

The Influence of Brand Images on Impulsif Buying Behavior in Shopping Consumers in Zalora's Online Stores

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Abstract— Impulsive buying behavior owned by consumers specifically for women is inseparable from a number of behaviors which certainly have a significant influence on the emergence of impulsive buying behavior, one of the behaviors that can exert influence is brand image. This study aims to determine the effect of brand image on impulsive purchases of consumers who shop at zalora online stores. This study involved 392 early adult women in the city of Medan. The measurement instruments used in this study are the scale of the brand image and the scale of impulsive purchases. Simple regression analysis results show that brand image has a positive and significant effect on impulsive purchases. Brand image contributes positively to the emergence of impulsive buying behavior for consumers who shop at Zalora online stores. The implication of this research is that zalora online stores can continue to improve product quality and build a more optimal brand image for consumers.

Keywords – Impulsive Buying, Brand Image.

I. INTRODUCTION

In the business world which is closely related to transaction of buying and selling one of the use of information technology that is used by producers as an electronic trading facility is known as online shop. Online stores in Indonesia penetrate various types of business activities from small scale industries to large industries. (Saragih & Ramdhany, 2017). this was then made a great opportunity by many companies, including companies engaged in the field of fashion to try to market their products online, based on the findings of the 2019 shopping trend the majority of consumers shop online products for fashion products with a percentage of 84% (Blazquez, 2015).

When linked between fashion products and online stores, based on survey results one of the websites states that Zalora

is at the top level of the best online fashion stores in Indonesia. In one focus to satisfy consumers who want to shop for fashion products on their website as one of the largest and most comprehensive online fashion shops in Indonesia, Zalora provides various offers such as seasonal discounts, and other discounts that almost always exist on Zalora shopping sites.

Based on the results of initial interviews with several informants, there is often a purchase process that is carried out by consumers without prior or spontaneous plans, in addition it is obtained that they find it difficult to ignore a product that has been seen due to discounts or discounts offered by Zalora. Even then, in general consumers are less able to explain the rational or functional reasons underlying the purchase process so that what is done is more limited to purchases that are spontaneous.

When explored more deeply, spontaneous buying behavior is generally more based on emotional or emotional issues that are easily aroused as a result of the influence of strong stimulation from external factors, without being able to stem it. On the one hand they are actually aware that buying without consideration will only throw a spending budget for products that are not important, but in reality, despite being aware of these weaknesses, they are often trapped back in these situations and repeatedly carry out the process of buying goods that are impulsive without consideration of mature rational control.

Buying behavior that is dominated by emotions or impulsive purchases is known as impulsive buying. Impulsive buying according to Rook, 1987 is an unplanned purchase, which is characterized by relatively fast purchasing decisions and the desire to immediately own the item, supported by emotional impulses such as feeling satisfaction and ignoring negative consequences. However, from the data in the field on some consumers, strong stimulation from external factors that are not necessarily strongly arouse feelings and emotions to easily arouse his desire to buy goods or products offered. In addition, impulsive purchases are described as purchases without prior evaluation, consumers who are impulsive buyers do not consider the consequences or consider carefully before making a purchase. Consumers making impulsive purchases do not think about buying a particular product or brand. They immediately make a purchase because of interest in the brand or product right away (Karbasivar in Widiyati, 2018).

Based on one of the characteristics of impulsive buying, namely product characteristics, According to Khasawneh and Hasouneh, 2010 customers realize the importance of brands in making purchases and tend to like branded products because of good quality even though the price paid is very high. The brand also shows a person's social status. Brand image represents the essence of all impressions about a brand that are formed in consumer thinking.

The results of the study show that brand image significantly influences impulsive purchases. This is because brand images are able to give the impression in the minds of buyers. With the more known and remembered a brand in someone's mind, will further increase impulsive purchases. In addition, the brand has a significant influence on purchasing decisions can be caused by the existence of fanatical consumers of a brand that causes a significant influence between brands and impulsive purchases.

II. STATEMENT OF THE PROBLEM

How does brand image affect impulsive buying behavior at Zalora Online Store ?

