



The Effect of Time Scarcity Promotion, Shopping Motives and E-WoM on Impulse Buying Behavior of Shopee Consumers in Manado City

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ABSTRACT

This study aims to identify and analyze the effect of Time Scarcity Promotion, Hedonic Shopping Motives, Utilitarian Shopping Motives and E-WoM on Impulse Buying behavior. The number of samples in this study was 100 respondents, collecting data using a questionnaire. The quantitative analysis method used is validity, reliability, classical assumptions and multiple regression using the SPSS 25 application. Shopee is an E-Commerce platform that offers a variety of attractive programs to attract more consumers. Along with the progress of E-Commerce, Impulse Buying behavior in society has developed. The results of the study show that simultaneously Time Scarcity Promotion, Hedonic Shopping Motives, Utilitarian Shopping Motives and E-WoM have a positive and significant effect on Impulse Buying behavior. Then partially each variable Time Scarcity Promotion, Hedonic Shopping Motives, Utilitarian Shopping Motives has a positive and significant effect on Impulse Buying behavior, while E-WoM partially has a positive and insignificant effect.

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Introduction

Background

The development of the E-Commerce business, which is increasingly driven by developments in information technology, has dramatically changed consumer behavior in shopping. At the same time, it

brings a lot of business opportunities for E-Commerce players. Most people around the world use information and communication technology to buy or sell goods and services via the internet or E-Commerce platforms, where sellers and buyers do not have to meet in person to make transactions.

In the midst of the Covid-19 pandemic, which requires people to reduce activities outside the home, the total transactions via e-commerce in North Sulawesi tend to increase in the fourth quarter of 2021. The total nominal value and volume of e-commerce transactions in the fourth quarter of 2021 in North Sulawesi was recorded at IDR 511 billion with a volume of 2,184 transactions, an increase of 15.9% (qtq) in nominal terms and an increase of 41.7% (qtq) in volume. E-commerce transactions are dominated by non-cash transactions with the largest proportion using the bank transfer method as much as 29.5% and cash as much as 23%.

Shopee is a platform that is customized for each region and provides an easy, safe and fast online shopping experience for customers through strong payment and logistics support, various programs that have been launched by Shopee such as Shopee University Session, Pelopor 9.9 Super Shopping Day, Shopee Mall, Lucky Prize, ShopeePay, Shopee Live, Shopee Premium. Since Shopee was first launched in Indonesia, this marketplace has indeed offered many interesting events to attract more new users in Indonesia.

The limited-time double date promotion carried out by Shopee makes consumers feel the value of a product increases and creates urgency in consumers so they worry about missing the limited promotional period without making a transaction. Previous research by Guo, Xin, and Wu (2017) states that time scarcity promotion provides an online shopping environment that might shape consumer impulse buying decisions.

Online shopping activities at Shopee E-Commerce have become a trend in recent years, people are getting more and more addicted to online shopping, both for fulfilling their daily needs or even just for fun. Many people are already dependent on these new habits, thus making online shopping a lifestyle or just to find a source of pleasure. In the study of Iyer, et al. (2019) stated that shopping motives, whether hedonic or utilitarian, are also important in terms of impulse purchases. These motives are inherent in consumers, so marketers must design stores and offerings to arouse and facilitate the appropriate motives.

The emergence of Shopee E-Commerce makes it easier for consumers to transact in an online context, not only that Shopee provides product information with various features such as product descriptions, video review forms, even tutorials on using products that can be purchased on their site. However, these product information features sometimes do not match what is presented by the seller. In addition to the product information feature, Shopee provides a comment feature for consumers so that it helps consumers to provide positive and even negative reviews regarding the products they buy from Shopee. Very limited information regarding product descriptions on the E-Commerce website can make E-word of mouth an alternative communication method in online marketing. Potter (2021) defines Electronic Word of Mouth as a quite important marketing tool, where e-WOM is considered to play an important role in a consumer's purchasing decision. In previous research (Salim, Oktaviany and Hayu, 2021) found E-word of mouth positively and significantly influenced Impulse Buying at E-Commerce Shopee simultaneously and partially.

The phenomenon of impulse buying that is currently faced by the public is that they like to seek instant gratification by making unplanned purchases of goods. Most of the lifestyle of Manadonese people buy goods just because they follow trends and are also easily tempted by marketing tactics such as

discounts, cashback, vouchers and free shipping. A previous study by Brink and Petersson (2022) shows that millennials in Sweden are aware of business marketing strategies, and they are not swayed by limited-time online promotions knowing that there will be more discounts soon. Despite the increasing awareness of millennials in Sweden, utilitarian and hedonic motivations tend to create impulsive buying behavior online.

