was also found that celebrity endorser has a significant effect on impulse buying tendencies. In the next result, it was found that regulatory focus has a significant negative effect in moderating the relationship formed between information transparency and impulse buying tendency. Finally, the result also shows that regulatory focus has no significant effect in moderating the relationship formed between the information transparency and impulse buying tendency.

REFERENCES


ommerce-indonesia-setiap-jam.


Um, N. H. 2017. What Affects the Effectiveness


DOI: https://doi.org/10.4018/JECO.202010101.