

# The Role of Openness Personality in Indonesia an Online Marketplace that Influences Online Impulsive Buying Behavior

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**Abstracts:** The development of technological innovation in this era has resulted in shopping activities through online marketplaces, which are currently trendy and have shown increasingly high sales, which can be used as the right context to explore consumers' impulsive buying behavior in online marketplaces. The results are only hedonic motives and monetary sales promotions that can significantly influence online impulsive buying behavior partially. Openness personality does not moderate the influence of e-wom, hedonic motives, and monetary sales promotion on online impulsive buying behavior. Suggestions to increase strong online impulsive buying, online stores can use stimulating sales promotion activities that integrate hedonic benefits such as providing promotions when releasing new products.

**Keywords:** E-Wom, Hedonic Motives, Monetary Sales Promotion, Online Impulsive Buying Behavior, Openness Personality

## 1. INTRODUCTION

In the Industry 4.0 era, the development of information and communication technology is very rapid, and the Internet plays a major role in facilitating access to information and communication. The use of the Internet makes it easier for people to meet their daily needs in a more practical and faster way. Based on We Are Social and Hootsuite in their report entitled "Digital 2021" until January 2021, Indonesian internet users have continued to increase significantly and are expected to continue to grow to reach 202.6 million users with a penetration of 73.7% of Indonesia's total population of about 274.9 million Indonesians. The number of internet users in Indonesia increased by 27 million users or about 16% between January 2020 and January 2021.

The increasing number of internet users in Indonesia has made Indonesia a potential market for marketplaces and e-commerce. The growth of marketplace and e-commerce trade is extraordinary with a wide reach as purchases can be made anytime, anywhere, and by anyone. This buying or shopping activity has become an important part of consumers' and sellers' lives. Consumers perceive buying activities as a routine life that must be carried out, and sellers consider everything related to consumption as important for business development. Nevertheless, many consumers make purchases that are unplanned or spontaneous. These purchases are associated with a strong desire and feelings of pleasure to satisfy oneself, which is often referred to as impulse buying [1, 2]. This represents an opportunity for marketplaces and e-commerce, which is an important research question.

The increasingly popular marketplace and e-commerce phenomena show the changing habits in daily life, especially in shopping. Based on the Databoks report on the estimated gross merchandise value (GMV) in six Southeast Asian countries in the first half of 2020, the value of online sales in Indonesia is predicted to be the largest in Southeast Asia. CNN Indonesia cites research published in the journal PLoS ONE that people spend more time on smartphones and are more likely to make impulsive decisions. With the emergence and rapid development of marketplaces and e-commerce, researchers show an interest in impulse buying which is evident in this new shopping environment. The tendency to buy impulsively results from various factors that stimulate a person both personally and simultaneously, which can be summarized as internal and external consumer factors. Internal factors, such as consumer characteristics, are formed by factors such as satisfaction or enjoyment of shopping and lifestyle. While external factors are influenced by website design, displays, promotions, and others [3, 4].

The emergence of information technology and the Internet can be explained by e-wom (electronic word of mouth) and various terms such as influencer marketing where the Launch Metric data entitled State of Influencer Marketing Report 2020 shows that 94% of respondents stated that influencer marketing was effective in increasing sales, 95.8% could increase awareness and 91.4% could support digital strategies. Campbell & Farrell's study (2020) [5] states that Influencer Marketing will have an increasing appeal in the coming years, where the influence of e-wom must continue to be considered in the evolution of the marketing world. Previous research has examined issues such as how e-WOM influences consumers' spending intentions and decisions [6, 7], the ability of e-WOM to persuade consumers [8], the credibility that e-WOM provides [9], and the impact of the results provided by e-WOM [10]. However, there is still little research that addresses the question of whether e-Wom can have an impact on online impulsive buying behavior.

Aspects of hedonic shopping include happiness, fantasy, sensuality, and pleasure. Hedonic consumers benefit from the experiential and emotional aspects of shopping. The underlying reason why hedonic consumers like to shop is not the acquisition of physical objects, but rather the enjoyment derived from the shopping process itself [11]. Previous research has stated that impulsive buying behavior involves hedonic buying actions that quickly convince and motivate individuals, whereas decisions are only dependent on fulfilling individual desires or satisfaction [12]. The study by Iyer et al. (2020) [13] also stated in their research that a lifestyle with hedonic motives involves the use of products that use emotional criteria and leads to the belief of buying a product immediately on impulse.