Research purposes

1. To analyze the influence of Time Scarcity Promotion, Hedonic Shopping Motives, Utilitarian Shopping Motives, E-WOM simultaneously on impulse buying behavior.
2. To analyze the effect of Time Scarcity Promotion partially on impulse buying behavior.
3. To analyze the effect of Hedonic Shopping Motives partially on impulse buying behavior.
4. To analyze the effect of Utilitarian Shopping Motives partially on impulse buying behavior.
5. To analyze the effect of E-WOM partially on impulse buying behavior.

LITERATURE REVIEW

Limited Time Scarcity Promotion

Noone and Lin (2020) Defining Limited Time Scarcity refers to supply-side driven scarcity. Companies define time limits at the start of promotional offers by stating more or less precise limits on availability eg, “Available only up to x”, “Todays only”.

Hedonic Motives

According to Solomon (2013: 180) Hedonic Motives are the need for exploration or for fun, the need for experience involving emotional or fantasy responses (pleasurable or intangible).

Utilitarian Motives

Utilitarian Motives according to Solomon (2013) is a rational consumer need, namely the desire to achieve some functional or practical benefits. According to Mothers baugh and Hawkins (2016: 419) Utilitarian consumers should want comfort and functionality in their clothing. They feel that shopping for clothes is a chore, which is very different from other segments who enjoy shopping and seek fashion and luxury in a different way.

E-Word of Mouth

Potter (2021) defines Electronic Word of Mouth as a quite important marketing tool, where e-WOM is considered to play an important role in a consumer's purchasing decision. The development of the times itself makes it easier for someone to look for other consumer opinions about the product he is going to buy whether it is feasible or not.

Impulse Buying

According to Mothers baugh and Hawkins (2016: 601) Unplanned purchases are defined as purchases made at retail outlets that are different from purchases that consumers plan before entering retail outlets. Unplanned purchases can be divided into two categories: reminder purchases and impulse purchases. Reminder purchase is a purchase that occurs because the consumer suddenly remembers to buy the product. Impulse purchase when a consumer sees candy in a store and buys it with little or no consideration as a result of a sudden strong urge to own it.

Previous Research

Paramitha, Sulhani and Saufi (2022) have conducted research entitled The Effect of Hedonic Shopping and Utilitarian Values on Impulse Buying Moderated by Gender on the Marketplace. The results of the study show that hedonic shopping value and utilitarian value have a significant effect on impulse buying. However, gender does not moderate the effect of hedonic shopping values or utilitarian values

on impulse purchases.

Indrawati, Ramantoko and Widarmanti (2022) have conducted research with the title Utilitarian, hedonic, and self-esteem motives in online shopping. The results showed that all hypothesized relationships were significant and positive except for the relationship between self-esteem motives and impulsive shopping tendencies, which were negative. In addition, hedonic motives have a strong positive impact on impulse shopping tendencies, whereas utilitarian motives have a strong positive impact on shopping intentions.

Tumanggor, S., Hadi, P., and Sembiring (2022) have conducted research with the title Impulsive Purchases on e-commerce Shopee (Studies on shopee consumers in South Jakarta). The results of data processing obtained sales promotion does not have a significant effect on impulse buying. Meanwhile, product quality and electronic word of mouth have a significant effect on impulsive purchases.

Bahrah, and Fachira (2021) have conducted research entitled The Influence of E-Commerce Marketing on Impulsive Buying Behavior. Based on the analysis, it was found that the promotion of time scarcity has a positive effect on online impulsive buying behavior, with or without the role of high hedonic motivation as a moderator. On the other hand, the positive influence of the promotional price attribute on online impulsive buying behavior is accepted as long as it does not involve hedonic motivation as a moderator.

Salim, Oktaviany and Hayu (2021) have conducted research with the title Study of Online Impulsive Buying in Indonesia during Covid-19 Pandemic Outbreak. The results show Website Quality, Electronic Word-of-Mouth and Shopee Sales Promotion have a significant and positive effect on public Impulsive Buying in e-commerce Shopee during the Covid-19 Pandemic partially or simultaneously.

