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## **THE ROLE OF SELF-CONFIDENCE IN MEDIATING INFLUENCERS, MATERIALISM, AND THE SOCIAL ENVIRONMENT ON ONLINE IMPULSE BUYING IN INDONESIA**

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**Abstract.** *Impulse buying behavior will open up opportunities for business actors, where business actors have the opportunity to fulfill consumer desires by providing a wide choice of products or services and encouraging consumer impulse purchases. Business actors need to know the determinants of consumer impulse buying. This research aims to determine the determinants of online impulse buying as seen from influencers, materialism, and the social environment with self-confidence as a mediator, so that businessmen can implement appropriate business strategies to encourage consumers impulse buying behavior. The data collection technique used an online survey with the Google Forms survey platform. This data was then distributed via social media such as WhatsApp (personal and group contacts), Instagram, and X (Twitter). The questionnaire in the research was given to the entire population, and they were consumers who shop online. The data analysis used in hypothesis testing was Structural Equation Modeling (SEM) with SmartPLS. This study was successful in determining the effects of materialism, social environment, and self-confidence on online impulse buying, but it was unable to confirm the influence of influencers on online impulse buying. Data from studies revealed that self-confidence could mediate the influence of influencers and the social environment, but it failed to demonstrate the importance of self-confidence in moderating the influence of materialism on online impulse purchases.*

**Keywords:** *influencers, materialism, social environment, online impulse buying.*

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## Introduction

Along with the advancement and growth of communication technology, the internet has now become one of the most significant things for society. The Internet as a marketing channel tends to stimulate impulsive consumer purchases (Cavazos-Arroyo & Máñez-Guaderrama, 2022). Impulse buying via internet channels varies from e-commerce to social commerce (Akram et al., 2018), and the process begins with the impulse to buy impulsively and continues until the purchase is accomplished, without regard for the negative repercussions of the action (Utama et al., 2021). According to We Are Social, 178.9 million Indonesians made online purchases of US\$55.97 billion (Rp. 851 trillion) between 2022 and early 2023. According to User Interface Engineering, nearly 40% of online shopping transactions are classified as impulse purchases (Prihadi et al., 2022), while Wu et al., (2020) stated that more than 50% of online shopping is classified as impulse purchases, demonstrating the importance of studying impulse buying behavior and to further understand this behavior, considerable effort has been devoted to research (Fu et al., 2018).

The phenomenon of online impulse buying has been extensively studied in general online contexts (Sundström et al., 2019 dan Wu et al., 2020) as well as in social media commerce contexts (Abdelsalam et al., 2020; Liu et al., 2019; Setyani et al., 2019). Online impulse buying is primarily concerned with uncontrollable customer behavior when exposed to online cues from e-stores (Amos et al., 2019). The increased usage of social media is also driving online impulse purchases. According to Influencer Marketing Hub, the global sales value via social media is anticipated to be \$732 billion in 2021, with an average annual growth rate of 31.54%, and is expected to reach \$2.9 trillion in 2026. Since the rise of social media platforms, certain people's accounts now have the chance to get more followers, allowing the account owner to become an influencer. Influencer marketing has emerged as a critical tactic to employ (Lee et al., 2022). Because of the high degree of effectiveness and low cost of employing influencers in marketing compared to traditional marketing, it is expected that many organizations continue to expand their budgets for marketing using influencers (Gamage & Ashill, 2022).

Ease of shopping also increases interest in shopping to fulfill material needs such as appearance needs or showing social status often called materialism (Cuandra & Kelvin, 2021). Usually, individuals who adhere to extreme materialism seek dignity and social status (Doosti & Karampour, 2018). Several researchers have examined the relationship between impulse buying and materialism (Cuandra & Kelvin, 2021; Barakat, 2019; Mukhtar et al., 2021). If a materialist wants to own an item, he may buy it without thinking or considering it first and the worst is shopping for fulfilling desires.

