

The Effect of Internet Use Intensity Mediated by Neuroticism on Impulsive Buying by Teenage Women

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ABSTRACT. This study aims to determine the relationship between the intensity of Internet use with impulsive purchases, and how the influence of the intensity of internet use mediated by neurotic on impulsive purchases. Subjects in this study amounted to 48 female teenagers aged 18-21 years in Malang who are actively using the internet. This research uses non-probability sampling with judgment sampling technique. The research instrument used impulsive buying tendency scale test, neurotic scale of big five inventory and Internet related problem questionnaire. The results of this study indicate there is a relationship between the intensity of internet use with impulsive purchases, there is a relationship between the intensity of internet use with neuroticism, there is a relationship between neuroticism with impulsive purchases. However, there is no strong influence of the intensity of internet use on impulsive purchases if the personality of neuroticism owned by individuals is high.

Keywords: Internet, neuroticism, impulsive buying, teenage women.

Introduction

Shopping is a daily routine nowadays. Going shopping, individual could fulfill their daily needs. In some conditions, to buy something or to go shopping can cause buyers become impulsive before a careful consideration have been made. Their inability to control the desire to buy any belongings will push them to do anything as long as their needs are fulfilled (Lejoyeux and Weinstein, 2010).

Shopping without any careful consideration or emotional buying can also be called as an impulsive buying (Blackwell, Miniard, and Engel, 2006). Engel explained that an impulsive buying has a very strong and positive feeling towards specific products, until finally consumers decided for purchase without careful consideration on its consequences. Verplanken and Herabadi (2001) stated that

variables in shopping environment such as the products' package, advertisement, food's aroma, interesting colors, and a joyful music could trigger customers to buy or to have more positive moods. According to Herabadi's experiments, an estimated of 65% buying decisions in all the supermarket is inside a store and about 50% more of that buying is categorized as an unplanned buying. That finding is supported by Beatty and Ferrel's opinion that states when a consumer is doing a window shopping beforehand, it incites a positive mood and encouragement to buy the products. Both could affect the entire evaluation of products. As a result, it is more than often for the consumer to buy before any planning on buying those products. That phenomena happen because of positive mood which incites a positive appreciation to themselves—that they feel having freedom to act and behave so that they can maintain that positive feelings. Thus, an evaluation of the products in general are positive and if their self control is low, it will invite the consumer to buy such products, even though it is unplanned.

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Emotional buying or unplanned buying is one of psycho-economic's phenomena that is epidemic for large number of individuals, especially for those living in the city centre. This is one of important aspects is as to the supplier and the buyer, because of the negative effects result to the buyer and to the general population (Gwin, Roberts and Martinez, 2005). A review with emotional buying as the topics can be something that is interesting as well as important to do concerning that there are few experiment showed, there are short-term and long-term period consequences (Workman, 2010). Even though the short-term period's consequences have a positive value to the affected buyer but in the long-term period it could cause a great damage to the individual and the general population.

Short-term consequences could have a positive value such as stress and tensional reliever (Rindfleisch, Burrough & Denton, 1997), an advancement to personal concept (Faber and Christenson, 1996), and an advancement to interpersonal relationship (Faber & O'guinn, 1992). While in the long-term consequences, it is a liability in both economic and psychologic aspects such as a high credit card bills, low amount of savings, involved in a legal problems, incites a low self esteem, guilt, depression, anxiety, frustration, and also incites an interpersonal conflicts (Roberts, 1998). In the end, an uncontrollable amount of debt as the result of intentional buying could cause the creditor affected by the normal market (Workman, 2010).