Research Model and Hypothesis

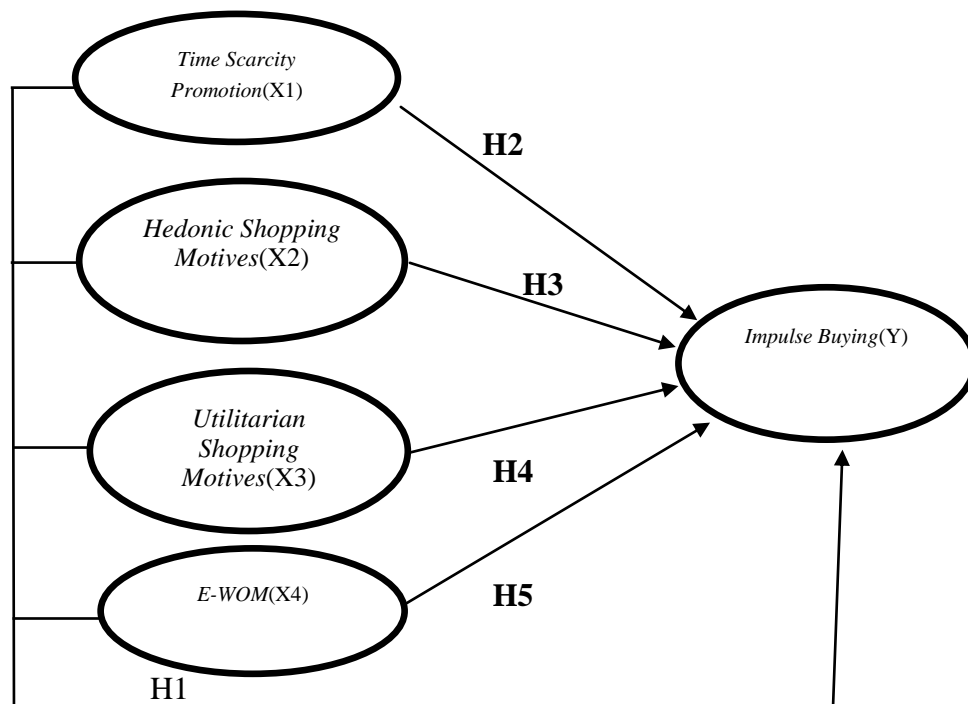


Figure 1. Research Model
Source: Data Processing (2022)

hypothesis

H0: Allegedly Time Scarcity Promotion, Shopping Motives, E-WOM simultaneously have no positive and significant effect on impulse buying behavior.

H1: Allegedly Time Scarcity Promotion, Shopping Motives, E-WOM simultaneously have a positive and significant effect on impulse buying behavior.

H2: It is suspected that Time Scarcity Promotion partially has a positive and significant effect on impulse buying behavior.

H3: It is suspected that Hedonic Shopping Motives partially has a positive and significant effect on impulse buying behavior.

H4: It is suspected that Utilitarian Shopping Motives partially have a positive and significant effect on impulse buying.

H5: It is suspected that E-WOM partially has a positive and significant effect on impulse buying.

RESEARCH METHODS

Research Approach

This research is a survey research using a quantitative approach, which describes the data obtained during the research with the aim of obtaining data on the influence of Time Scarcity Promotion, Hedonic Shopping Motives, Utilitarian Shopping Motives and E-WoM on Impulse Buying on Shopee Consumers in Manado.

Population and Sample

The population in this study are consumers who actively use E-Commerce Shopee in Manado City. The sampling technique in this study used nonprobability sampling, with a purposive sampling method. Sugiyono (2015: 85) defines purposive sampling as a sampling technique for data sources with certain considerations. The sample in this study were active Shopee consumers who had made unplanned purchase transactions in the past year.

Data Types and Data Sources

Source of data in this study using primary data and secondary data. Primary data obtained directly from the consumer community through research questionnaires submitted to research respondents. Secondary data is research supporting data, literature from books, journals and previous research results related to this research.

Data collection technique

Data collection techniques in this study using a questionnaire is a collection of data by giving or distributing a list of questions/statements to respondents. Questionnaires were provided in Google Forms format and distributed online via Instagram and WhatsApp.

Data analysis technique

Classic assumption test

According to Ghozali (2018) the classical assumption test is the initial stage used before multiple linear regression analysis. This test is carried out to be able to provide certainty so that the regression coefficients are unbiased and consistent and have accuracy in estimation. The classic assumption test

was carried out to show that the tests carried out had passed data normality, multicollinearity, and heteroscedasticity so that the tests could be carried out to linear regression analysis.