In addition, previous research also shows that large online promotional activities provide a different shopping context for smartphone users where situational factors such as promotion, social environment, time, and money simultaneously influence consumer behavior. This research also shows that smartphone users tend to be more impulsive in large online promotional activities [14]. One form of promotion is monetary sales promotion in the form of price discounts, which has a greater impact on impulsive purchases [15, 16]. Monetary sales promotions not only focus on price savings but also provide consumers with benefits such as good product quality and shopping convenience. Several monetary sales promotions, such as discounts and price bundling, are preferred by consumers [17].

However, research on the influence of hedonic motives and monetary sales promotion on online impulsive buying behavior has not been extensively explored. Previous researchers have explored the hedonic and utilitarian roles of shopping values [18] or online sales promotion [19]. Rehman & Manjur's (2018) [20] study examines the influence of personality traits on online impulsive buying behavior, with hedonic motives acting as moderators. In addition, previous studies have also focused more on sales promotion [21-23]. This study focuses on the role of hedonic motives in online impulsive buying behavior by using one of the personality traits of moderation, which is the novelty of this research.

Personality traits have an impact on online impulsive buying behavior which is measured using the Big Five personality trait dimensions consisting of openness to experience, conscientiousness, extroversion, agreeableness, and neuroticism [4, 20, 12]. This study uses only one of the five personality traits, namely openness to experience, which is generally associated with the internet and social media, which are open and full of communication. Therefore, if the level of openness to experience of Indonesian consumers is high, it will strengthen the relationship between e-wom, hedonic motives, monetary sales promotion, and online impulsive buying behavior. This study aims to determine the effect of e-wom, hedonic motives, and monetary sales promotion on online impulsive buying behavior with an openness personality that acts as a moderator in the online marketplace.

## **2. LITERATURE REVIEW**

### **2.1. E-WOM**

The new form of online word of mouth (WOM) communication is now known as electronic word of mouth (eWOM) [24]. Through eWOM, consumers can provide, receive, and share information about companies, products, and brands with other consumers [25, 26, 24].

Electronic Word of Mouth (eWOM) can also be defined as a dynamic and continuous process of information exchange between potential consumers, actual consumers or former consumers about products, services, brands or companies that are available to many individuals and institutions through the Internet [27, 28]. Digital technology has revolutionized the way consumers search for products and services, how they search for reviews from current and past consumers, and ultimately decide whether or not to purchase. As a result, eWOM is now considered a critical component of the consumer decision-making journey [29]. With the growth of multichannel shopping, consumers are constantly exposed to marketing stimuli that can encourage impulse purchases. The ease of searching and buying online and the lack of social pressure can increase consumers' tendency to act impulsively [30].

Social media is considered an appropriate platform for eWOM. Apart from being a place for daily conversations between customers, social media also allows opinion leaders to create and promote profiles related to brand products and services. People can also share their comments through written text, images, and videos, which makes eWom more interesting [7]. Ewom positively shapes the purchase intention of customers who seek information related to products and services shared by other customers on social media in a fun and interesting way [21].

The difference between Electronic Word of Mouth (eWOM) and traditional Word of Mouth (WOM) is that the communication network of eWOM is larger and more extensive than WOM, eWOM eliminates time and location limitations because it can be done and stored online, eWOM formats can be delivered in various ways and have implications for information processing and adoption [31]. Separately, the characteristics that differentiate electronic word of mouth (eWOM) from traditional word of mouth (WOM) are the lack of offline communication, the nature of the information provided is usually unsolicited and occurs between strangers. EWOM communication can be easily searched and observed whenever consumers need to seek advice for a particular purchase decision [32].

## **2.2. Hedonic Motives**

Hedonic motives refer to the pursuit of emotions such as happiness, pleasure, and fantasy experienced during the shopping process. Therefore, consumers with strong hedonic motivation seek the enjoyment of the process rather than the utility of the purchased product [33].