Intensity of internet use to see the relationship between the frequency of emotional buyer also determined by the intensity of such population of teenage women on social media. According to Kominfo's data, the total amount of internet use in Indonesia by 2014 has reached about 82 million users or equivalent to 30% of the total Indonesian population. This data showed that Indonesian general population are to develop from traditional society to modern one. Based on the data, online shopping technology will increase tremendously in the upcoming years, Indonesian's internet use will increase and this is not only happening in Indonesia but through out the world. Therefore, the present economic's agent are adapted and in collaboration with the availability of the internet so that the economic activity could simultaneously run without place and time boundary. Online shopping itself is easy

to do because the economic's agent behind those shops are not only person with an IT background, but many of them are stay at home moms, students, and people that spend their time working from home as a side job. Online shop business is increasing tremendously in present year and also a trend in the web surfer's population. Various stories about online shops and testimonials are frequently found. As a result, the intensity of teenage women's activity in social media could also affect the emotional buying.

Researcher focused the study on emotional buying in teenage women age 18-21 years old who are active on social media. The average of emotional buyer are within the teenage years and early twenties even though it is not impossible for the individual in the early thirties (Christenson, Faber & Mitchell, 1994). The findings are strengthen by another study conducted by Gwin et al. (2004) who found between the period of 18 years old to 21 years old teenage have a high tendency of emotional buying, with the percentage of 52% of 447 respondents. However, emotional buying basically could happen to anyone with different income, even to the high income buyers, they are not immuno to impulsive or emotional buying.

Based on the difference between genders, the amount of subjects who experience emotional or impulsive buying are women. This result is compatible with a survey in clinical field conducted by McElroy, Keck, Pope, Smith and Strakowski (1994) which shows that up until 80% to 95% impulsive buying are done by women. The result above is supported by the findings of Dittmar (2005) which done a survey in England found up to 92% respondents were women. From this result, it can be concluded that the difference between genders could affect emotional or impulsive buying.

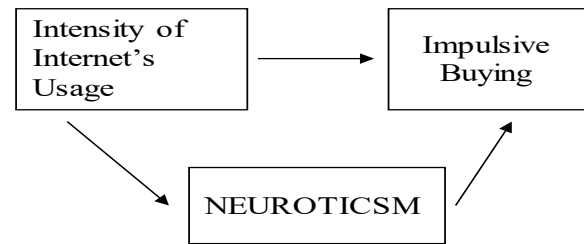
Positive effects between internet or intense social media use to the acts of impulsive buying are proved in a previous experiment by Sun and Wu (2011) and Winantha (2013). In their experiments, it is mentioned that one of the way that positively affects a person to impulsive buying is advertising (Park & Lenon, 2009). An easy access in obtaining information and a huge amount of freetime to browse while using the internet will decrease a person's ability to decrease self control and to encourage a person to do an impulsive buying online (Costa & Laran, 2003; Vohs & Faber, 2007; Zhang dan Shrum,

2008). In addition, internet as technology is found does not mold the behaviour of impulsive buying, but providing for the consumer a range of shopping venue or source and the ability to complete the buying in a short time could encourage an impulsive buying behaviour.

Several experiments are found to reveal the correlation between the intenseity of internet use and online impulsive buying, while just a few are observing the frequency of impulsive buying in an offline store or live interactions. As it was revealed by Sun and Wu (2011) which stated that offline buying is as a result of a positive thought of process (good mood) while using the internet has resulted in unplanned buying.

Neuroticism includes negative moods, such as anxiety, sadness, easily flustered, and tense. This dimensions are having a positive relationship with emotional buying. The nature that exist in this dimension such as: individual tendency to psychological distress, unrealistic ideas, excessive needs/desire, and improper coping reaction (Costa &McRae, 2005). Coping reaction is corespondence with cognitive and emotional ability of individual. People with neuroticism have improper coping mechanism. This correlates with the tendency for impulsive buying. This buying are marked by conflicts between emotional and cognitive considerations (Verplanken and Herabadi, 2001). These 'conflicts' are won by the emotional aspects of individual doing irrational buying. Therefore, the person with this type of behaviour have a high tendency to buy something without any high consideration.

Based on the the description above, the researcher is able to hypothesize the effects of internet use intensity on the level of emotional buying mediated by neuroticism personality and how its effects the level of emotional buying. This experiments are conducted to evaluate the relationship between media social use to emotional buying and how the intensity of internet use are affecting that are mediated by neuroticism in emotional buying.