Family, friends, classmates, coworkers, and so on also stimulate impulsive purchasing (Pujiastuti et al., 2021). This social atmosphere serves as a guideline for where to make a purchase. A person begins their consumption activities by purchasing items that their friends wear to imitate their style and conceal their flaws to gain recognition and attention from their surroundings. Unfortunately, if qualities are set too high based on wishes rather than needs, these spending activities become excessive and lead to impulsive purchases. Self-confidence is a feeling of trust in one's abilities and judgment to complete a task. When someone has self-confidence, they are optimistic and embrace their talents to deal with anything. According to Dörnyei (2018), the concept of self-confidence is intimately tied to the concept of self-esteem. Self-confidence comes from the outside, it is frequently easier to develop than self-esteem (Jack, 2020).

Studies have investigated intrinsic characteristics that drive impulse buying, such as materialism (Cuandra & Kelvin, 2021; dan Barakat, 2019), proving that materialism leads to impulsive buying. According to Maison & Adamczyk (2020) materialistic customers are more likely to spend money than less materialistic consumers. Mukhtar et al., (2021) discovered that materialism had a strong and significantly favorable influence on impulse buying, however, because this study only included female respondents, it is not typical. Furthermore, Kim & Kim (2021) said that influencers, in conjunction with the increased usage of social media, can induce impulse purchases (Jegham & Bouzaabia, 2022). Several more research back up the claim that consumer

trust in influencers is critical for a successful marketing strategy since it drives impulse purchases (Chetioui et al., 2020; Magano et al., 2022; M. Liu, 2022).

This research aims to determine the determinants of online impulse buying as seen from influencers, materialism, and the social environment with self-confidence as a mediator, so that business people can implement appropriate business strategies to encourage consumer impulse buying behavior. This study examines consumer self-confidence as a mediator between influencers, materialism, the social environment, and impulsive buying, as no other researcher has done so. Self-confidence refers to a positive image of oneself that can be influenced by outside influences such as influencers and one's social surroundings. Low self-esteem promotes materialism (Trzcińska & Sekścińska, 2021), causing people to make hasty purchases.

### **Literature Review**

Currently, digitalization has made social media platforms more accessible and popular, which has altered traditional marketing strategies to social media-based marketing (Rutter et al., 2021). The rise of social media platforms has allowed certain people's accounts to get more followers, allowing the account owner to become an influencer (Claesson & Starud, 2023). In sponsored posts, influencers tend to speak positively about products. Some influencers promote affordable products continuously and repeatedly causing the audience to become interested and then make impulse purchases. The more influential an influencer, the higher the online impulse buying (Sari et al., 2023).

#### **H1. Influencers influence online impulse buying.**

As globalization accelerates, materialism is an essential behavior in the humanities and social sciences; nonetheless, materialism is still infrequently articulated and poorly understood (Gamble et al., 2019). Consumers with a high social status consume things that reflect their status. Materialism influences impulse purchases, particularly among young customers seeking to strengthen and validate their self-concept (Moran & Kwak, 2017). Sen & Nayak (2019) found that the younger generation of Indian is materialistic and the consequences are seen in impulsive shopping. Research by Yi & Jai (2019) shows that consumers who are aware of the bad consequences of impulsively buying goods less likely to make impulse purchases in the future and become less materialistic.

#### **H2. Materialism influences online impulse buying.**

The social environment around a person is thought to be able to influence purchasing decisions for goods and services, both consciously and impulsively. Luan et al., (2017) explains that the influence of the social environment usually comes from the nuclear family, friends, school mates, colleagues, and etc. Fitriya (2021) believes that an individual is reliant on the correct, best, and sensible decisions and tends to emulate those in his social environment, such other parties in his social environment are regarded as decision-makers and then he does impulsive purchases.

