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Shopping With Friend: Buy Now Think Later?

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Abstract

The aim of this study focused on how people get sway or tempted to buy things they don't need when they go to the mall with accompanies. Qualitative analysis used to collect data about the reason why they make a decision to buy. Moreover, quantitative analysis used to complete the qualitative data. 100 respondents were selected using purposive sampling from modern retail in Surabaya. The result shows that people who shop with friends tend to buy things impulsively, and some of them stated that they are regretting their decision. The majority reason for their decision was; friends make a good accompany to shop, they can discuss before making a decision to buy but sometimes they get sway to buy things other than they need because of friends convincing statements. The results of this study are to provide additional information about consumer behavior patterns in modern retail.

Keywords: Modern Retail, Impulse buying, Consumer behavior

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1. Introduction

As we know, people need friends, in school, workplace, hobby, live and shop. As a social person, people need friends in everything they do. Listen to others about their thought and otherwise, it is a matter about what they said. Even family can be friends. As a consumer, people listen to others to make a buying decision. Darley [1]said that consumer behavior and decision-making affected by decision process and external factors. Ekström [2] found that consumer behavior may affect by their social environment and social life. Society can be changed toward time, such as married, aged, and migrated because of work, so the social environment. Human as consumer ability in socialization is an important phenomenon to study in to understand its potential on how consumer's determined to adapt to society. Goethe cited by Ajzen [3] 'Behavior is the mirror in which everyone shows their image', but in reality, it is not only mirroring their image but also their surroundings and situations which is the reason why the behavior really occurs. Consumer behavior may be affected by external factors such as individual characteristic, social influence, economic factors and environment, but

they skip the impulsivity. Impulsive behavior is driven by the urge to make decisions, the emphasis on the situation is crucial, as the most consequential influences on consumers. Rook and Fisher [4] stated that 'impulse buying is likely to emerge within a specific situation'. Therefore, it is critical to examine individuals' characteristics as well as the situations in which they would make an impulse buying choice. Researchers has been explained how consumer make their decision by environmental issues and individual issues, but no one explain how environmental issues caused by friends or family effect the consumer buying behavior impulsively.

2. Literature Review

The daily lifestyle of the consumer changes from buying when in need to buying what they want while meeting their needs, depends on the source that they have. This change provides by modern retail which competes to be more recommended by the consumer in providing their needs. This convenience makes retailers trying to make shopping not only as a place to buy goods but also as a means to fill their leisure time [2], as in Johnson's research [5] retailers are trying to make their customers feel comfortable in the store. The indirect goal of making consumers linger in the store is with in-store browsing is expected to be more interested to make unplanned purchase or known as impulse buying. Based on these descriptions, the hypothesis can be drawn:

*H1 Store attributes have a positive effect on impulsive buying*

Rook and Fisher [4] has made it clear that impulsive purchases are the choice of decisions taken by consumers depending on the situation they face and it is always unplanned. This is supported by Taushif [6] that the shopping environment makes people more tempted to make purchases impulsively. Based on these descriptions, the hypothesis can be drawn. Wong [7] in his research found that store attributes have an influence on shopping enjoyment. Based on the description can be drawn hypothesis:

H2 Store attributes have a positive effect shopping enjoyment

Lee [8] in his research stated that the feelings that are felt today can affect one's actions. This is in accordance with the theory of Ajzen [3] which gives a description that the actions or behavior of a person is a response to a stimulus received by a person. It is also supported by the psychological theory that states that a person's feelings or emotions can influence his actions. If we talk about the unplanned buying act is the

response to the stimulus felt by the consumer, as well as the feelings that are felt then the hypothesis can be drawn:

H3 Shopping enjoyment effect impulse buying
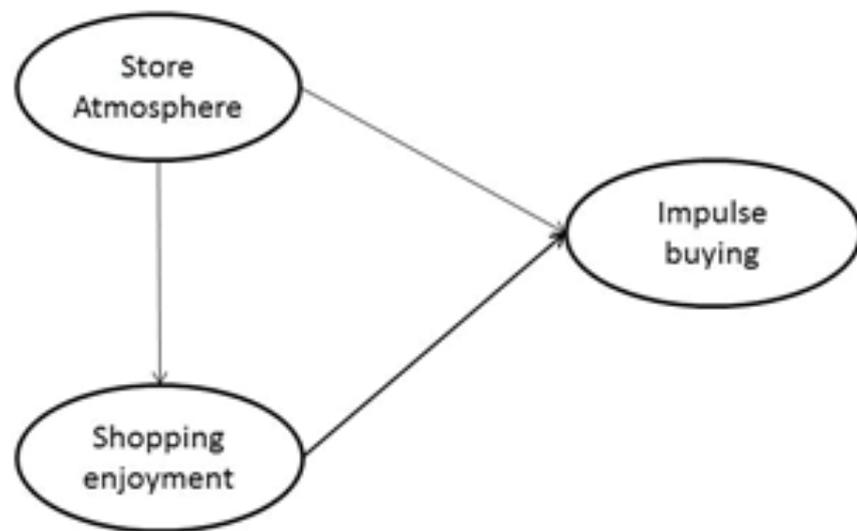
Figure 1: Theoretical framework of the study.

3. Method, Data and Analysis

The sample of this study is 100 consumers who go shopping with friends or family in modern retails in Surabaya such as Hypermart, and Giant which in hypermarket scale. LISREL 8.80 is used to analyzing the data, before the data being analyzed we need to confirm the items first using CFA to know that each item can be used to measure variables. Goodness if fit criteria AGFI> 0.90 with expected small Chi Square value, CFI> 0.90; > 0.95 GFI> 0.90 P value for RMSEA> 0.05. Deep interview is used to complete the quantitave analysis.

4. Result and Discussion

Table 1 present the demographic of the respondent. The gender of respondent dominancy are female which 65 person and Male respondent are 35 person. The researcher grouping the respondent into few occupation group that found in the questionnaire, student in dominance followed by salesperson. From the demographic profile in table 1 found that 80 person are unmarried.

TABLE 1: Demographic information of the sample.

Information	Number
Gender	
Male	35
Female	65
Occupation	
Students	32
Engineer	3
Salesperson	25
Business owner	2
Private employees	28
Official	10
Marital status	
Yes	20
No	80

To determine the goodness of fit items used in the measurement variables it is necessary to confirm the analysis for each variable. From the questions for store atmosphere (SA) variable were 10 items but through confirmatory analysis found only 4 items are valid and reliable to measure the store atmosphere. The valid and reliable item are X1.1 to X1.4 while X1.6 to X1.10 were excluded from the questionnaire. From the questions shopping enjoyment variable were 6 items but through confirmatory analysis only 4 items are valid and reliable to measure the shopping enjoyment (SE). The valid and reliable item are X2.1 to X2.4 while X2.5 and X2.6 excluded from the questionnaire. From the questions for Impulse buying were 5 items but through confirmatory analysis found only 3 items are valid and reliable to measure the Impulse buying (IB). The valid and reliable item are Y.1 to Y.3 and Y.5 while the rest items were excluded.

From the output of LISREL estimation above, it can be seen that all construct indicators of first-order shopping enjoyment (SE), store atmosphere (SA) and Impulsive Buying have loading factor> 0.50 so it can be concluded that all indicators are valid. It can also be seen that the models are fit.

TABLE 2: Goodness f fit model.

Criteria	Values	Recommended value
Chi-square	35.67 (p=0.705)	P > 0.05
RMR	0.02	< 0.05
RMSEA	0.00	< 0.10
GFI	0.94	> 0.90
AGFI	0.90	> 0.90