Picture 1

Hypothesis

1. There is a corelations between internet's usage with emotional or impulsive buying
2. There is a corelations between internet's usage with neuroticism
3. There is a corelations between neuroticism with emotional or impulsive buying
4. There is a corelations between a high internet's usage with emotional or impulsive buying in an individual with a high tendency of neuroticism

Experiment Method

Experiment Subject

The subject of this experiment is 48 teenage women age 18 to 21 years old in Malang who actively used the internet. Mean's subjects age is 19 years old. This experiment is using non probability sampling and judgment sampling.

Experiment Instrument

To measure the implusive buying, Impulsive Buying Tendency Scale (ITBS) which are created by Verplanken and Herabadi (2001) is used in this study. The measurement scale used is cognitive and afective aspects. IBTS scale is a scale with a Likert model scale. Likert scale is a scale arranged to measure behaviour, arguments, person's perception about an event or social events as a experiment's variable (Riduwan, 2009). IBTS scale consists of 20 questions with 5 choices of answer in each response in this scale there is a favorable type of questions and unfavorable type of questions with a response point of 1-5. Sample item : *I usually only buy things that I intend to buy.*

Moderate variable in this experiment is neuroticism, a scale to measure a neuroticism is a big five inventory which its realibility have been measured by Neila Ramadhani with

reability of each dimension is extraversion for 0.73 agreeableness for 0.76 conscientiousness 0.78 neuroticism 0.74 and openness 0.79. The researcher is using only neuroticism aspect in the scale. Example: *I remain calm in when I am in tense.*

Variable X in this experiment is internet use intensity. This instrument is to measure a situation where an individual excessively uses social media they owned using Internet related problem questionnaire which is developed by Lynnette Armstrong, James G Phillips and Lauren L. A consists of twenty items questionnaire with reability test for 0,896. Sample item: *I can forget my problems using internet.*

Data Analyses Technique

Data analyses technique is using SPSS 21 and regression test, in which to test the effects of its moderator variable and to test result X and Y.

Result and Discussion

The experiments involve the role of MEDIATED variable according to Baron & Kenny (1986) have the correlations with another independent variable. Based on the result obtained there is a high significant correlations between internet addiction and neuroticism ($r=0,381$; $p<0,001$). Furthermore, it is explain in the Table 1.

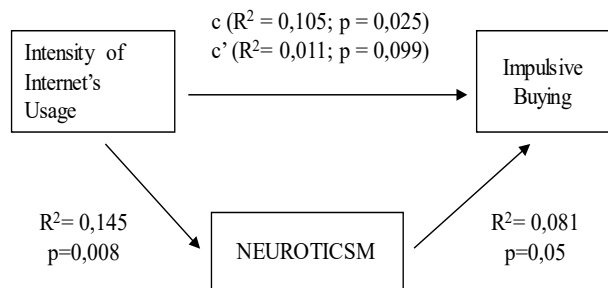
Table 1 Correlations Between Variables

VARIABLE	MEAN	S.D	1	2	3
Emotional buying	69.54	7.331			
Internet usage intensity	62.96	10.419	0,324*		
Neuroticism	26.44	2.641	0,284*	0,381**	

* $p<0.05$; ** $p<0.01$

In addition, a hypothesis test are conducted with regression analyses gradually involving a simple regression method and doubled regression. There are three steps hypothesis test and they are: model 1 explained the effects of excessive internet use to neuroticism; model 2 to see the effects of excessive internet use to impulsive buying; and model 3 to see the effects of neuroticism and excessive internet use to impulsive buying. Mediated testing is done with the expressed terms and conditions by Baron&Kenny (1986) such as: (1) independent variable (internet use intensity) is significantly

affect to a mediated variable (neuroticism); (2) mediated variable (neuroticism) have a significant effects to dependent variable (impulsive buying); (3) independent variable (internet use intensity) affects significantly to dependent variable (impulsive buying). MEDIATED occurs when the effects of independent variable (internet use intensity) to dependent variable (impulsive buying) became less significant after controlling mediated variable (neuroticism) which can be observed by doubled regression. As a result, it can be categorized as a full MEDIATION. While partial MEDIATION is occurred when independent variable (internet use intensity) is significantly affected by dependent variable (impulsive buying) when the mediated variable are controlled (neuroticism) but its effects are less. Regression result are explained in the figure below:



Based on figure 2, there is a significant relationship between internet addiction to impulsive buying, that is showed by ($R^2=0,105$, $p < 0,05$). It can be concluded that internet use intensity significantly affects to impulsive buying, where internet addiction is contributed up to 10.5% to predict impulsive buying. Internet use intensity also showed a significant effects to neuroticism ($R^2= 0,145$; $p < 0,01$), where neuroticism could predicts up to 14.5% by internet use. Therefore, neuroticism could have a significant effects to impulsive buying while internet addiction is included in regression equation ($R^2 = 0,011$; $p > 0,05$). In the 3rd model, it showed that internet use does not have significant effects to impulsive buying when neuroticism is controlled. The result concluded that there is no MEDIATED where internet use intensity to impulsive buying are significant in the early conditions ($p < 0,05$) to become less significant ($p > 0,05$), and only affected 1,1% to impulsive buying. Based on this hypothesis, the experiment is rejected, where internet use intensity does not significantly affect impulsive buying through neuroticism.

This experiment proves that internet use intensity affects significantly to impulsive buying, which indicated that the excessive of internet use could affect the increase of impulsive buying or otherwise. Positive effects between excessive internet use and social media—its effects to previous impulsive buying behavior—have been proven by previous experiment conducted by Sun and Wu (2011) and Winantha (2013). In those experiments, it is explained that one way to significantly influence someone to avoid impulsive buying is through advertisement (Park&Lenon, 2009). Easy access to obtained information and the huge amount of free time while surfing the web will lessen the effects in self control and to ‘push’ someone to do an impulsive online buying (Costa & Laran, 2003; Vohs & Faber, 2007; Zhang dan Shrum, 2008). Internet technology does not only formed the impulsive buyer to be an impulsive consumer but it is more to trigger them to shop and to complete their transactions in a short time period.

Internet use intensity to impulsive buying cannot be strengthened by involving neuroticism as a mediator. The overall result of the experiment does not prove that to improve or to maintain impulsive buying behaviour, neuroticism did not play a significant role as a mediator. A high neuroticism did not increase the intensity of internet usage. Thus, it can be concluded that the intensity of internet usage has no significant effect on impulsive buying through the strengthening of neuroticism values. This supports from previous studies suggesting that impulsive buying is greater when responding to external stimuli (eg. situational factors such as store arrangement, ad promotion), whereas compulsive buying is the result of internal stimuli such as personality, anxiety, neuroticism (DeSarbo & Edward, 1996; Sun & Wu, 2011). Therefore, the variable of neuroticism which is an internal stimulus is less appropriate to be a mediator variable between internet addiction with impulsive buying.

Conclusion

From the results, it can be concluded as follows:

1. There is a relationship between the intensity of internet use with impulsive buying, the hypothesis is accepted.
2. There is a relationship between the intensity

of internet use with neuroticism, the hypothesis is accepted.

3. There is a relationship between neuroticism with impulsive buying, the hypothesis is accepted.

4. There is no strong influence of intensity of internet use on impulsive buying when the personality of neuroticism owned by the individual is high, the hypothesis is rejected.

This study can not be separated from the limitations of research include: First, the subject of research is still limited so that the results of research has not been fully applicable. Second, the lack of control during data collection process. Scale of the study is distributed and collected at lack of time, so the possibility of learning process or filling scale form is influenced by situational factors such as the influence of other research subjects or lack of enthusiasm to fill the questionnaires. Third, the hypothesis of MEDIATION from neuroticism to the effect of excess internet use on impulsive buying is not proven, so it is expected that the next researcher can choose another variable which is an external stimulus that can influence impulsive buying.

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