#### **H3. The social environment influences online impulse buying.**

People sometimes engage in numerous activities to increase their self-esteem, even if the consequences are not always as intended (Firmansyah, 2020). A person's self-confidence develops when he feels valuable, and this self-confidence can be achieved through various means, including appearance. A person who lacks self-confidence make a great effort to appear excellent in the eyes of others. This is ironic because, for people with low self-confidence, appreciation from other people is an important aspect of their lives since what influences their lives is the opinion of external parties (Singh & Nayak, 2016). This condition triggers impulsive purchases from those people who have low self-confidence to gain appreciation from others so that their self-confidence are raising. Research conducted by Zheng et al., (2023) find that self-confidence and materialism mediated social network on compulsive buying. Indrawati et al., (2022) proves that self-confidence has a negative influence on impulse buying. Research by Tran (2022) provides empirical evidence that someone with low self-confidence has pressure to escape negative feelings and makes impulse purchases to increase his self-confidence. Dhandra (2020) emphasizes that low self-confidence is one of the factors that influences impulsive buying.

**H4.** Self-confidence influences online impulse buying.

According to Burton et al., (2019), impulsive buying occurs when a sudden, strong emotional desire occurs, caused by reactive behavior with low cognitive control. The four elements that specifically contribute to impulse buying are external stimuli, internal stimuli, situational and product-related factors, and demographic also sociocultural factors (Muruganantham & Bhakat, 2018). External stimuli are marketing indicators that marketers use to attract consumers to make purchases, while internal stimuli are aspects of a person's personality (Luo et al., 2018). Additionally, in the context of online commerce, the social environment also influences impulse purchases (Ming et al., 2021). External factors in this study are stimulation from influencers and the social environment, internal stimulation is materialism and self-confidence.

Mukhtar et al., (2021) discovered that consumer materialistic values predict impulse purchases and consumer pressure. Consumers with low self-confidence rely more on external information gained from other people to evaluate products, such as influencers and their social surroundings. Low self-confidence and aversion to taking risks result in a person's incapacity to determine what to buy for themselves (Akram et al., 2018; Khan et al., 2018). According to Mukhtar et al., (2021) depression moderates the link between materialism and impulse buying.

**H5.** Self-confidence mediates the influence of influencers on online impulse buying.**H6.** Self-confidence mediates the influence of materialism on online impulse buying.

**H7.** Self-confidence mediates the influence of the social environment on online impulse buying.

**Methods**

The research method applied was quantitative, that was associative to determine the correlation between two or more variables. In the context of research, we wanted to know the results of hypothesis testing regarding the influence of influencers, materialism, and the social environment on online impulse buying with self-confidence as a mediator. The participants were consumers who shopped online with a total of 250 respondents and were selected using a simple random sampling technique. Data were collected using a five-point Likert scale, varying from strongly disagree to strongly agree.

The indicators used for each variable refer to previous research. The influencer variable indicator referred to the TEARS celebrity endorser model (Shimp, 2019) which consisted of trustworthiness, expertise, attractiveness, and similarity. The materialism variable was divided into 3 indicators referring to the opinions of (Shimp, 2019) and Ahuvia & Wong (2002), namely acquisition centrality, possession defining success, and acquisition as the pursuit of happiness. The social environment variable had two indicators, namely the reference group and the family. The self-confidence variable adopted to Dash et al (1976) idea that proposed self-confidence elements were self-belief, objective, and rational. The impulse buying variable adhered to the opinion of Utami (2019) who divided impulse buying into pure impulse, reminder impulse, suggestion impulse, and planned impulse. Each research instrument was tested for validity and reliability, to ensure that the research used the right instruments to obtain data.

The data collection technique used an online survey with the Google Forms survey platform. This data was then distributed via social media such as WhatsApp (personal and group contacts), Instagram, and X (Twitter). The questionnaire in the research was given to the entire population, namely consumers who shop online. The data analysis used in hypothesis testing was Structural Equation Modeling (SEM) with SmartPLS.

**Results**

Pearson correlation product moment was used to test the construct validity, and Cronbach alpha for testing reliability. 30 respondents participated in validity and reliability testing, and the results indicated that all the items in the instruments were valid and reliable thus they could be used as collecting data tools.