Chi-Square=35.67, df=41, P-value=0.70594, RMSEA=0.000
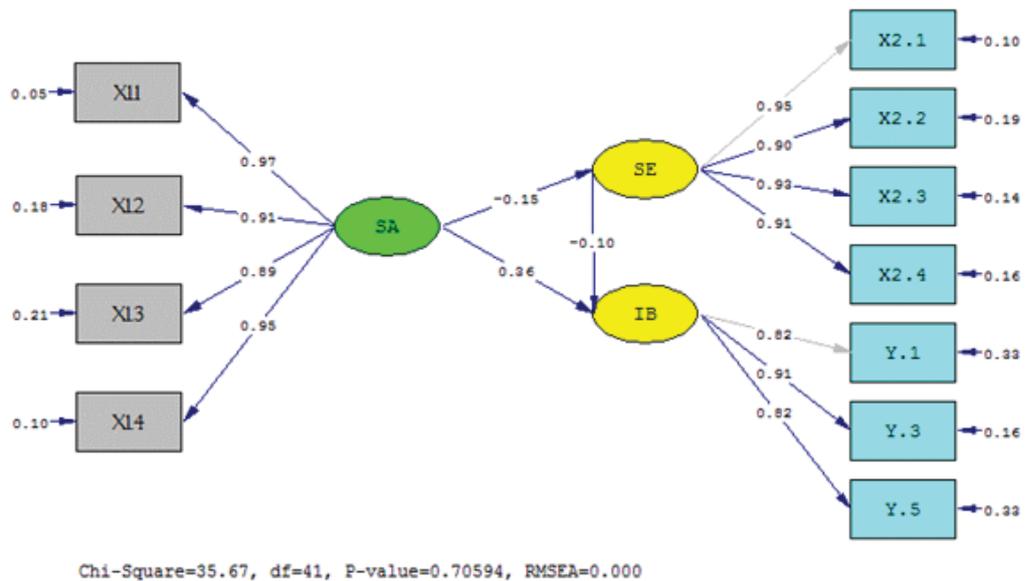
Hypotheses were examined by confirming the presence of a statistically significant relationship in the predicted direction. A t-value was used as a criterion to test the significance of the parameters at the.05 level. A t-value was defined as the ratio between the parameter estimate and its standard error. A t-table for 5% significance $df = n - k = 100 - 3 = 97$ is 1.98. Then we can make a conclusion that if t-value is bigger than t-table then its affect is significant. From the LISREL output found that store attributes has no effect on the shopping enjoyment which t-value is 0.50 and it is less than t-table (1.98).

TABLE 3: Hypotheses Conclusions.

Hypotheses	t-value	Conslusions
H1 Store attributes have a positive effect on impulsive buying	3.45	Not Supported
H2 Store attributes have a positive effect shopping enjoyment	0.50	Supported
H3 Shopping enjoyment effect impulse buying	3.60	Supported

To make a better finding, we perform a quick deep interview, only to support these findings and make a better conclusion. the interview only had 3 questions. First questions for the interview is "Why you go shopping with accompanies?", the answer of this question was vary but had similar meaning that can be inferred to "comfortable". People tend to feel safe and comfortable around people that they know.

The second question is "Do you think that you buying more than you need when go with accompanies?", this question gets 100 percent "Yes" answer. From this answer alone, we can make a conclusion that all consumer who goes shopping with accompanies do impulsive buying. The reasons for this answer vary, but can be grouped into 3 reasons. The first reason is to be remembered of the needs that are forgotten, meaning that is because there are accompany who remind customer who know them well and know what they need. The second group is "someone to discuss about whether or not the purchase to be done". While the last dominant reason groups is the reason for togetherness, to buy same goods with friends.

The last question is "Do you ever regret what you'd buy?" and find that 70 customers regretting what they had bought. The reason for this question is varied but had the same meaning, that they found it later that the product that they buy is not useful.

This result support Ekström [2] that retailers strategy to make people spend more time in store browsing, making consumers linger in the store is with in-store browsing is expected to be more interested to make unplanned purchase or known as impulse buying. From the result we know that customers feel comfortable in store and not running of time to browsing in the store as Johnson's research [5]. As Wong [7] and Bhatti [9] found that among Malaysian youth store attributes increasing the in-store browsing. Table 3 shows us the conclusion about the analysis which H2 not supported because its t-value were less than t-table. This findings is different from Wong [7] that store attributes have an influence on shopping enjoyment, but this research finding supported by Alavi [10] and [11] that store environment doesn't have a relation with purchase. Table 3 show that shopping enjoyment significantly affect impulse buying and have negative relation, which mean that the less the shopping enjoyment feels by consumer the more they buying impulsively. This finding supported by Darrat [12] said that unplanned behavior driven from anxiety and escapism, supported by Gountas [13] that people respons based on their personalities, pleasure and arousal and supported by Choudhary [14].

5. Conclusion

The result shows that people who shop with friends tend to buy things impulsively, and some of them stated that they are regretting their decision. The majority reason for their decision was; friends make a good accompany to shop, they can discuss before making a decision to buy but sometimes they get sway to buy things other than they need because of friends convincing statements. Store attributes had no relation with shopping enjoyment, but had a positive relation with impulse buying. Shopping enjoyment had a negative relation with impulse buying.

6. Implication/ Limitation and Suggestion

The results of this study are to provide additional information about consumer behavior patterns in modern retail. For the further research it can perform a comparative study about they who go shopping alone and with accompany, and gender comparative to make a better description of consumer behavior in modern retail.

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