

# The Phenomenon of Impulsive Buying Behavior on E-commerce Twin Date Promotion (Studying in the Island Communities: Bengkalis Island)

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**Abstract.** Bengkalis Island, based on its geographical circumstances, bordered by the Malacca Strait, Malaysia, from the East, North, and West, can only be accessed via sea routes which are ro-ro transportation and ferries for the access, moreover, its citizens face challenges, especially in shopping, due to limited access to various goods. In such circumstances, e-commerce platforms like Shopee become crucial. One of its marketing strategies was a Twin Date Festival which can stimulate impulsive purchasing tendencies. Hence, this investigation seeks to find a potential association between Shopee's Twin Date Festival and Impulsive Buying Behaviour, specifically among the Bengkalis Island Citizens. This study employs quantitative analysis techniques, utilizing the SPSS version 29 software for computations. The methodology encompasses the distribution of questionnaires alongside observational and documentary methods. A sample of 150 respondents received the questionnaires. Findings indicate a significant correlation between Shopee's Twin Date Festival and Impulsive Buying behaviors among Island Communities in the Bengkalis District, supported by a significance value of  $0.001 < 0.05$  and a Pearson correlation coefficient of 0.554, indicating a moderate relationship strength between the two variables. The positive correlation suggests that increased occurrences of Shopee's Twin Date Festival are associated with heightened impulsive buying tendencies among Island Citizens in the Bengkalis District.

**Keywords :** *Twin Date Festival, Island Communities, Impulsive Buying*

## INTRODUCTION

December 12, for the past five years, has been the most awaited day for shopaholics since it celebrates the National Online Shopping Day, locally known as '*Hari Belanja Online Nasional* or *Harbolnas*. Millions of people participated in online transactions during the *Harbolnas*. E-commerce has relentlessly offered numerous discounts, services, free shipping charges, and other services to attract potential buyers. Customers often use this 12/12 moment to search for various products online. This is because many brands offer huge discounts to allow customers to explore their target products. This celebration was held to increase Indonesian people's awareness of shopping online. For the very first time, *Harbolnas* was held to educate the public about online shopping. In 2012, e-commerce did not have the popularity it has now. There are still many people who do not trust making online transactions. The e-commerce website, was already popular that year and had quite a lot of internet users, but there were not that many

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online transactions. Pioneered by Lazada [1] December 12 2012, was the first time *Harbolnas* was held. Taking the title 12.12.12, this event was also attended by other e-commerce players such as Zalora, BerryBenka, Traveloka, Luxola, Shopee, and many more. One of the main objectives of holding *Harbolnas* is to introduce online shopping and e-commerce to more Indonesians and advance the e-commerce industry in Indonesia.

Further, as written by [2], HarBolNas is a good tool for e-commerce to increase traffic. Soeprpto Tan, a Managing Director of the Ipsos Research Institute surveyed by a French research company, HarBolNas is one of the days users have been waiting for. 52 percent of them admitted that they chose to stay those days and put their purchases in a shopping cart until the Harbolnas itself came to get goods at cheaper prices. The transactions from 2018, which lasted for one day, reached IDR 6.8 trillion.

The existence of e-commerce in society can make it easier and more efficient for people to shop because they do not need to waste much energy. It can also save time because people can shop anywhere and anytime. According to [6], e-commerce or electronic commerce, which is one of the marketing methods using electronic media as a medium, is a buying and selling activity that is online-based and can be used by someone using a computer/handphone and internet network and also used by business people to carry out their business activities.

Bengkalis District is an island in Riau Province that borders the Malacca Strait in the East, North, and West, and the Bengkalis Strait in the South, where sea transportation to Bengkalis Island can only be done. The closest point to Bengkalis Island from Sumatra Island is Sei Pakning City. Ro-Ro ships are available to connect these two cities and are the door for Bengkalis residents to travel to Sumatra. Apart from that, regular fast boats connect Bengkalis with other cities such as Dumai, Selat Panjang, Tanjung Balai Karimun, Pekanbaru, and Batam.

From those supported by the geographical facts above, it means that Bengkalis Island is complicated to get shopping centers like what cities have, such as Ramayana, Matahari, TransMart, and several other famous shopping places. Otherwise, this makes people look at other ways to shop, namely online shopping.

The survey conducted by Ipsos (2019), which involved a thousand respondents via an online panel from people who often shop online, found that 92 percent of the Harbolnas respondents are interested to participate in and willing to participate in a similar event. To get cheap prices, discount hunters opened many platforms, and 43 percent of them purchased goods based on their function. Meanwhile, 33 percent of respondents admitted to buying items they did not need.