Normality test

According to Ghazali (2018: 161) states that the normality test aims to test whether in the regression model, the confounding or residual variables have a normal distribution.

Multicollinearity Test

The multicollinearity test aims to test whether the regression model finds a correlation between the independent (independent) variables. A good regression model should not have a correlation between the independent variables. If the independent variables are correlated with each other, then these variables are not orthogonal. Orthogonal variables are independent variables with a correlation value between independent variables equal to zero (Ghozali, 2018).

Heteroscedasticity Test

According to Ghazali (2018), the heteroscedasticity test aims to test whether in the regression model there is an inequality of variance from the residuals of one observation to another. If the variance from the residual of one observation to another observation remains, then it is called Homoscedasticity and if it is different it is called Heteroscedasticity. A good regression model is one that is homoscedasticity or does not have heteroscedasticity.

Multiple Regression Analysis

The data analysis technique used in this study is a quantitative analysis approach that adopts multiple linear analysis. This hypothesis test aims to test the truth of the previously stated hypothesis. The truth in question is the truth about whether or not there is a real relationship between Time Scarcity Promotion, Hedonic Shopping Motives, Utilitarian Shopping Motives, and E-WOM on the impulse buying behavior of Shopee Consumers in Manado City (Ghozali, 2018). The regression equation is as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + e \dots\dots\dots (1)$$

Information:

Y = Impulse Buying	X1 = Time Scarcity Promotion
α = Constant	X2 = Hedonic Shopping Motives
$\beta_1 - \beta_3$ = Regression Coefficient	X3 = Utilitarian Shopping Motives
X4 = E-WOM	e = errors

F Test (Simultaneous)

According to Ghazali (2018), a simultaneous test is used to find out whether the independent variables jointly affect the dependent variable and to measure the accuracy of the sample regression function in estimating the actual value through goodness of fit. The hypothesis will be tested with a significance level of 0.05. If the significance value is <0.05, the hypothesis is accepted, which means that there is a significant influence between the independent variables and the dependent variable.

t test (Partial)

According to Ghazali (2018) The t statistical test basically shows how far the influence of one explanatory / independent variable individually explains the variation of the dependent variable. Statistical test t has a significance of 5%.

RESEARCH RESULTS AND DISCUSSION

Classical Assumption Test Results

Normality test

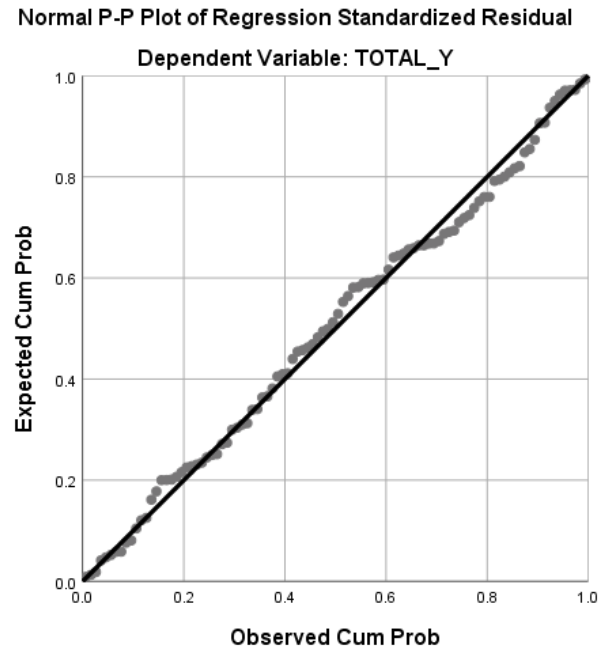


Figure 2.Normal PP Plot of Regression Standardized Residual

Source: Data Processing (2022)

From figure 2 Normal PP Plot of Regression Standardized Residual above, it can be seen that the points follow the fit line so that it can be said that the data is normally distributed.

Multicollinearity Test

Table 1 Multicollinearity Test Results

Variable	VIF	tolerance	Information
<i>Time Scarcity Promotion(X1)</i>	1,303	0.768	Non Multicollinearity
<i>Hedonic Shopping Motives (X2)</i>	1,547	0.646	Non Multicollinearity
<i>Utilitarian Shopping Motives(X3)</i>	1,428	0.700	Non Multicollinearity
<i>E-WoM(X4)</i>	1,491	0.671	Non Multicollinearity

Source: Data Processing (2022)

In accordance with Table 1. The independent variables, namely Time Scarcity Promotion, Shopping Motives, and E-WoM, have VIF values <10 and for Tolerance values > 0.1, it can be concluded that there is no multicollinearity.

