



The Influence of Gender and Social Environment on Impulse Buying Behavior of ShopeePay Users in Purwakarta District (Case Study on Generation Z)

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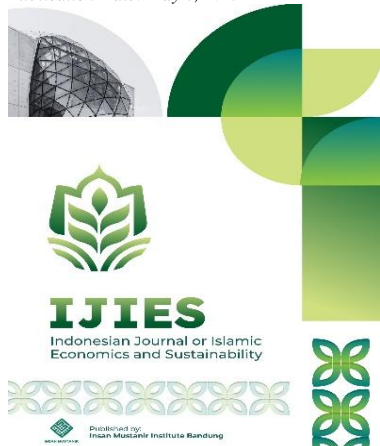
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Abstract

Purpose – To analyze the influence of gender and social environment on impulsive buying behavior among ShopeePay users in Purwakarta Regency, particularly within Generation Z

Methodology - This study uses a quantitative descriptive-verificative approach using non-probability sampling with 100 respondents. Data were collected through questionnaires and analyzed using multiple linear regression with the assistance of IBM SPSS version 27.

Findings - The results revealed that, partially, gender has a positive and significant effect on impulsive buying behavior ($p = 0.000$; $t = 5.948 > 1.985$), while the social environment has a negative and significant effect ($p = 0.001$; $t = 3.595 > 1.985$). Simultaneously, both variables significantly affect impulsive buying behavior with an F value of $10.018 > F$ table 3.09 and a significance level of 0.000. The coefficient of determination (R^2) was 0.171, indicating that 17.1% of the variation in impulsive buying behavior is explained by the independent variables.

Implication -The implications suggest that gender-based marketing strategies and social influence dynamics should be considered by digital commerce practitioners, especially in designing promotional campaigns and enhancing user engagement on e-commerce platforms.

Originality - This article presents lies in its focus on ShopeePay users in a semi-urban area (Purwakarta Regency) and its contribution to the literature on impulsive consumption behavior among Generation Z in the context of digital wallets.

Keywords: Gender, Social Environment, Impulsive Buying Behavior, ShopeePay, Generation Z.

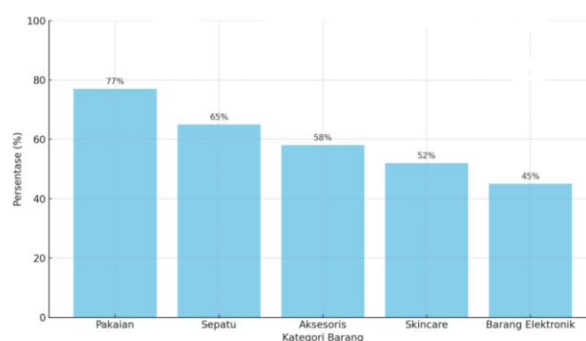
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1. INTRODUCTION

Impulsive buying behavior is a phenomenon that often occurs in everyday life, where it has become a common tendency for consumers around the world. This impulsive buying often has a negative impact on a person's finances and well-being, where a person shops only to fulfill his desires and fulfill his sense of self-satisfaction (Rook, 1987). The development of information technology in Indonesia is growing rapidly, with the existence of *E-Commerce* and the internet network makes it easier for people to shop online both in accessing products (Herawan et al., 2022), making transactions and providing various promotional stimuli that cause impulsive buying behavior or sudden purchases (Verhagen & Van Dolen, 2011).

The development of online business at this time is what has caused people to change their shopping lifestyle patterns (Juliana et al., 2024; Kurniasih et al., 2021), which initially involved shopping offline, but now people shop online more often and enjoy it because apart from being practical, it also makes it easier for people to buy goods anytime and anywhere without having to go to the store. Now the development of technology in Indonesia also has various payment methods, making it easier for people to make transactions. The existence of this digital wallet can speed up the payment process, which in turn increases the possibility of someone making spontaneous purchases (Utami & Nugroho, 2021).