In the online shopping environment, consumers' shopping process also exhibits utilitarian and hedonic attributes. Consumers who have hedonic shopping motivation view shopping as a source of pleasure and the pursuit of novelty, emotional satisfaction, and the symbolic meaning of features. Hedonic shopping motivation refers to the emotional pleasure that consumers derive from shopping. Entertainment is an important factor influencing consumers' hedonic value in most shopping environments [34]. Hedonic motivation is one of the consumer characteristics that can influence impulsive buying behavior [35, 13].

The dynamic visual format of the online environment results in a virtual product experience that closely resembles the actual product experience. By bringing products to life, the Internet provides greater advertising opportunities for hedonic products. Therefore, the online environment is more suitable for the marketing and promotion of hedonic products [19]. Hedonic motivation is one of the consumer characteristics that can influence impulsive buying behavior [35, 13].

## **2.3. Monetary Sales Promotion**

Sales promotions are categorized as non-monetary and monetary sales promotions. Monetary sales promotions provide monetary or money-saving benefits to consumers, while non-monetary sales promotions provide benefits to consumers other than monetary benefits. Monetary sales promotion or price promotion is an arrangement that allows consumers to obtain products at lower prices, thereby attracting consumers by offering price savings. However, the function of monetary promotions is not only price savings but also provides benefits such as higher product quality and shopping convenience to consumers [15].

Monetary promotions are short-term incentives from companies to consumers in the form of coupons, discounts, and price packages [23]. Apart from this, monetary promotions also include price reductions and discounts [36]. Monetary promotions are relatively more effective in driving product sales compared to non-monetary promotions. Furthermore, research has shown that buyers rate monetary promotions as more attractive than non-monetary promotions [18].

Liu & Zhang, (2019) [2] state that when consumers are faced with sudden sales promotions, they usually make unplanned or excessive purchases of goods. Liu et al. (2020) [37] also show that in online sales promotions, monetary promotions and psychological factors are also important in online purchasing behavior.

Online promotions such as price discounts, flash sales, buy more save more, and coupon discounts show a positive influence on online impulse buying behavior. Online promotions can positively influence consumers' perceived value, attract consumers' attention, and increase consumers' purchases [16].

#### **2.4. Online Impulsive Buying Behavior**

Impulse buying is an unplanned purchase in which the buyer decides to purchase a product immediately. Rook (1987 [38] redefined impulse buying as "impulse buying occurs when consumers experience a sudden, often strong and persistent urge to buy something immediately.

Impulse buying occurs when people feel the urge to buy a product without careful consideration of why and for what purpose someone needs that product. Because affective processes dominate impulse buying over cognitive processes, decision making is usually brief and spontaneous. This means that it can happen because of the consumer's interaction with the shopping environment. Impulse buying is unintentional because the individual is not actively searching for a particular item, does not have a plan to purchase, is not in the process of shopping, and does not have a pre-shopping plan to purchase the item. This type of purchase is free from intention because the consumer has no plan and is not actively thinking about or buying the product [32, 39].

According to research Iyer et al. (2020) [13], impulse buying can increase retail sales and profits, especially for high-margin products. According to the research, impulse buying can be triggered by external factors, so retailers need to create unique new marketing stimuli to communicate the value of their offerings and encourage impulse buying. Although retailers often spend a great deal on store design, ambience, layout and merchandise placement, it is better to invest more in price promotions and advertising, which have a stronger impulse buying effect. Shopping motives, whether hedonic or utilitarian, are also important to impulse buying because they are inherent to the consumer.

The tendency to buy impulsively results from various factors that stimulate a person both personally and simultaneously, which are summarized in the consumer's internal and external factors. Internal consumer factors such as consumer traits are formed due to satisfaction or enjoyment of shopping and lifestyle factors. Impulse buying is categorized as hedonic buying behavior, which is associated with feelings and psychosocial motivations rather than thoughts and functional benefits [40]. Meanwhile, consumers' external factors are influenced by website design, displays, promotions, and others [3, 4].

#### **2.5. Openness Personality**

Openness to experience, or openness personality, is the degree to which a person needs intellectual stimulation, change, and variety. Individuals with a high Openness personality will always look for new ways to meet their needs, trying new products or services will be a welcome experience. In addition, they have an open character, enthusiastic about experiencing new things and services, meeting new people, traveling to new places. Because of this openness behavior, people have high levels of impulsive behavior [4, 41].