Heteroscedasticity Test

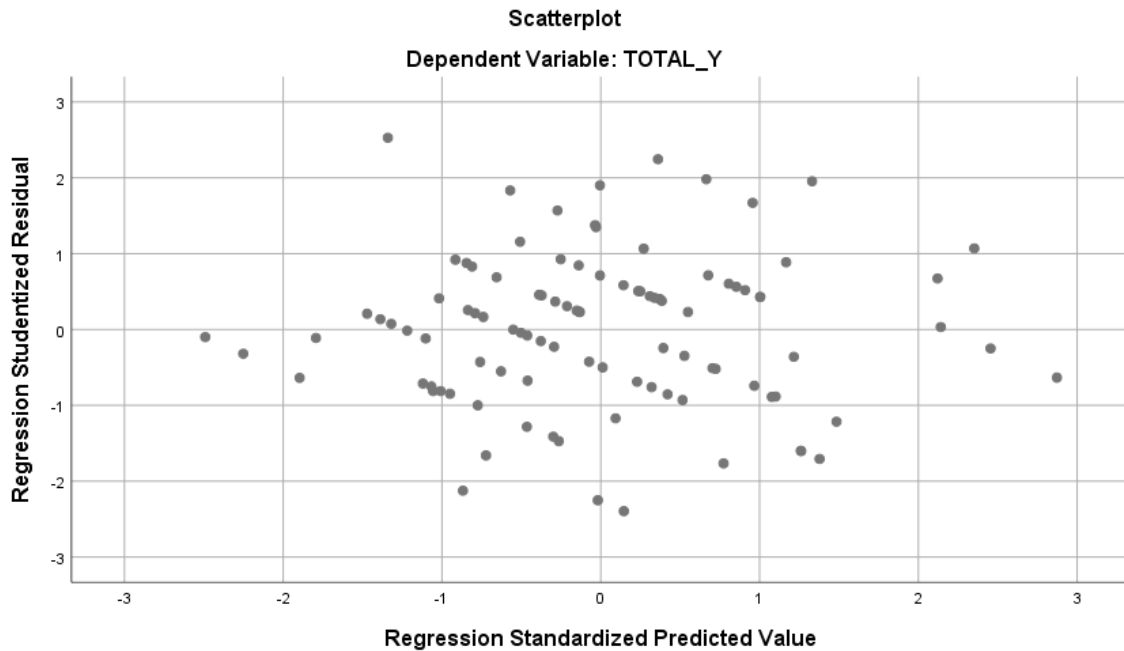


Figure 3 Heteroscedasticity

Source: Data Processing (2022)

From the picture above it can be seen that the dots do not form a specific pattern and are scattered above and below point 0 on the Y axis (Impulse Buying). This identified the absence of symptoms of heteroscedasticity in this research model.

Multiple Linear Analysis

Table 2 Results of Multiple Linear Regression Analysis

Model	Unstandardized Coefficients	
	B	std. Error
(Constant)	.979	1,640
<i>Time Scarcity Promotion</i> (X1)	.240	.079
Hedonic Shopping Motives (X2)	.236	.083
Utilitarian Shopping Motives (X3)	.289	.098
<i>Impulse Buying</i> (X4)	.069	.114

Source: Data Processing (2022)

Based on the results of the table above, it can be seen that the regression equation formed is:

$$Y = 0.979 + 0.240X1 + 0.236X2 + 0.289X3 + 0.069X4$$

1. A constant value of 0.979 gives the understanding that if the Time Scarcity Promotion, Hedonic Shopping Motives, Utilitarian Shopping Motives and E-WoM factors are not carried out or equal to (0) then the magnitude of Shopee Consumer Impulse Buying in Manado City is 0.979.