One of the payments available in E-Commerce Shopee is ShopeePay. With ShopeePay, people can easily buy products or goods anywhere and anytime spontaneously, thus creating an urge to buy immediately in order to get pleasure without considering the consequences after buying it, so that it can trigger impulsive buying behavior. The purchases of goods that are made impulsively include clothes, shoes, accessories, skincare and electronics. The following is a table of goods purchased impulsively:



(Source : Gitnux, 2023)

Figure 1.1

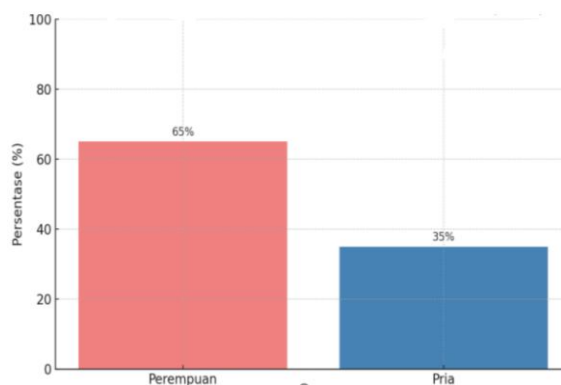
Top Categories of Impulse Purchased Items

Based on Figure 1.1 data obtained from Gitnux (2023), that 77% of the top categories of goods that are often purchased impulsively are physical goods in the form of clothing, shoes, and accessories. This is in line with online shopping behavior in Indonesia which is dominated by generation Z (Juliana et al., 2025). In the research of Fahrezy et al. (2023), generation Z is known as the internet generation or net generation, which is very connected to technological developments and has a tendency towards Fear of Missing Out (FOMO). This tendency makes them want to always follow trends and participate in digital consumption activities.

According to Purwaningsih & Nurhadi (2021) Based on the results of a survey conducted by The Asian Parent at the end of 2017, it showed that out of 1093 respondents, 73% made purchases online, and of that total, 80% were made impulsively, especially by women in Indonesia.

Figure 1.2

Who Often Make Impulsive Purchases



(Source : Gitnux, 2023)

Based on figure 1.2 above that women are more likely to make impulsive purchases than men. Compared to men, women are considered to have higher emotions (Tifferet & Herstein, 2012). When buying goods or products, women have a higher tendency than men (Puspitayanti et al., 2022). Women tend to be more emotional in purchasing decision making than men, making them more susceptible to impulsive purchasing behavior, especially for products such as clothing, shoes, and skin care (Herabadi, Verplanken, & van Knippenberg, 2009). Meanwhile, for men, electronic goods are the most common impulse purchases made via the internet, so that greater impulsive tendencies in women (Nadhira & Lusiria, 2023).

In addition to gender, factors that influence impulsive buying are the social environment. Social environment has a positive and significant influence on impulsive buying behavior through online stores (Wahyudi, S, 2022). Similarly, research conducted by Sari & Dewi, (2023) stated that the social environment has a significant influence on impulsive buying behavior among Indonesian students. A pleasant social environment (such as a store atmosphere and friendly staff) increases the tendency of impulsive buying among women (KC & Tamang, 2022). The social influence of social media increases the motivation for enjoyable shopping, which in turn encourages impulsive buying (Wijaya, R., & Kurniawan, B, 2021). Social presence creates a more lively shopping experience, encouraging impulsive buying decisions (Wu, J., & Li, Y, 2022).

2. LITERATURE REVIEW

Gender

Gender is defined as a combination of masculine and feminine attributes that influence the social and cultural psychology of individuals. It reflects the differences between individuals and their environment in society, not biological differences, but social and cultural constructions that influence society's perception of individuals (Aniqurrohman (2022). Gender is a social construction that is formed through complex interactions between various factors such as religion, culture, economy, and politics. Understanding the reality of women's lives requires an approach that considers the various layers and elements that form it (Abdullah, 2001). Gender is the difference in roles, functions, and responsibilities between men and women which is the result of social and cultural construction of society, not because of biological differences (Fakih, 2006).

According to Fahrezy et al. (2023) stated that gender is defined as the differences in nature, roles and positions that are very inherent in women or men both in terms of social and cultural. It is explained in the Women's Studies Encyclopedia that gender is a cultural concept used to differentiate roles, characters, mentality, emotional attitudes between women and men.

According to Ressay Efriani (2022) Gender is often identified with sex, even though in reality gender and sex are different. Gender dimensions and indicators according to namely:

1) Access

Activities carried out by a person to use technology, networks, or data.

2) Participation

The active involvement of a person in an activity or process that includes mental and emotional aspects.

3) Control

The ability to regulate and control oneself in relation to emotions.