Openness personality includes traits such as insight and high imagination; this trait has a variety of interests and is also positively related to impulsive buying behavior [32]. Previous research also states that openness to experience or openness personality has a positive influence on online impulsive buying behavior [23, 20].

### 3. RESEARCH METHOD

#### 3.1. Data Collection

This research is associative research with quantitative data types. This research pressure on the analysis of numerical data processed by statistical methods. The unit of analysis is people who have shopped in online marketplaces in Jakarta. The sampling technique used is simple random sampling, where samples from the population have the same opportunity to be used as research respondents. Calculating the number of samples using the Slovin formula, the results obtained are a minimum sample size of 99.99 respondents to be obtained and rounded up to 100 respondents. This research is market research with a minimum of 250 respondents.

Based on the previous literature e-wom, hedonic motives, monetary sales promotion, online impulse buying behavior, and openness personality, the measurement items were organized in line with the research purpose. The items presented in previous studies were modified to fit the context, and a 5-point Likert scale was used to construct the evaluation items, as follows.

**Table 1. List of measurement**

Variables	Measurement Items	References
Electronic Word of Mouth	I shop online because I see the credibility of someone who gives recommendations. I buy online because of the influence of someone who always provides accurate information. I bought online because I saw a review from someone who has already bought the product. I trust the online reviews someone gives.	[28]
Hedonic Motives	I like to look for bargains or promotions when shopping online in online marketplaces. I shop online to follow current trends. I get a good feeling from shopping online. I shop online to reduce stress. I shop online because I want to treat myself to something special (self reward). I shop online to share experiences with other consumers.	[45]
Monetary Sales Promotion	If I see a discount price on an online marketplace, I am more likely to buy that item. I tend to make unplanned purchases when the product is on sale. If I see a coupon offer in an online marketplace, I am more likely to buy the item. I am more likely to make an unplanned purchase if the product has a promotional coupon (cash back or discount). If I see a promotional offer for a bundle on an online marketplace, I am more likely to buy that item. I tend to make unplanned purchases when the product has a bundle promotion.	[23]
Online Impulsive Buying Behavior	I shop in online marketplaces to seek new experiences. I shop in online marketplaces to look for new sensations. I often make spontaneous purchases from online marketplaces. I trust that online shopping in online marketplaces can provide emotional satisfaction. I shop online at the marketplace because I am interested in the product category. I shop at the online marketplace because I am interested in the marketing methods offered.	[13]
Openness Personality	I am open to online shopping in online marketplaces. I am enthusiastic about trying new things like online	[12]

	shopping in online marketplaces. I have flexible behavior I often shop spontaneously in online marketplaces. Online shopping in online marketplaces gives me new ideas.	
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### 3.2. Analysis Method

This study used a Likert scale of one to five points consisting of strongly agree, agree, neutral, disagree, and strongly disagree to measure responses to the questionnaire. Sampling was done through a questionnaire created on Google Forms. Next, the data were analyzed using structural equation modeling (SEM) through the SmartPLS 3.0 tool to test the hypothesis.

### 3.3. Hypotheses

#### 3.3.1. Effect of electronic word-of-mouth on online impulse buying behavior

The study of Hidayanto et al. (2017) [42] concluded that in the context of online group purchasing in e-commerce, external factors such as e-wom and information search are important reasons for customers to make impulse purchases. In the study of SanMiguel et al. (2019) [43], the increase in impulse purchases was attributed to continuous visits to brand websites and the influence of influencers.

The results of Husnain et al. (2016) [32] stated that impulse buying occurs when people experience the urge to buy a product without having a reason to consider why someone needs the product. The affective process dominates impulse buying, usually short and spontaneous. The study also shows that there is a positive relationship between e-WOM and online impulse buying. Therefore, hypothesis 1 can be interpreted as follows.

H1: There is a positive and significant effect of electronic word of mouth on online impulse buying behavior in online marketplaces in Jakarta.

#### 3.3.2. The influence of hedonic motives on online impulse buying behavior

The study of Prashar et al. (2015) [44] concluded that the hedonic factor is the main reason for impulsive buying. Ozen & Engizek's (2014) [45] research concluded that online consumers who tend to make impulse purchases have hedonic shopping motivations, and are concerned not only with value but also with adventure and enjoyment.