- The Time Scarcity Promotion coefficient (X1) gives a positive value of 0.240, meaning that every 1% change (X1) will affect the behavior of Impulse Buying (Y) by 0.240 assuming other variables are constant, the effect on Impulse Buying of Shopee Consumers in Manado City will increase.
- The Hedonic Shopping Motives Coefficient (X2) gives a positive value of 0.236 meaning that every 1% change (X2) will affect impulse buying behavior (Y) by 0.236 assuming other variables remain the same, the influence on Shopee Consumer Impulse Buying in Manado City will increase.
- The coefficient of Utilitarian Shopping Motives (X3) gives a positive value of 0.280, meaning that every 1% change (X3) will affect Impulse Buying (Y) behavior by 0.289 assuming other variables are constant, the effect on Shopee Consumer Impulse Buying in Manado City will increase.
- The E-WoM coefficient (X4) gives a positive value of 0.069 meaning that every 1% change (X4) will affect the behavior of Impulse Buying (Y) by 0.069 assuming other variables are constant, the influence on Impulse Buying of Shopee Consumers in Manado City will increase.

Hypothesis testing

F Test (Simultaneous)

Table 3 F test results

ANOVAa						
Model	Sum of Squares	df	MeanSquare	F	Sig.	
1	Regression	212,499	4	53,125	18,494	.000b
	residual	272,891	95	2,873		
	Total	485,390	99			
a. Dependent Variable: Impulse Buying(Y)						
b. Predictors: (Constant), E-WoM(X4), Time Scarcity Promotion(X1), Hedonic Shopping Motives(X2), Utilitarian Shopping Motives(X3)						

Source: Data Processing (2022)

Based on the test results in the table above, the Fcount value is 18,494 with a Ftable value of 2.47 so that the Fcount > Ftable or 18,494 > 2.47 and a significant level of 0.000 < 0.05, it can be concluded that H1 is accepted and H0 is rejected, in other words the Time Scarcity variable Promotion (X1), Hedonic Shopping Motives (X2), Utilitarian Shopping Motives (X3) and E-WoM (X4) simultaneously have a significant effect on Impulse Buying for Shopee Consumers in Manado City.

t test (Partial)

Table 4 Coefficients

Coefficientsa					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	std. Error	Betas		
(Constant)	.978	1,640		.596	.553
<i>Time Scarcity Promotion(X1)</i>	.240	.079	.267	3,044	.003
<i>Hedonic Shopping Motives(X2)</i>	.236	.083	.271	2,836	.006
<i>Utilitarian Shopping Motives(X3)</i>	.289	.098	.271	2,943	.004
<i>E-WoM(X4)</i>	.069	.114	.057	.608	.544

a. Dependent Variable: Impulse Buying (Y)

Source: Data Processing (2022)

1. In the table above, the significant value of Time Scarcity Promotion obtained a tcount of 3.044 while a ttable of 1.985. The results of this calculation indicate that tcount > ttable with a significance level of 0.003 which means the hypothesis in this study has a positive t value and indicates that the Time Scarcity Promotion variable has relationship in the same direction as Impulse Buying. Thus the results of statistical calculations show that partially the Time Scarcity Promotion variable has a positive and significant effect on the Impulse Buying of Shopee Consumers in Manado City, so H2 is acceptable.
2. In table 5.16 above, the significant value of Hedonic Shopping Motives is obtained by a tcount of 2.836 while the ttable is 1.985. The results of this calculation indicate that tcount > ttable with a significance level of 0.006 which means the hypothesis in this study has a positive t value and indicates that the Hedonic Shopping Motives variable has a direct relationship with Impulse Buying. Thus the results of statistical calculations show that partially the Hedonic Shopping Motives variable has a positive and significant effect on the Impulse Buying of Shopee Consumers in Manado City, so H3 is acceptable.
3. In table 5.16 above, the significant value of Utilitarian Shopping Motives is obtained by a tcount of 2.943 while a ttable of 1.985. The results of this calculation indicate that tcount > ttable with a significance level of 0.004, which means that the hypothesis in this study has a positive t value and indicates that the Utilitarian Shopping Motives variable has a direct relationship with Impulse Buying. Thus the results of statistical calculations show that partially the Utilitarian Shopping Motives variable has a positive and significant effect on the Impulse Buying of Shopee Consumers in Manado City, so H4 can be accepted.
4. In table 5.16 above, the significant value of E-WoM obtained a tcount of 0.608 while a ttable of 1.985. The results of this calculation indicate that tcount < ttable with a significance level of 0.544, which means that the hypothesis in this study is that the x3 variable is not significant, the t value is positive and indicates that the E-WoM variable has a direct relationship with Impulse Buying. Thus the results of statistical calculations show that partially the E-WoM variable has a positive and not significant effect on the Impulse Buying of Shopee Consumers in Manado City, so H5 is unacceptable.