The questionnaires that had been tested for validity and reliability were distributed to 250 respondents. The results of the questionnaires explained that women did more impulse buying at

56.4% compared to men at 43.6%. The majority of research respondents were aged between 11 and 26 years, namely, 85.6%, and the majority of respondents stated that they preferred the Shopee marketplace for shopping online transactions.

Before testing the hypothesis, the outer model was tested. The instruments were tested using the loading value, Cronbach's alpha, composite reliability, and AVE to see the value of construct validity and reliability. The results can be seen in Table 1.

**Table 1**  
**The Results of Loading Value, Cronbach's alpha, CR, and AVE**

Variable/Indicator	Loading Value	Cronbach's alpha	Composite Reliability	AVE
FLU		0.909	0.927	0.615
FLU01	0.723			
FLU02	0.788			
FLU03	0.848			
FLU04	0.857			
FLU05	0.799			
FLU06	0.853			
FLU07	0.737			
FLU08	0.646			
MTR		0.854	0.892	0.580
MTR01	0.791			
MTR02	0.815			
MTR03	0.658			
MTR04	0.802			
MTR05	0.699			
MTR06	0.790			
LSS		0.767	0.822	0.611
LSS01	0.855			
LSS02	0.834			
LSS03	0.234			
LSS04	0.621			
KPD		0.819	0.867	0.523
KPD01	0.635			
KPD02	0.679			
KPD03	0.721			
KPD04	0.736			
KPD05	0.787			
KPD06				
IMB		0.786	0.862	0.610
IMB01	0.712			
IMB02	0.819			
IMB03	0.818			
IMB04	0.770			

*Note: Influencers (FLU); materialism (MTR); social environment (LSS); Self-confidence (KPD); online impulse buying (IMB)*

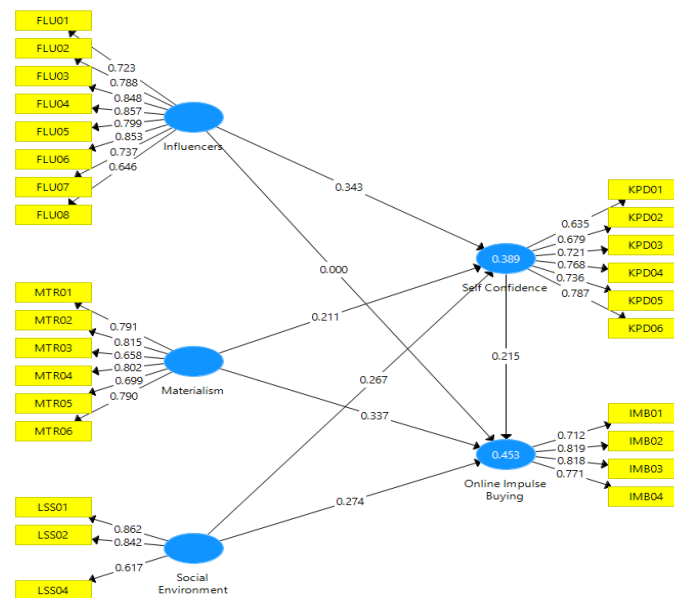
Based on the results of loading factors in convergent validity testing (Table 1), the variables influencer, materialism, self-confidence, and online impulse buying are considered to have loading factors greater than 0.5 because according to Ghazali (2021) research in the initial stages of developing the measurement scale has a loading value of 0,5 is considered sufficient. The social environmental indicator (LSS03) has a loading factor value of 0.234 so LSS03 is removed from the model. Composite reliability (CR) and Cronbach's alpha results were obtained from all indicators with a composite reliability of more than 0.70, thus showing that these indicators are reliable. Meanwhile, the average variance extracted (AVE) results were obtained from all indices that had an AVE above 0.50, which met the requirements for explaining the use of indicators.

After testing the inner model, various results emerged for each hypothesis studied. Table 2 presents the results of the influence test between variables. H2, H3, H4, H5, and H7 each have a significant influence. Meanwhile, H1 and H6 show results that have no effect. The researcher then explains each hypothesis testing result and compares it with previous research findings.