III. LITERATURE REVIEW

1.1 Impulse Buying

Rook (Verpalnaken, 2001) defines impulsive purchases as purchases that are not rational and purchases that are fast and unplanned, followed by a conflict of mind and emotional drive. Emotional impulse is associated with the feeling of being shown by making a purchase because of the urge to buy a product immediately, ignoring negative consequences, feeling satisfaction and experiencing conflict in thought. Verplanken and Herabadi (in Henrietta, 2015) said that there are two important aspects in impulsive buying, namely:

a. Cognitive

This aspect focuses on conflicts that occur in individual cognitive which include: Purchasing activities carried out without consideration of the price of a product, Purchasing activities without considering the usefulness of a product and Individuals do not make product comparisons.

b. Emotional (Affective)

This aspect focuses on the emotional condition of consumers which includes: There is a feeling of encouragement to immediately make a purchase, a feeling of disappointment that arises after making a purchase and the purchase process is carried out without planning.

Meanwhile, according to Rook and Fisher (in Kharis, 2011), impulsive buying has several aspects, namely as follows:

a. Spontaneity

This purchase is not expected and motivates consumers to buy right away, and is often a response to direct visual stimulation at the point of sale.

b. Strength, compulsion, and intensity

There is motivation to put things aside and act immediately.

c. Excitement and stimulation

There is a sudden urge to buy goods and is accompanied by emotions that are characterized as exciting, thrilling or wild.

d. Ignorance of consequences

The urge to buy goods becomes difficult to resist so negative consequences are often ignored.

1.2 Brand Image

According to the America Marketing Association (AMA) in Kotler (2012) a brand is a name, term, sign, symbol, or design, or a combination thereof, intended to identify the goods or services of the seller or seller group and to differentiate them. In general the image can be described with certain characteristics such as humans, the more positive the description, the stronger the brand image and the more opportunities for the brand's growth (Davis, 2000). Therefore brand image is the perception and belief carried out by consumers, as reflected in the association that occurs in consumer memory.

In the opinion of Keller (2009) measurement of brand image is subjective, meaning that there are no standard provisions for measuring brand image. Measurement of brand image can be done based on aspects of a brand, namely strength, uniqueness, and favorable.

a. Strengthness

Strength in this case is the superiority possessed by a brand that is physical and not found in other competing brands. Included in this strengthness group include physical appearance of the product, quality of all product facilities, price of the product compared to other products, and appearance of supporting facilities of the product.

b. Uniqueness

Uniqueness is the ability to distinguish a brand among other brands. This uniqueness arises from the product attributes that become a unique impression or differentiation between one product with another product that gives a reason for consumers that they have to buy the product.

c. Favorable

To choose what is preferred and unique about a brand, marketers must carefully analyze the consumer and the competition to decide the best position for the brand. Favorability (favorable) leads to the ability of the brand to be easily remembered by consumers.

IV. MATERIAL AND METHOD

Operational definitions of research variables :

1.3 Impulse Buying

Impulsive buying is an activity or buying process carried out by consumers at Zalora's online store spontaneously or suddenly without any intention or prior purchase plan based on emotional drive without any thought given when making a purchase. Consumers feel satisfaction when shopping for these fashion products without thinking about the positive or negative impacts that will arise afterwards. Frequent and unplanned buying activities by looking at supporting aspects such as spontaneity, strength, compulsion and intensity, excitement and stimulation as well as ignorance of the consequences. The higher the score of impulsive purchases, the more impulsive consumers who shop for fashion products at Zalora, the lower the score of impulsive purchases, the more consumers do not lead to impulsive behavior.

1.4 Brand Image

Brand image is a consumer's perception of an online store either a personal perception or an online store name that is easy to remember and has special characteristics that exist in Zalora's online store. Data on brand image is obtained through the scale of the brand image with the assessment indicators based on Strengthness, uniqueness, and favorable. Where if the higher the brand image score in an online store, the stronger the brand image of the online store in the minds of consumers.