Discussion

The Influence of Time Scarcity Promotion, Hedonic Shopping Motives, Utilitarian Shopping Motives and E-WoM on Shopee Consumer Impulse Buying in Manado City

Based on the simultaneous test results, namely Fcount (18,494) > Ftable (2.47) and a significance value (0.000) < 0.05 indicates that simultaneously Time Scarcity Promotion, Hedonic Shopping Motives, Utilitarian Shopping Motives and E-WoM have a positive and significant influence on Impulse Buying Shopee Consumers in Manado City. Based on the results of statistical tests, it can be explained that Impulse Buying behavior is influenced by Time Scarcity Promotion, Hedonic Shopping Motives, Utilitarian Shopping Motives and E-WoM although this model also indicates the influence of other variables that were not examined in this study. This means that Time Scarcity Promotion, Hedonic Shopping Motives, Utilitarian Shopping Motives and E-WoM can be factors for consumer consideration in buying products at E-Commerce Shopee. The increasing of these four variables can also increase impulse buying for Shopee consumers in Manado City. For this reason, Shopee must maintain the existing marketing strategy and continue to innovate to improve application performance as well as service features and product quality.

This finding is consistent with a previous study by Effendi, et al (2020) Sales promotion, e-WoM and Hedonic shopping motivation simultaneously have a significant positive effect on impulsive purchases. Likewise the findings by Salim, et al (2021) The results show Website Quality, Electronic Word-of-Mouth and Shopee Sales Promotion have a significant and positive effect on public Impulsive Buying in e-commerce Shopee during the Covid-19 Pandemic simultaneously. Likewise, the findings from Zaidan and Sukresna (2021) show that Hedonic Shopping Motives strengthens the influence of scarcity messages on online impulse buying among millennials in Malang City.

The Effect of Time Scarcity Promotion on Shopee Consumer Impulse Buying in Manado City

Based on the results of partial testing for Time Scarcity Promotion, tcount (3.044) and a significance value of 0.003 is less than 0.05, indicating that Time Scarcity Promotion has a positive and significant influence on Shopee Consumer Impulse Buying in Manado City. This means that Time Scarcity Promotion in this case has an impact on Impulse Buying behavior on Shopee Consumers, the higher the use of time scarcity promotion, the more impulsive buying behavior increases. This can happen because consumers are worried that they will miss the step of the promotional time, and will not come a second time. For this reason, Shopee must maintain promotions for a limited time,

This finding is also in accordance with the previous study by Bahrah and Fachira (2021). It can be seen that the Time Scarcity Promotion given in twin date marketing stimuli has a significant contribution in influencing online shopper's impulsive buying behavior. Likewise, research conducted by Zaidan and Sukresna (2021) found that the Scarcity Message had a positive and significant effect on online impulsive purchases among millennials in Malang City. For example, on online purchasing sites, promotions are usually carried out for a limited time "30% discount only until Sunday". This causes the value of the product to increase in the minds of consumers, causing consumers to make purchases impulsively through online shopping because they are tempted by the Scarcity Message (message of scarcity) made by the seller. Not unlike the research by Akram et al. (2018) that situational factors such as scarcity (scarcity) positively influence online impulsive purchases.

The Influence of Hedonic Shopping Motives on Impulse Buying of Shopee Consumers in Manado City

Based on the results of partial testing for Hedonic Shopping Motives, tcount (2.836) and a significance value of 0.006 is less than 0.05, indicating that Hedonic Shopping Motives have a positive and significant influence on Shopee Consumer Buying Impulse in Manado City. This means that the stronger the Hedonic Motives, the more Impulse Buying will increase. When consumers feel a passion arise within themselves when shopping, get pleasure, enjoyment, and also feel entertained. This can happen because Shopee offers a variety of products that suit the wants and needs of consumers so that when shopping, consumers will have positive emotions wanting to buy these products without prior planning.