**Table 1**  
**Direct and Indirect Effects of the Variables**

Hypothesis/Path	direct Effect			indirect Effect			Result
	$\beta$	t_value	pvalue	$\beta$	t_value	pvalue	
H <sub>1</sub> . FLU IMB	0.000	0.001	0.999				Rejected
H <sub>2</sub> . MTR IMB	0.337	4.865	0.000				Supported
H <sub>3</sub> . LSS IMB	0.274	3.876	0.000				Supported
H <sub>4</sub> . KPD IMB	0.215	2.632	0.009				Supported
H <sub>5</sub> . FLU KPD IMB				0.074	2.730	0.007	Supported
H <sub>6</sub> . MTR KPD IMB				0.045	1.840	0.066	Rejected
H <sub>7</sub> . LSS KPD IMB				0.057	2.163	0.031	Supported

Note: Influencers (FLU); materialism (MTR); social environment (LSS); Self-confidence (KPD); online impulse buying (IMB)



**Figure 1. Research Model**

**Discussion**

The first hypothesis tests the influence of influencers on online impulse buying. The research results indicate a coefficient value of 0.000 with a value of  $t = 0.001 < 1.96$  with a significant value of  $0.999 > 0.05$ , which means that H1 is rejected. It is assumed that respondents trusted influencers less when advertising products. Respondents are more careful with persuasion and recommendations from influencers so they are not encouraged to make impulse purchases online. This opinion is supported by Chetioui et al., (2020); Magano et al. (2022), and Liu (2022) who state that the perception of trust that consumers feel towards influencers can become paradoxical if the influencer starts to become less trustworthy.

Nizri, (2022) explains that Influencers are divided into nano-influencers, micro-influencers, and macro-influencers. Influencers are not only characterized by the direction they choose to promote themselves but they are divided into groups based on the number of followers and their influence. Gross & Wangenheims (2022) research states that macro-influencer followers give influencers more attention compared to micro-influencer followers, but both find that although macro-influencers have higher followers and a wider reach, the number of followers who react

against them is less. Gross & Wangenheim (2022) conclude that this is caused by individuals not feeling like they are directly targeted when they are with or in a larger group of people. Therefore, the message conveyed does not have much impact because it can be directed at anyone and the followers do not have a high sense of responsibility to react to the message. Meanwhile, micro-influencers have a high level of credibility and have higher engagement from their followers.

The second hypothesis tests the influence of materialism on online impulse buying. The research results indicate a coefficient value of 0.337 with a value of  $t = 4,865 > 1.96$  with a significant value of  $0.000 < 0.05$ , which means H2 was accepted. A materialist consumer thinks that material possessions are the main attribute of individual identity leading to success and are the key to happiness (Attiq & Azam, 2022). If a materialist wants to have an item to show their identity, they buy it without pondering or scrutinizing when shopping. Usually, people who adhere to extreme materialism seek dignity and social status (Doosti & Karampour, 2018). Moran & Kwak (2015) research proves that impulse buying is influenced by materialism, especially among young consumers to strengthen and confirm their self-concept. Likewise, according to Türk & Erciş (2017), Cuandra & Kelvin, (2021); Öztürk & Nart (2017); Barakat (2019), and Mukhtar et al., (2021) prove that impulse buying is influenced by materialism.

The third hypothesis tests the influence of the social environment on online impulse buying. The research results indicate a coefficient value of 0.274 with a value of  $t = 3,876 > 1.96$  with a significant value of  $0.000 < 0.05$ , which means H3 is accepted. The social environment around a person influences impulse purchases because of recommendations from the environment, whether through family, friends, schoolmates, colleagues, etc. This social environment becomes a reference for consumers who make purchases (Valiansyah et al., 2023). Fitriya's research (2021) states that an individual is dependent on the correct, best, and rational choices and tends to imitate those in his social environment so that other parties in his social environment are considered to be the source of decision-making and make impulsive purchases. Research by Pujiastuti et al., (2021) proves that the social environment such as family, friends, school friends, co-workers, etc also encourages impulsive purchases.