Based on the research results of Iyer et al. (2020) [13], they found that customers who have high hedonic motives tend not to experience negative moods. The research also shows a positive relationship between hedonic motives and impulsive online buying behavior. Therefore, Hypothesis 2 can be concluded as follows.

H2: There is a positive and significant influence of hedonic motives on online impulsive buying behavior in online marketplaces in Jakarta.

#### 3.3.3. The effect of monetary promotions on online impulse buying behavior

Research by Santini et al. (2019) [46] shows that promotional campaigns or product displays that express materialistic or hedonic values can lead to impulse buying. These actions tend to influence people who are already prone to impulse buying to be more proactive in their product choices.

Research by Tu et al. (2017) [16] concludes that online promotions such as price discounts, buy more save more, discount coupons, and flash sales have a positive effect on online impulsive buying behavior. The research also shows that price discount has the greatest impact on impulse buying. Therefore, Hypothesis 3 can be concluded as follows.

H3: There is a positive and significant influence of monetary sales promotion on online impulse buying behavior in the online marketplace in Jakarta.

### **3.3.4. The Effect of Moderating Openness Personality between Electronic Word of Mouth on Online Impulsive Buying Behavior**

Research Zhang et al. (2018) [47] said internet-based word of mouth such as opinions, online reviews, product consumption experience, and new information presented from the perspective of consumers who have purchased and used products is the main source of information for consumers in determining product purchasing decisions.

Husnain et al., (2016) [32] study stated that personality traits moderate the relationship between e-wom and online impulsive buying behavior because extraversion, openness, and agreeableness personalities like to talk, are broad-minded, and appreciative. Therefore, if the individual scores are high on extraversion, openness, and agreeableness, it will strengthen the relationship between e-wom and online impulsive buying behavior. This is also supported by the results of his research which states that there is a positive moderating effect of extraversion, openness, and agreeableness. Thus, hypothesis 4 can be concluded as follows.

H4: There is a moderating effect of openness personality between the electronic word of mouth on online impulsive buying behavior in online marketplaces in Jakarta.

### **3.3.5. The Moderating Effect of Openness Personality Between Hedonic Motives on Online Impulsive Buying Behavior**

Impulsive buying involves hedonic buying actions that are quickly persuasive and motivating, where decisions to purchase products do not depend on deep thought processes but on satisfying individual desires. Because hedonic behavior also involves emotions, psychological and emotional motivation, and personality, impulse buying is also involved [12].

Being more open and flexible to unexpected or sudden purchase ideas, impulsive buyers respond positively and spontaneously to purchase stimuli such as products, salespeople, or in-store environment [44]. This provides the basis for theoretical support linking online impulsive buying behavior and consumers' hedonic motives with open personalities. Thus, Hypothesis 5 can be concluded as follows.

H5: There is a moderating effect of openness personality between hedonic motives on online impulsive buying behavior in online marketplaces in Jakarta.

### **3.3.6. The Moderating Effect of Openness Personality between Monetary Sales Promotion and Online Impulsive Buying Behavior**

The study by Tu et al. (2017) [16] stated that online promotional activities can positively influence consumers' perceived value, attract attention, and increase impulse buying. A study by Rehman et al. (2017) [23] revealed that open-mindedness has a positive influence on buying behavior in sales promotion activities.

According to Shakaib & Ali (2018) [12], the role of personality variables in impulse buying is still small. One possible reason is that personality is an intrinsic factor, while the main drivers of impulsive buying are extrinsic, such as promotional offers. However, intrinsic factors can enhance or diminish the effects of extrinsic triggers. Someone who is very open-minded might be more inclined to take advantage of promotional offers. Therefore, Hypothesis 6 can be concluded as follows.

H6: There is a moderating effect of openness personality between monetary sales promotion and online impulsive buying behavior in online marketplaces in Jakarta.

## 4. ANALYSIS RESULTS

### 4.1. Sample Characteristics

After the distribution of the questionnaires, the characteristics of the respondents could be analyzed. It was found that 61.3% were female and the remaining 38.7% were male. This shows that more women than men use online marketplaces. Furthermore, regarding the age of the respondents, the top five age groups were between 18-25 years (76.3%), 26-33 years (11.5%), 34-41 years (7.9%), and 42-49 years (2.4%), and >50 years (2%). Most users are still young. Based on the number of jobs of students/equivalents (62.8%), civil servants/private (21.3%), self-employed (10.7%), and housewives (2.8%), as well as other professions (0.4%).