4) Benefit

A positive outcome, benefit or value obtained from a particular action or situation.

Social Environment

The social environment is a place where each individual can carry out daily activities, both in the family, school, and community environments (Asmuni, 2019). The social environment is a community environment where there is interaction between individuals and other individuals in it (Walgito, 2003). The social environment includes the physical and social settings where people live or where something happens or develops, including the culture and institutions that interact with individuals (Barnett & Casper, 2001).

According to Noneng et al. (2020) The social environment is all interactions that occur in society, either directly or by observing what other people are doing and wearing. According to Pujiastuti et al. (2022) Social environment is the existence of a person in a place or atmosphere such as a work environment, home environment, school environment, and so on.

According to The Last Supper (2023) Social environment is a condition where a person interacts with others and there is a reciprocal relationship between one and another.

Dimensions and indicators of the Social Environment according to The Last Supper (2023) that is :

1) Family environment

That is, where the home atmosphere and family economic situation can influence someone to make impulsive purchases.

2) Peer environment

That is, by influencing each other, it can lead to impulsive purchases.

3) Surrounding community environment

That is, observing what happens in the surrounding environment can trigger someone to make impulsive purchases.

4) Social media

That is, the attractiveness of advertising on social media can lead to impulsive purchases.

Impulse Buying Behavior

Impulse buying behavior is an unplanned purchasing decision, often triggered by a strong emotional urge after exposure to external stimuli, such as promotions or product displays (Amos, et.al., 2014). According to Ahmadi (2020), impulsive buying behavior is the act of buying suddenly without planning, often influenced by external factors such as sales promotions, lifestyle, and ease of access through e-commerce. According to Aji (2022), impulse buying is the act of buying without having any prior problems or intentions or intentions to buy that are formed before entering the store. According to Noneng et.al. (2020) impulsive buying is a person's action in buying a product suddenly when looking at the product. This factor becomes a stimulus for a person to make an unplanned purchase, both factors from within the individual and from outside. These internal factors include lifestyle and hedonic shopping motivation. According to Fahrezy et.al. (2023) Impulse buying is a spontaneous buying behavior that is described by fast navigation and the desire to own. This impulsive buying usually does not think clearly, this is due to the influence of emotional attitudes in a person because of an interest in an item and wanting instant satisfaction. Dimensions and indicators impulsive buying behavior according to namely:

1) Spontaneity

That is, this purchase is unexpected and encourages consumers to buy now.

2) The urge to buy immediately

That is occurs when a person feels tempted or compelled to make a purchase without careful consideration or prior planning.

3) Pleasure and stimulation

This occurs because there is a stimulus within a person to buy a product because of the desire to get instant pleasure or satisfaction.

4) Indifference to consequences

It is a desire to buy that cannot be resisted and not considering the consequences or impact of their purchasing decisions.

3. METHODOLOGY

The method used in this study is a quantitative research model with a descriptive verification method. The population in this study are ShopeePay users in Purwakarta Regency in Generation Z. By using non-probability sampling with the method used Accidental Sampling.

4. RESULTS AND DISCUSSION

Partial Test (T-Test)

Based on the analysis results, it can be explained as follows:

- 1) It is known that the significant value for the Gender variable (X1) on Impulsive Buying Behavior (Y) shows a significance value of $0.000 < 0.05$. And the calculated t value $> t$ table $5.948 > 1.985$. It can be concluded that the Gender variable (X1) has a significant positive effect on Impulsive Buying Behavior (Y).
- 2) It is known that the significant value for the Social Environment variable (X2) on Impulsive Buying Behavior (Y) shows a significance value of $0.001 < 0.05$. And the calculated t value $> t$ table $3.595 > 1.985$. It can be concluded that the Social Environment variable (X2) has a negative and significant effect on Impulsive Buying Behavior (Y).

Simultaneous Test (F Test)

This F test aims to test whether there is a simultaneous influence of each independent variable on the dependent variable. The basis for making this decision is if the significance value < 0.05 or F count $> F$ table, then there is an influence of variable X on variable Y and vice versa, if the significance value > 0.05 or F count $< F$ table, then there is no influence of variable X on variable Y.

Based on the test results, the value can be determined it can be seen that the significance value for the influence of Gender and Social Environment on Impulsive Buying Behavior is $0.000 <$ and the calculated f value is $10.018 > f$ table 3.09 . so it can be concluded that simultaneously Gender (X1) and Social Environment (X2) have a joint and significant influence on Impulsive Buying Behavior (Y).