From their boomed rise to continue its phenomenon, it nowadays was no longer held on 12.12, but also on 10.10, 9.9, and others. Due to high consumption levels, various marketplaces see twin-date promotions as an excellent opportunity to increase the quantity of sellers and buyers. With extraordinary discounts, the twin date promo is profitable for marketplaces that want to increase traffic and for loyal users who want to shop at prices that are more economical for their pockets. Even though twin date promos are carried out very often, user enthusiasm for this massive discount is very high. In 2020, the twin date promo caused a 66 percent increase in August in the “8.8” promo (Ekonomi Bisnis, 2020).

Uniquely, this trend did not merely exist in Indonesia. According to Frontier Enterprise (2020), this celebration has encouraged online buying and selling activities to become busy in various countries on the Asian continent, particularly Southeast Asia. It also comes to another countries and is known in many different names, Singles' Day in China, Cyber Hot Days in Korea, Diwali Festival in India, Black Friday and Cyber Monday in the USA or Double Day in Malaysia and Vietnam, while China and Singapore called it as Singles' Day.

This increasing purchasing transactions can cause people to make impulsive buying in as much as [3] defines shopping activities as not just to meet the needs of life but have become a lifestyle. This lifestyle then gives rise to the phenomenon of shopping carried out by the community unplanned or often referred to as impulse buying. Impulse buying decisions are spontaneous decisions made by consumers when they see promotions on the web and can be caused by many things, such as attractive products, discounts, or new products [4].

Past research by Yu and Bastin (2017) and Akram et al. (2017) broadened the literature in the field of impulsive buying and have argued that emotions, the desire to purchase for recreational activities (hedonic motivation), get in the way of the impulse buying process, with hedonic consumers being more likely to purchase impulsively. Moreover, price discounts, cashback, flash sales, and shipping discounts can incentivize consumers to make purchases that were not

previously planned or increase the number of purchases (Fernanda, 2019). Meanwhile, in Indonesia, consumer perceptions of the online sales promotion program, namely perceived perishability and perceived scarcity, influenced impulsive buying behavior during flash sales on e-commerce (Vannisa et al., 2020).

However, the previous study did not explicitly discuss the Twin Date Promo in the context of impulsive shopping behavior during online shopping festivals. This study aims to fill the gap by examining the effect of customer perceptions of twin-date promotion as its e-commerce sales promotion and hedonic shopping motivation on impulsive buying behavior thus, it is hoped that it can be taken into consideration to open readers' insights about impulsive buying behavior.

## METHODS

This research uses quantitative research methods. Data processing was carried out using SPSS (Statistical Program for Social Science) version 29. The research source comes from primary data obtained directly through the distribution of questionnaires in the form of statements to respondents who meet the criteria. The questionnaires are distributed online through a Google form using the Likert scale model.

Using the questionnaire model, the results of each questionnaire statement distributed will be used as a reference in research to improve the data quality. The distributed questionnaire statements will be used as a reference in research to determine the correlation between Shopee's twin date festival and the impulsive buying behavior of Shopee users in Pulau Bengkalis. The contents of the questionnaire statement submitted by researchers include:

### Twin Date Festival (Variable X)

1. The twin date festival is carried out by Shopee once a month
2. Shopee provides massive promos on every twin date
3. The number of promos Shopee offers on twin dates makes me interested in making transactions
4. Shopee's twin date festival is more widely known than other marketplaces
5. As a consumer, I really like this Shopee twin date festival
6. In shopping, I often postpone shopping until the twin dates arrive in order to get a cheaper payment
7. Shopee's twin date festival has fulfilled my wishes as a consumer

### Impulsive Buying Behavior (Variable Y)

1. I buy products spontaneously without thinking about the consequences
2. I buy products according to the mood at that time
3. I buy products when there are attractive offers
4. There is a feeling of regret after buying a product that is not felt to be a necessity
5. I buy products to achieve psychological satisfaction
6. I bought the product because I was urged by the feeling of wanting to have it immediately
7. I am not good at controlling my shopping desires
8. I often buy products that, in the end, are not very useful

The population in this study is the people of Island Communities who use Shopee in the Bengkalis District. The researcher determined the sample size directly as many as 100 respondents, in line with the opinion of Cooper and Emory (as cited in Putri and Ambardi, 2023), which states that, for the population whose number cannot be known with certainty, then the sample will be directly determined 150 respondents. This number is deemed to have met the requirements of a representative sample.