Based on respondents who have shopped impulsively on online marketplaces (87%), and respondents who have never shopped impulsively on online marketplaces (13%). Finally, based on online marketplaces frequented by Shopee (66.8%), Tokopedia (28.1%), Bukalapak (2%), Lazada (1.6%) and Blibli.com (1.2%), and JD.ID (0.4%).

### 4.2. Reliability and Validity of Measurement Items

First, validity and reliability tests were conducted to test the outer model. The validity test in this study was divided into two, namely the convergent validity test and the discriminant validity test. Convergent validity indicates the degree of positive correlation between the indicator score and the construct score. The convergent validity criteria can be seen from the loading value of each variable indicator  $\geq 0.7$ , and the Average Variance Extracted (AVE) value  $> 0.5$  [48].

Based on the results of Table 2, the loading value of each variable indicator has a value greater than or equal to 0.7. In addition, AVE electronic word of mouth, hedonic motives, monetary sales promotion, online impulse buying behavior, openness personality were 0.767, 0.626, 0.670, and 0.629, and 0.575, respectively. All AVE values are greater than 0.5. Therefore, the data meet convergent validity.

Next is discriminant validity. This indicates the extent to which a variable is different from other variables. Discriminant validity criteria can be seen from the loading factor of an indicator variable. It must be greater than the loading factor of other variable indicators [48].

The loading value of each variable indicator is greater than the loading value of the other variable indicators. Therefore, the data meet the discriminant validity. After the validity test, the reliability test was conducted. Its purpose is to measure the reliability of the questionnaire. The reliability test criteria are the composite reliability value and Cronbach's alpha must be greater than or equal to 0.7.

The composite reliability on electronic word-of-mouth, hedonic motives, monetary sales promotion, online impulse buying behavior, openness personality were 0.868, 0.870, 0.924, and 0.894, and 0.871, respectively. Then the value of Cronbach's alpha on electronic word of mouth, hedonic motives, monetary sales promotion, online impulse buying behavior, and openness personality were 0.913, 0.816, 0.812, 0.931, 0.965 and 0.816, and 0.773, respectively. Composite reliability and Cronbach's alpha value for each variable in the study is more than/equal to 0.7. Therefore, it can be said that the criteria for composite reliability have been met.

**Table 2. Reliability and validity of measurement items**

Variables	Measurement Items	Factor Loadings	Cronbach's $\alpha$	C.R	AVE
Electronic Word of Mouth	E1	0,871	0,913	0,868	0,767
	E2	0,881			
Hedonic Motives	HM2	0,817	0,816	0,870	0,626
	HM4	0,834			
	HM5	0,716			



	HM6	0,792			
Monetary Promotion	MS1	0,804	0,812	0,924	0,670
	MS2	0,853			
	MS3	0,801			
	MS4	0,840			
	MS5	0,812			
	MS6	0,800			
Online Impulsive Buying Behavior	Y1	0,840	0,931	0,894	0,629
	Y2	0,822			
	Y3	0,757			
	Y4	0,783			
	Y6	0,760			
Openness Personality	M1	0,724	0,965	0,871	0,575
	M2	0,789			
	M3	0,719			
	M4	0,762			
	M5	0,792			

**4.3. Fit Assessment of the Measurement Model**

After all tests on the outer model have been performed, the next step is to test the inner model. Testing the inner model can be done using the bootstrapping method. Testing of the structural model is done by comparing the adjusted R-squared with the R-squared and significance test.

**Table 3. R-Square dan R-Square Adjusted**

	R-Square	Adjusted R-Square
Online Impulsive Buying Behaviour	0,628	0,623

**Table 4. R-Square dan R-Square Adjusted for Openness Personality Moderation**

	R-Square	Adjusted R-Square
Online Impulsive Buying Behaviour	0,687	0,678

To explain how much the independent variable can explain the moderating variable in this study, the adjusted R-squared value must be smaller (<) than the R-squared value. In addition, R2 shows how a variable can explain other variables in the research. Based on Table 3, the R-squared value for online impulsive buying behavior is 0.628. These results show that 62.8% is simultaneously influenced by electronic word of mouth, hedonic motives, and monetary sales promotion on online impulsive buying behavior in online marketplaces, while 37.2% is influenced by other variables outside the research. Furthermore, based on Table 4, shows that 68.7% simultaneously the openness personality variable can moderate electronic word of mouth, hedonic motives, and monetary sales promotion on online impulsive buying behavior in online marketplaces, while 31.3% is influenced by other variables outside the research.