V. RESULT

Activity	Total	Percentage
College Student	124	31,4%
Fresh Graduate	18	4,5%
Freelancer	18	4,5%
Housewife	14	3,46%
Employee Bank	37	9,42%
Lecturer	17	4,36%
General Employee	84	21%
PNS	38	9,6%
Entrepreneur	31	7,76%
Teachers	16	4%
College		
Senir High school	132	33,67%
Degree	244	62,24%
Mater Degree	16	4,09

Normality Test

	Impulse Buying	Brand Image
N Valid	392	392
Missing	0	0
Skewness	.198	.146
Std. Error of Skewness	.123	.123
Kurtosis	-.328	.314
Std. Error of Kurtosis	.246	.246

Based on table, it can be seen that for Impulse buying variable, the skewness value is 1.609 and the kurtosis value

Simple regression analysis result

is -1,33 (-2 to 2). Then for Brand Image variable skewness value 1.18 and kurtosis value 1,28 (-2 to 2). The indicates that the data distribution is normal.

Linearity Test

Variable	F	P	Description
Brand Image *			
Impulse Buying	91.650	.000	Linier

The result of linearity assumption test between brand image and impulse buying is F value 91.650 with linearity significance 0.000. This shows that linearity assumption between independent variable and dependent variable is fulfilled.

ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	3347.540	1	3347.540	90.629	.000 ^a
Residual	14405.335	390	36.937		
Total	17752.975	391			

- a. Predictors: (Constant), Brand Image
- b. Dependent Variable : Impulse Buying

Based on table, it can be seen that $F_{\text{statistic}}$ value = 90.629 with significance value of $p = 0.000$ ($p < 0.05$). The result of the analysis is meet the requirements of the hyphotesis test where $F_{\text{statistic}} > F_{\text{table}}$ and significance $p < 0.05$, then the hypothesis is accepted. So it can be concluded that brand image and impulse buying have a positive and significant effect at consumers of Zalora

Determination R Test

Model Summary

- a. Predictors: (Constant), Brand Image

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		

1 (Constant)	13.863	2.002		6.925	.000
Brand Image	.471	.049	.434	9.520	.000
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	
1	.434 ^a	.189	.186	6.07756	

Based on table above, it can be seen that the coefficient of simple regression analysis is 0.819 (R square). These result indicates that 18.9% of the fariance of impulse buying on consumers zalora is in influence by Brand image while rest is influenced by other factors.

Coefficients^a

a. Dependent Variable : Impulse Buying

Based on the table above it can be seen that the significant value is 0.000 (less than 0.05) which means that brand image has a positive and significant effect on impulse buying. It can be concluded that H_0 is rejected and H_a is accepted or in other words, the hypothesis is accepted. In addition, in the table above the resulting regression line equation is $Y = 13.863 + 0.471 X$. The variable brand image is represented by (X) and impulse buying is represented by (Y). Based on the regression line equation it can be explained that the constant value is 13.863 meaning that if brand image (X) is zero then impulse buying (Y) is positive at 13.863. The regression coefficient of the brand image variable (X) is 0.471, meaning that if the score on the brand image variable increases by one unit then impulse buying will increase by 0.471.

b. Additional analysis results

Variabel	Hyphotetical Data				Empirical Data			
	Mean	Maks	Min	SD	Mean	Maks	Min	SD
Impulse Buying	31,5	51	12	6,5	32,7	52	16	6,7
Brand Image	42	53	31	3,7	40,02	69	25	6,2

Based on these data, it can be seen that impulse buying has an empirical mean of 32.7 with a standard deviation of 6.7, while hyphotetical mean of 31.5 with a standard deviation 6.5. Next an empirical mean of brand image 40.02 is obtained with a standar deviation 6.2, where as a hyphotetical mean is 42 with a standar deviation of 3.7.

Impulse Buying categorization

Value Range	Categoritation	Amount	Persentation (%)
$X < 25$	Low	48	12,24%
$25 < X < 38$	Medium	243	61,99%
$38 < X$	High	101	25,77%
Amount		392	100%

In the variable impulse buying it can be seen that consumer zalora have moderate organizational citizenship behavior of 61.99% or as many as 243 people, followed by a high of 25.77% or as many as 101 people, and low with a percentage of 12.24% or as many as 48 people.