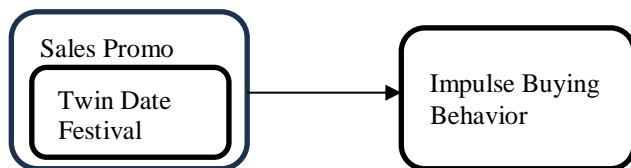
The sampling method in this study is nonprobability sampling with a purposive sampling technique. Sampling in this technique considers specific criteria namely:

- a. Aged 17-27 years old in 2024, either male or female
- b. Have a smartphone and Shopee application

- c. Have shopped during the Twin Date Festival
- d. Age group: Gen Z (approximately 18-25 years old)
- e. Regular users of e-commerce platforms, particularly Shopee
- f. Likely to exhibit impulsive buying tendencies
- g. Familiarity with and participation in promotional events like twin date festivals
- h. Residents of the Bengkalis District or similar regions where the study is conducted
- i. Varied income levels but with a propensity for online shopping
- j. Tech-savvy and comfortable with online transactions
- k. Willingness to participate in surveys or research studie

This theory and argument leads to the following hypothesis:

H1: Twin Date Promo (X1) has a significant effect on Impulse Buying among Shopee users (Y)



Source: Data Processed, 2024  
Picture 1: Research Framework

The above flow of thought concerns the correlation between the Twin Date Festival, which is part of the Shopee Sales Promo conducted by Shopee, with impulsive buying behavior on Bengkalis Island.

## RESULTS AND DISCUSSION

In the research entitled “The Phenomenon of Impulsive Buying Behavior on E-commerce Twin Date Promotion (Studying in the Island Communities: Bengkalis Island)” the respondent profile was obtained by distributing questionnaires to 150 respondents who are Bengkalis Island Citizens with an age range of 17-27 years, who have transacted at Shopee, which became the sample in this study. This respondent profile is also based on gender and age.

Respondent Profile Based on Gender.

The respondents' gender consists of two, namely, male and female. The following information can be seen in the table below: the Bengkalis Island Citizens Shopee users who have made transactions in the application during the twin-date festival, based on gender

**TABLE 1.** Gender Profil Respondent

<i>Gender</i>	<i>Amount</i>	<i>Percentage</i>
<i>Male</i>	49	32,67%
<i>Female</i>	101	67,33%
<i>Total</i>	150	100%

Source: Processed Data, 2024

**TABLE 2** above shows that the number of male respondents for male sex is about 49 respondents, with a percentage of 32,67%. Meanwhile, female respondents totaled 101 respondents, with a percentage of 67,33%. This shows that, most respondents are female, with a total of 101 respondents. Thus it can be concluded Bengkulu Island Citizens Shopee users who have transacted during the twin date festival are dominated by female with a total of 101 respondents.

Profile of Respondents by Age

The research on impulse buying behavior during twin-date promotions typically targets individuals within the 18 to 25 years old. These respondents are likely to be active users of e-commerce platforms like Shopee and are specifically interested in or have engaged in purchasing products during promotional events such as twin date festivals.

**TABLE 2.** Gender Profil Respondent

Ages (in Year)	Amount	Percentage
17 to 19	32	21,3%
20 to 22	108	72%
23 to 25	10	0,06%
<b>Total</b>	150	100%

Source: Processed Data, 2024

**TABLE 2** above shows that respondents aged 17 to 19 years is about 32 person or 21,3%, while the other 20 to 22 years respondents are 108 people with a percentage of 72%, and 23 to 25 merely 10 people which were about 0,06%. Thus, the number of respondents based on age is dominated by respondents aged 20 to 22 years within the highest number of respondents around 72% of 100%.

The variables in this study involve two variables, namely: twin-date festival as the independent variable (X) and impulsive buying as the dependent variable (Y). To test

The hypothesis, an alternative hypothesis (Ha) is determined, which states that there is a correlation between the Shopee twin date festival and impulsive buying behavior of Bengkulu Island Citizens in Bengkulu District, and the null hypothesis (H0) states that there is a correlation between the Shopee twin-date festival and impulsive buying behavior on Bengkulu Island Citizens in Bengkulu District.

Furthermore, to find whether or not there is a relationship or correlation between variable X and variable Y, the questionnaire data that has been distributed needs to be processed and analyzed. This research study uses the help of the SPSS version 29 program, so the resulting data is as follows.

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**TABLE 3.** Correlation Test

		<i>Twin-date Festival</i>	<i>Impulsive Buying</i>
<i>Twin-date Festival</i>	Pearson Correlation	1	.554**
	Sig. (2-Tailed)		<,001
	N	150	150
<i>Impulsive Buying</i>	Pearson Correlation	.554**	1
	Sig. (2-Tailed)	<,001	
	N	150	150

\*\* . Correlation is significant at the 0.01 level (2-tailed)