**4.4. Results of Hypothesis Testing**

The results of the SEM-PLS test can be viewed using the bootstrapping method in SmartPLS 3.0. The basis for hypothesis testing is the value contained in the initial path coefficient. To determine the level of influence, the t-

statistic value is compared to the t-value. In this study, a significance level of 5% or 0.05 is used, so the t-value is 1.65 [49]. If the t-statistics value is greater than the t-value, the inter-variable is declared to have influence.

**Table 5. Path Coefficient**

	Original Sample (O)	T Statistics ( O/STDEV )
Electronic Word of Mouth -> Online Impulsive Buying Behaviour	-0,022	0,452
Hedonic Motives -> Online Impulsive Buying Behaviour	0,367	6,567
Monetary Sales Promotion -> Online Impulsive Buying Behaviour	0,219	3,273
E*M -> Online Impulsive Buying Behaviour	-0,066	1,416
HM*M -> Online Impulsive Buying Behaviour	0,074	1,185
MS*M -> Online Impulsive Buying Behaviour	-0,118	1,711

Based on Table 5, it can be concluded that there is no significant effect between electronic word-of-mouth variables on online impulse buying behavior with a t-statistic value of 0.452 < 1.96. The original sample value of -0.022 indicates a negative relationship. Therefore, H1 is rejected. There is a significant effect of hedonic motives on online impulse buying with a t-statistic value of 6.567 > 1.96. The original sample value of 0.367 indicates a positive relationship. Therefore, H2 is accepted. There is a significant influence of monetary sales promotion on online impulse buying behavior in the online marketplace with a t-statistic value of 3.273 > 1.96. The original sample value of 0.219 indicates a positive relationship. Therefore, H3 is accepted.

There is no moderating effect of openness personality between this electronic word of mouth on online impulsive buying behavior in online marketplaces with a t-statistic value of 1.416 < 1.96. The original sample value of -0.066 indicates a negative relationship. Therefore, H4 is rejected. There is no moderating effect of openness personality between hedonic motives and online impulsive buying behavior in online marketplaces with a t-statistic value of 1.185 < 1.96. The original sample value of 0.074 indicates a positive relationship. Therefore, H5 is rejected. Finally, there is no moderating effect of openness personality between monetary sales promotion and online impulsive buying behavior in the online marketplace, although the t-statistic value is greater than the t-value, namely 1.711 < 1.96. This is because the original sample value is -0.118, which indicates a negative direction where openness personality moderation will reduce impulsive buying behavior of buyers. Therefore, H6 is rejected.

## CONCLUSIONS

Based on the results of the research conducted, the conclusions obtained are that electronic word of mouth does not have a significant effect on online impulsive buying behavior in online marketplaces in Jakarta, Hypothesis 1 is rejected. Hedonic motives and monetary sales promotion have a significant effect on online impulsive buying behavior in the online marketplace in Jakarta, hypotheses 2 and 3 are accepted. Openness personality has no significant effect in moderating electronic word of mouth, hedonic motives, and monetary sales promotion on online impulsive buying behavior in online marketplaces in Jakarta, Hypotheses 4, 5, and 6 are rejected.

The research findings imply that hedonic motives influence online impulsive buying behavior in online marketplaces in Jakarta. The results of this study are consistent with previous research conducted by Iyer et al. (2020) [13] and Prashar et al. (2015) [44], where the results of the two studies identified hedonism as one of the main reasons for impulsive buying. The study by Lo et al. (2016) [22] titled "Motivation for online impulse purchases: A two-factor theory Perspective" also states that stimuli with high hedonic utility can effectively induce impulsive online purchases. These stimuli can be obtained through promotional activities. These hedonic benefits include

exploration, entertainment, enjoyment, and satisfaction after purchase. From the results of this study, several dimensions have a strong influence, namely, online marketplace users in Jakarta shop online to follow trends, they shop online to relieve stress and treat themselves with something special, and they also shop online to share experiences with other consumers. Therefore, sellers need deeper observations to determine the right stimulus to encourage hedonic motives.