Brand Image categorization

Value Range	Categoritation	Amount	Persentation (%)
$X < 38$	Low	161	41,07%
$38 < X < 46$	Medium	180	45,92%
$46 < X$	High	51	13,01%
Amount		392	100%

In the variable brand image it can be seen that consumer zalora have moderate brand image of 45.92% or as many as 180 people, followed by a low of 41.07% or as many as 161 people, and high with a percentage of 13.01% or as many as 51 people

VI. DISCUSSION

Brand image has a positive influence on impulsive purchases. The positive influence gives the sense that the higher the brand image of a brand or store, the higher the impulsive purchases that appear to consumers who shop at the store. The results of the first hypothesis in this study have supported previous research which states that brand image has a positive effect on the emergence of impulsive buying behavior (Widiyati & Ghazi, 2018; Wulansari & Seminary, 2015). In other words, the appearance of impulsive buying behavior is also influenced by the ability of producers to create brand images in the minds of consumers.

In general, the results of this study are in accordance with the hypothesis raised by (Miftahul, 2017) which states that brand image has a significant effect on impulsive purchases where consumers tend to make impulsive purchases if the brand is sticking in their memories and has been tested quality. This is also supported by research (Andi, 2017) with the results of research that states that there is a positive influence between the high brand image of a fashion company on the impulsive buying behavior of consumers. The brand is used as a suggestion to identify the source of the product, meaning that a company that has a high brand image will make consumers easy to make purchases, it happens when consumers are in the store, where consumers will buy many products in the store, whereas the initial plan of the consumer will only buy just one item. In addition, a strong interest in brand attitude also makes consumers more spontaneous and put aside other things in shopping.

In this research, it is known that the Zalora brand image is classified as being followed by impulsive buying which also tends to be moderate. This can be seen from the number of consumers who prioritize brand image when shopping at Zalora is classified as moderate as many as 180 (45.92%), as well as impulsive buying behavior that appears also as moderate as 243 (61.99%). This is evident that Zalora has a brand image that can create impulsive buying behavior for consumers. This is because the image that has been formed on Zalora has given the impression in the minds of buyers, with the increasingly known and remembered Zalora in consumers' minds it will further facilitate the emergence of

impulsive buying behavior. If Zalora is increasingly known to consumers, consumers will feel safer and more confident in making purchases. Consumer decisions to buy at Zalora sometimes no longer consider other online stores.

The results of this study are also consistent with interviews with several subjects who are Zalora consumers, consumers say they have no doubts when shopping at Zalora, because Zalora is a well-known and quality-tested online fashion store, besides that Zalora also often provides attractive discounts make consumers "dark eyes" in shopping, consumers state that if they have entered the Zalora application with an initial plan just to look around they often buy some products that they did not plan beforehand and once again they do not need to doubt the quality of the goods the items they bought at Zalora. Based on this, it can be concluded that brand image has a strong enough influence on the appearance of impulsive buying behavior.

VII. CONCLUSION

1. The partial correlation value of brand image and impulsive buying is 0.477 with a significance of 0.000 ($p < 0.05$). This means that brand image has a positive and significant influence on Zalora's impulsive buying of consumers. Thus the stronger the brand image of consumers towards Zalora, the stronger the impulsive buying behavior that emerges.
2. The value of the partial correlation of Locus of control and impulsive purchases is 0.124 with a significance of 0.029 ($p < 0.05$). This means that Locus of control has a positive and significant influence on impulsive purchases. Based on the Locus of Control categorization, locus of control powerful others have the most influence on the emergence of impulsive buying behavior, and then followed by the Internal Locus of control and the External chance Locus of control.
3. Based on the results of multiple regression analysis using the stepwise method, brand image has a greater influence in influencing the appearance of impulsive buying behavior than the Locus of control.
4. The contribution of brand image and Locus of control to impulsive purchases of consumers who shop at Zalora online stores is 25%, while the remaining 75% is influenced by other variables not examined in this study.
5. Zalora online store consumers in Medan generally have impulsive purchases, brand image and Locus of control in the medium category.

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