Source: Data Processed from SPSS version 29, 2024

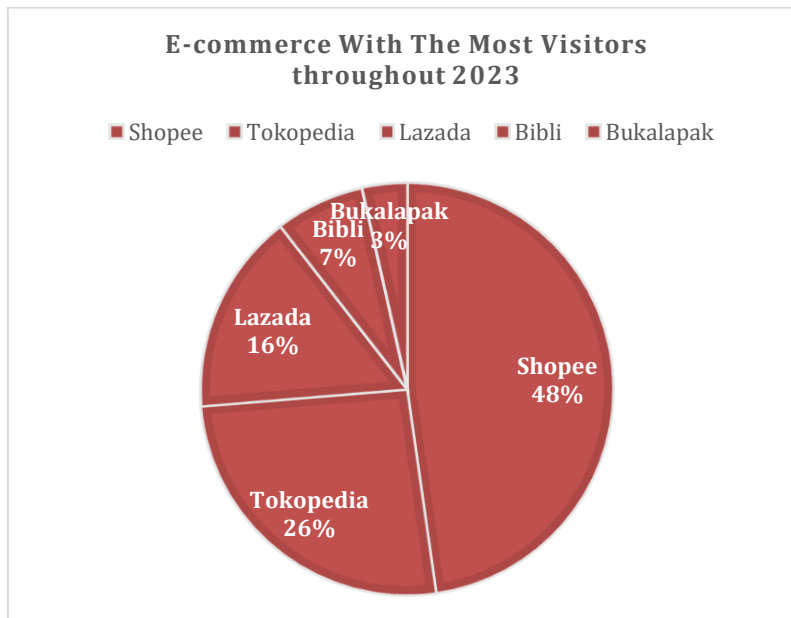
The test results in Table 4 above show a significance value of 0.001. This value of 0.001 is less than 0.05 (where 0.05 is the standard threshold used in the study). Therefore, with a significance value of  $0.001 < 0.05$ , it is found that Shopee's twin date festival correlates with impulsive buying behavior. Hence, the alternative hypothesis ( $H_a$ ), stating a correlation between Shopee's twin-date festival and Bengkulu Island Citizen's impulsive buying behavior in the Bengkulu District is accepted. In contrast, the null hypothesis ( $H_0$ ), stating no correlation is rejected.

The analysis reveals a Pearson correlation value of 0.554 between Shopee's twin-date festival and impulsive buying behavior. This indicates a moderate correlation between Shopee's twin-date festival and Bengkulu Island citizens' impulsive buying behavior in the Bengkulu District. The relationship between these two variables is positive, meaning that the more often Shopee holds twin-date festivals, the higher the impulsive buying behavior among Bengkulu Island Citizens in the Bengkulu District.

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The correlation between Shopee's twin-date festival and Bengkulu Island Citizen can be caused by several reasons regarding Shopee offers, such as (1) free shipping vouchers, (2) product discounts, (3) super flash sales, and (4) attractive prizes including a chance to win gifts like a car through Shopee's lottery. These findings align with the study's results, where most surveyed Shopee users in Bengkulu District acknowledged that twin date events feature more substantial discount promotions compared to regular days. These diverse offerings enhance user experience and stimulate impulsive buying behaviors, benefiting the company (Putri & Ambardi, 2023).

Moreover, [5] explain that various e-commerce platforms also offer promotions like price discounts to attract consumers, with discounts being a common strategy to entice buyers. Apart from discounts, free shipping promotions without minimum purchase requirements are also employed. These promotions grab consumer attention, elevate shopping intent, and are particularly effective during twin-date events, even when purchases are not immediately necessary.



However, despite many e-commerce offer promos, Shopee, the data from SimilarWeb (2023), leads in the number of site visits in Indonesia during 2023. Between January and December, the Shopee site recorded an average of 2.3 billion people visiting, far surpassing the number of visits from its competitors; Tokopedia recorded an average of 1.25 billion visits, while Lazada recorded 762.4 billion visits followed by BliBli with around 337.4 billion and Bukalapak 168.2 billion.

## CONCLUSIONS

The research findings conclude that there is a correlation between Shopee's twin-date festival and impulsive buying behavior among Bengkalis Island Citizens in the Bengkalis District. A significance value of  $0.001 < 0.05$  (0.001 is less than 0.05) was obtained, with a Pearson correlation value of 0.554, indicating a moderate level of correlation. The relationship between the two variables is positive, meaning that the more frequently Shopee organizes twin date festivals, the higher the impulsive buying behavior among Bengkalis Island Citizens in the Bengkalis District. Based on this research, it is recommended that Shopee's e-commerce provide other attractive promotions than other e-commerce platform hence, buyers can have diverse and beneficial shopping experiences especially since Shopee's e-commerce is widely recognized, with visitor growth increasing daily compared to other platforms, effective marketing strategies are needed to maintain Shopee's competitive edge. For Shopee users, especially in Island communities, who are the focus of this study, it is advisable to be more prudent in controlling and managing shopping impulses. Understand each need before purchasing and seek out genuinely beneficial products to avoid regrets later on, thus enabling Island Citizens to establish sound financial planning.

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