Monetary sales promotions influence online impulsive buying behavior in online marketplaces in Jakarta. The results of this study are consistent with previous research by Santini et al. (2019) [46], who showed that promotional campaigns or product displays that express materialistic or hedonic values can lead to impulsive buying, and research by Tu et al. (2017) [16], who concluded that online promotions such as price discounts, buy more save more, discount coupons, and flash sales have a positive effect on online impulsive buying behavior. The research also shows that price discount has the greatest impact on impulse buying. The results of this study also show dimensions that have a strong influence, namely online marketplace users in Jakarta tend to shop online when there are discount promotions, coupon promotions, and price package promotions. This online shopping behavior is also sometimes unplanned. Therefore, to increase sales, the seller must carefully choose the promotional activities that will be given to consumers.

Electronic word-of-mouth does not affect online impulsive buying behavior in online marketplaces in Jakarta. The results of this study are not consistent with previous studies conducted by Hidayanto et al. (2017) [42] and Husnain et al. (2016) [32], who each stated in their research in the context of online e-commerce group purchases that external factors such as e-wom and information search can be reasons for customers to make impulsive purchases. This shows that someone's recommendation or influence does not have a significant effect on online marketplace users in Jakarta to make online purchases.

The implications of the results of openness personality research do not moderate electronic word-of-mouth and hedonic motives for online impulsive buying behavior in online marketplaces in Jakarta. The results of this study are not consistent with previous research conducted by Husnain et al. (2016) [32] who said that personality traits moderate the relationship between e-wom and online impulsive buying behavior because extraversion, openness, and agreeableness personalities like to talk, broad-minded, appreciative, and if individual scores of extraversion, openness, and agreeableness are high, it will strengthen the relationship between e-wom and online impulsive buying behavior. In addition, the results of this study are also consistent with the research of Shakaib & Ali (2018) [12], which states that impulsive buying is a hedonic behavior that involves feelings, psychological and emotional motivations, and personality.

Openness personality moderates monetary sales promotion on online impulsive buying behavior in online marketplaces in Jakarta. The results of this study are consistent with the study of Rehman et al. (2017) [23], which found that openness has a positive effect on buying behavior in sales promotion activities, and support the study of Shakaib & Ali (2018) [12], which found that the role of personality variables in impulsive buying is still small. One possible reason is that personality is an intrinsic factor, while the main drivers of impulse buying are extrinsic, such as promotional offers. However, intrinsic factors can increase or decrease extrinsic factors, whereas in this study personality increases extrinsic factors.

The advice given by this study is based on the hedonic motives variable, namely, by increasing strong online impulse buying among consumers, online stores can use stimulation of sales promotion activities by integrating hedonic benefits, such as providing promotions when releasing new products to attract consumers who like to try new things, giving prizes for every purchase made by consumers. This stimulation can create cognitive thinking that someone is saving money and making the right purchase decision. Creating positive emotions is also important in increasing impulse purchases, so the friendliness and service provided by the salesperson, the design of the web or in-store application, and the appearance of an attractive product window are also important.

Furthermore, the advice given by this research is based on the monetary sales promotion variable, namely that the salesperson or businessperson must also continue to be active in marketing the products being sold. Product marketing can be done by updating the products being sold so that they always have an appearance that is not boring or by introducing products that are trendy at that time. In addition, product marketing can also be done by

periodically changing the store and product designs with a different and attractive look, thus giving a new and fresh impression to be able to attract consumers who like to try new things.

Future research can look for the appropriate addition of other independent variables in the research model that can increase online impulse buying behavior among online marketplace users. Further research on future research objects is needed to determine what factors can moderate the effect of electronic word of mouth, hedonic motives, and monetary sales promotions on online impulse buying behavior. Subsequent research can be conducted in different locations and can use a qualitative approach or a mixed-method approach to online impulse buying behavior. The combination of these approaches is expected to provide a more complete and comprehensive picture of online impulse buying behavior among online marketplace users.

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