These findings are also consistent with the previous study by Paramitha et.al (2022). The findings of this study reveal that the value of hedonic shopping has a significant effect on impulsive purchases. Consumers with hedonic shopping values tend to prioritize emotional factors in the form of pleasure, excitement and satisfaction in making impulse purchases in the marketplace. Not unlike the research of Indrawati et.al (2022), the results of the study also reveal that Hedonic Motives have a strong positive impact on Impulse Buying tendencies. This finding is supported by Samuri, et al (2018) that the 5 indicators in Hedonic Shopping Motivation are very influential in spurring or generating motivation to shop for Shopee online shop consumers. With the indicators Adventure shopping, Value shopping, Idea

shopping, Social shopping,

The Influence of Utilitarian Shopping Motives on Impulse Buying of Shopee Consumers in Manado City

Based on the partial test results for Utilitarian Shopping Motives, t count (2.943) and a significance value of 0.004 is less than 0.05, indicating that Utilitarian Shopping Motives have a positive and significant influence on Shopee Consumer Buying Impulse in Manado City. This means that the stronger the Utilitarian Motives, the stronger the Impulse Buying. When a consumer finds an item that he or she needs but is not planning to buy, the impulsive buyer can see the value of the item and will have an intention to buy. In other words, utilitarian motivation can make Shopee consumers make unplanned purchases. For this reason, Shopee must maintain and continue to pay attention to ease of use,

This finding is consistent with previous research by Paramitha et al (2022) which revealed that utilitarian values have a significant effect on impulsive purchases. Likewise the research findings by Hiranrithikorn and Banjongprasert (2022) that the Utilitarian Motives factor has a positive relationship with online impulsive purchases. Emotional triggers while browsing websites such as utilitarian and hedonic motivations are factors that encourage online consumers to make impulsive purchases because most consumers build attitudes and impulse buying behavior through utilitarian and hedonic values. Not unlike research by Akram et al (2018) found that Utilitarian Motives in web browsing have a positive effect on Impulsive Buying online in connection with the "Double Eleven" shopping festival in China.

The Influence of E-WoM on Shopee Consumer Impulse Buying in Manado City

Based on the results of partial testing for Electronic Word of Mouth (E-WoM), t count (0.608) and a significance value of 0.544 greater than 0.05, indicating that Electronic Word of Mouth (E-WoM) has a positive and insignificant effect on Impulse Buying Shopee consumers in Manado City. This means that when consumers see various product review/description information, they don't feel the need to immediately make an unplanned purchase. Therefore, Shopee should pay attention to managing features such as feedback from consumers, information about product sales, and improving application performance so that this is expected to increase consumer confidence and attract consumers to make impulsive transactions on Shopee E-Commerce.

These results are the same as research conducted by Effendi et.al (2020). The results partially Electronic Word of Mouth (E-WOM) has no significant effect on impulsive purchases. Likewise research by Hasim and Lestari (2022) that Electronic Word of Mouth (E-WOM) has no partial effect on Impulse Buying on Tokopedia. If consumers are looking for information related to the product to be purchased either through review pages, Youtube and Google, it can be said that the purchases made are planned purchases so that it can be concluded that E-WOM has no significant effect on Impulse Buying. This finding is different from research conducted by Tanriady and Septiana (2021) where E-WOM has a significant effect on consumers' Impulsive Buying on the Shopee application.

CLOSING

Conclusion

1. Simultaneously or together, Time Scarcity Promotion, Hedonic Shopping Motives, Utilitarian Shopping Motives and E-WOM have a positive and significant effect on Shopee Consumer Impulse Buying in Manado City.

2. Partially Time Scarcity Promotion has a positive and significant influence on Shopee Consumer Impulse Buying in Manado City.
3. Partially, Hedonic Shopping Motives has a positive and significant influence on Impulse Buying of Shopee Consumers in Manado City.
4. Partially Utilitarian Shopping Motives have a positive and significant influence on Impulse Buying of Shopee Consumers in Manado City.
5. Partially, E-WOM has a positive and insignificant influence on Shopee Consumers' Impulse Buying in Manado City.

Suggestion

Judging from the results of the Time Scarcity Promotion, Hedonic Shopping Motives, Utilitarian Shopping Motives and E-WoM variables based on the questionnaire from the respondents, the average results were quite good. For E-Commerce management/companies in creating a new marketing strategy in stages, it is hoped that the marketing strategy will be as attractive as possible with various product categories, even services, and be consistent so as to be able to reach the target market.

Particularly in E-WoM activities, companies must improve marketing features to make them more attractive and provide correct and appropriate information, so that they can make consumers more interested in making purchases and can increase sales during marketing campaigns, in this case, especially E-Commerce Shopee.

For future research, it is hoped that it will be further explored by adding more variables or other factors that influence Impulsive Buying behavior and different research methods, a wider sample, can modify and develop models that are relevant to future conditions to obtain relevant results. with new conditions in the future.

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