The fourth hypothesis tests the influence of self-confidence on online impulse buying. The research results indicate a coefficient value of 0.215 with a value of  $t = 2,632 > 1.96$  with a significant value of  $0.009 < 0.05$ , which means H4 was accepted. One of the factors that causes a person to feel valuable is self-confidence and someone who lacks self-confidence tries as hard as possible to appear good in the eyes of others. This is sometimes ironic because appreciation from other people is a crucial part of his life. After all, what influences his life is the opinion of parties external to him (Singh & Nayak, 2016) so this triggers impulsive purchases from someone to be able to get appreciation from other people and increase self-confidence. This research supports the results of the study by Dhandra, (2020); Indrawati et al., (2022) dan Tran (2022) state that impulsive shopping is a compensatory action to increase self-confidence.

The fifth hypothesis tests the influence of influencers on online impulse buying with self-confidence as a mediator. The research results indicated a coefficient value of 0.074 with a value of  $t = 2,730 > 1.96$  with a significant value of  $0.007 < 0.05$ , which means H5 is accepted. Chuang et al (2018), in a psychology study, find that self-confidence is a crucial component of every human mental condition and is a crucial feature examined in the customer purchasing decision-making process, and is often used to analyze consumer behavior. Self-confidence is one of the most important identity attributes, which determines how individuals react to circumstances. consumers who lack confidence rely more on external information such as an influencer to make purchasing decisions and trigger impulse purchases.

The sixth hypothesis tests the influence of materialism on online impulse buying with self-confidence as a mediator. The research results indicate a coefficient value of 0.045 with a value of  $t = 1,840 < 1.96$  with a significant value of  $0.066 > 0.05$ , which means that H6 is rejected. Self-confidence does not influence consumers' materialistic attitudes in making impulse purchases online. Materialism increases people's need for a product and entices them to buy excessively, most

people are impulsive, but the high or low self-confidence of a consumer is not able to encourage an attitude of materialism.

The seventh hypothesis tests the influence of the social environment on online impulse buying with self-confidence as a mediator. The research results show a coefficient value of 0.057 with a value of  $t = 2,163 > 1.96$  with a significant value of  $0.031 < 0.05$ , which means H7 is accepted. Self-confidence plays a crucial role in helping individuals have good interactions with other people. The better a person's relationship with their social environment, the more self-confidence they have (Haryati et al., 2021). The social environment has a big influence on the formation of self-confidence in a meaningful life as a form of a person's courage to explore everything that the individual finds interesting, including making impulse purchases.

### Conclusion

This study is successful in determining the effects of materialism, social environment, and self-confidence on online impulse buying, but it is unable to confirm the influence of influencers on online impulse buying. Data from studies reveal that self-confidence mediates the influence of influencers and the social environment, but it fails to demonstrate the importance of self-confidence in moderating the influence of materialism on online impulse purchases. As a conclusion, the findings can be used to enrich information and serve as a reference for related issues such as consumer behavior, social influence, consumer psychology, and, in particular, the use of influencers to drive online impulse buying.

This study provides several implications that can be applied to business. The findings of this study help entrepreneurs and businessmen identify consumers in the process of making impulsive buying decisions based on consumer psychology, especially in terms of materialistic qualities and self-confidence that encourage consumers to buy impulsively. Companies engaging in e-commerce should emphasize the status of their products and services and focus on creative marketing communication messages in promotions or direct sales because materialism, including self-confidence, social environment, and the popularity of influencers influence impulse purchases. Entrepreneurs and businessmen who use influencers to advertise or introduce their products must be more careful in looking for influencers who are truly capable of generating impulse purchases. These findings provide managers with deeper insight into customers. Specifically, when customers feel stressed, anxious, or nervous, they tend to buy impulsively.

The limitation of this research is that this research only tests influencers, materialism, and social environment with the mediating role of self-confidence. Apart from that, this research has not focused on consumers with certain age strata because this research was conducted on respondents with various age levels. Future research should be able to compare the millennial generation and Generation Z in impulse buying behavior.

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