Discussion

Based on the results of the two hypothesis tests, it can be seen that they are in accordance with the researcher's objectives regarding the influence of Gender and Social Environment on Impulsive Buying Behavior of ShopeePay users in Purwakarta Regency, as follows:

1. The Influence of Gender on Impulsive Buying Behavior of ShopeePay Users in Purwakarta Regency

Based on the results of statistical data analysis, it can be proven that Gender has a positive influence on Impulsive Buying Behavior, this can be proven from the results of the t test (partial test) that the calculated t value is greater than the t table value with a value of 1.985 , so the calculated t value $> t$ table ($5.948 > 1.985$). Then the significance value is also seen with a standard of < 0.05 ($0.000 < 0.05$). So it can be concluded that H_0 is rejected and H_1 is accepted, meaning that the Gender variable has a positive and significant effect on Impulsive Buying Behavior in ShopeePay users.

Based on the results above, it can be concluded that the results of this study are in line with previous research conducted by (Ravenska & Zulvia, 2019) which states that gender influences impulsive buying behavior, and women are more dominant and tend to have impulsive shopping

desires compared to men. And according to (Purwaningsih & Nurhadi, 2021) stated that women have a high level of desire and spend more time at shopping centers, whether to eat, shop or just look around, compared to men.

2. Influence of Social Environment on Impulsive Purchasing Behavior of ShopeePay users in Purwakarta Regency

Based on the results of statistical data analysis, it can be proven that the Social Environment has a negative influence on Impulsive Buying Behavior, this can be proven from the results of the t test (partial test) that the calculated t value is greater than the t table value with a value of 1.985, so the calculated t value > t table ($3.595 > 1.985$). Then the significance value is also seen with a standard of < 0.05 ($0.001 < 0.05$). So it can be concluded that H_0 is rejected and H_2 is accepted, meaning that the Social Environment variable has a negative and significant effect on Impulsive Buying Behavior in ShopeePay users.

Based on the results above, it can be concluded that the results of this study are in line with previous research, namely (Pujiastuti et al., 2022) which states that the Social Environment influences Impulsive Buying Behavior, the direct influence of the social environment can be through family, friends, best friends, relatives and so on. This is also in line with research (Noneng et al., 2020) that the Social Environment shapes a person's personality and influences a person's behavior. If the environment is good, it will shape a person's personality and behavior to be good too, and vice versa.

3. Influence of Gender and Social Environment on Impulsive Buying Behavior of ShopeePay Users in Purwakarta Regency

Based on primary data (questionnaires) that have been processed by researchers with the help of SPSS 27, the results of this study indicate that Gender and Social Environment significantly influence Impulsive Buying Behavior. This is evidenced by the results of the f test (simultaneous) having a calculated f value greater than the f table with a value of 3.09, the calculated f value > from the f table ($10.018 > 3.09$) with a significance value with a standard of less than 0.05 ($0.000 < 0.05$). So it can be concluded that H_0 is rejected and H_3 is accepted, meaning that the variables Gender and Social Environment have a significant effect on Impulsive Buying Behavior in ShopeePay users.

Based on the results above, it can be concluded that the results of this study are in line with previous research conducted by (Ali et al., 2022) which states that Gender and Social Environment have a significant influence on Impulsive Buying Behavior.

5. CONCLUSION

Based on the results of research and discussions that have been carried out previously by relying on the problems that have been formulated in the previous chapter, the following conclusions can be drawn:

First, gender has a significant positive influence on Impulsive Buying Behavior of ShopeePay users in Purwakarta Regency. Second, social environment has a negative influence on Impulsive Buying Behavior of ShopeePay users in Purwakarta Regency. Truth, together, Gender has a significant positive influence on Impulsive Buying Behavior of ShopeePay users in Purwakarta Regency, and Social Environment has a negative influence on Impulsive Buying Behavior of ShopeePay users in Purwakarta Regency.

Author contribution statement

Fina Widiawati	: Writing, instrument analysis
Ropi Marlina	: Conceptual, Data analysis
Indra Maulana,	: Instrument analysis
Ashri Hidayati	: Literature review
Cecep Soleh Kurniawan	: Translator

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