

Factors That Impact Impulsive Buying in Offline Beauty Stores in Indonesia

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Consumer Behavior, Sales
Promotion.

Abstract: The COVID-19 pandemic significantly impacted the retail industry, especially beauty retail stores, as consumer behavior shifted drastically. With the temporary closure of physical stores and a surge in e-commerce, offline beauty stores saw a substantial drop in sales. As the world transitions to the post-pandemic era, beauty retailers need new strategies to boost in-store sales. Impulse buying behavior is one potential strategy which has been identified as a significant driver of retail sales in offline beauty stores. Therefore, this research aims to analyze the key factors influencing impulse purchases at offline beauty stores in Indonesia and also analyze which variables can positively influence impulse purchases at offline beauty stores in Indonesia. This research used quantitative research using questionnaires with non-probability and purposive sampling is used, so the respondents must have purchased at least once purchased in offline beauty stores, be 18-65 years old, and living in Indonesia. Using a survey method with 250 respondents, data were analyzed through Partial Least Squares Structural Equation Modeling (PLS-SEM). The findings reveal that sales promotions, store environment, and store employees significantly impact impulse buying behavior. These findings can help beauty retail business or similar businesses in the beauty industry in developing strategies to enhance customer experience and increase in-store sales by leveraging the identified influential factors.

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INTRODUCTION

The COVID-19 pandemic has had a major impact on various sectors, with the retail industry being one of the most affected. Beauty retail stores, in particular, have faced significant challenges as consumer behavior has changed drastically. The temporary closure of physical stores, coupled with the surge in e-commerce, has resulted in a substantial drop in sales for offline beauty stores. As the world transitions to the post-pandemic era, beauty retailers must adapt to these changes and look for new strategies to boost in-store sales. One promising approach is to implement techniques that trigger impulse buying behavior among customers, a strategy that has shown potential in various retail contexts.

Pandemic-induced lockdowns and social distancing measures have necessitated the closure of many physical retail stores, including in the beauty sector. Yet in most major beauty industry markets, McKinsey and Company states that in-store shopping accounted for up to 85% of beauty product purchases before the COVID-19 crisis, with some variation by sub-category, i.e. Baby Boomers, Gen X, Millennials, Gen Z. Online-savvy American millennials and Gen Z make almost 60% of their purchases in-store. Whereas with the closure of premium beauty product outlets due to COVID-19, about 30% of the beauty industry market was closed.

The pandemic has not only affected where consumers shop but also how they shop. There has been a noticeable shift in consumer preferences and behavior, with a greater emphasis on convenience, security, and digital engagement. The study by Accenture (2020) also highlights that during the pandemic consumers are more likely to shop online due to convenience and reduced risk of virus transmission. The pandemic has accelerated the adoption of digital technologies, with consumers becoming more comfortable with online shopping, virtual consultations, and social media-driven purchasing decisions. This shift led to a drastic increase in online shopping, which became a major channel for purchasing beauty products. According to Accenture's survey, the major shift to e-commerce is expected to continue, with a 160% increase in online purchases from new or low-frequency users. In particular, in personal care items, during the pandemic, it increased to 13%.

In Indonesia, this trend is particularly pronounced, with most consumers turning to digital platforms to fulfill their beauty needs. As a result, offline beauty stores have seen a decline in footfall and sales, with the Office for National Statistics suggesting that in 2020 retail sales fell 1.9% compared to 2019, which is the largest decline ever recorded. As for the beauty industry, McKinsey and Company estimates global beauty industry revenue to fall 20% to 30% in 2020. Meanwhile, in Indonesia, the Indonesian Retailers Association (APRINDO) stated that around 1,300 retail stores closed during the pandemic in 2020.

In the context of declining in-store sales and changing consumer behavior, the existence of offline beauty stores needs to be maintained. According to survey by Populix 2024, compared consumer shopping preferences in three periods: before, during and after the pandemic. During the pandemic, 54% of people prefer to shop online because of health concerns and social restrictions. Even after the pandemic, 49% of people still choose to purchase online. Since the pandemic ended, the percentage of people who prefer to shop offline has more than doubled, while online purchasing declined slightly. Despite the rise of e-commerce, this data reveals that Indonesian customers still value physical goods and prefer to purchase in physical stores with tangibility reasons with the highest percentage. (infobanknews.com).

Meanwhile, one potential strategy is to focus on triggering impulse buying behavior, which has been identified as a significant driver of retail sales (Xiao & Nicholson, 2013). Impulse buying refers to unplanned purchases made by consumers, which are often influenced by immediate stimuli in the store environment. This behavior is particularly prevalent in the beauty sector, where the tactile experience of trying on products, immediate gratification and attractive promotions can strongly influence purchase decisions (Amos et al., 2014).

Based on data from databoks, The economic value of Indonesia's e-commerce sector continues to grow, increasing by 22% in 2022 compared to the previous year and by 136% from 2019's pre-pandemic level of US\$25 billion. By October 2023, e-commerce transactions rose by 4.99% from 2022, reaching 361.54 million. The sector is projected to keep growing until 2025. In contrast, Indonesia's retail sector has declined, with wholesale retail sales decreasing by 12.4% in 2021 compared to 2020, and only a 1.2% growth in the second quarter of 2023.

The decline in sales from the pandemic to post-pandemic is significantly due to changes in people's behavior, there has been a huge surge in online purchases. Meanwhile, offline stores still play an important role in the local economy, providing a shopping experience that online platforms cannot replicate. Research by Aragoncillo and Orus (2018) found that offline stores still have an advantage in triggering impulse purchases compared to online channels, with the support of store environment and social interaction as triggering factors, especially in the beauty industry. CEO of PT Paragon Technology and Innovation (Wardah) Salman Subakat said that after going through the Covid-19 pandemic which had a negative impact on offline sales, his company will still maintain offline sales in the future to provide more valuable experiences to customers, for example, make-up artists who cannot be done online. Likewise, Esqa Cosmetics Co-Founder Kezia Trihatmanto explained that Esqa Cosmetics recorded online sales of 90%, but still customers want to try face-to-face products. In addition, Sisca et al. (2022) found that over half of respondents prefer shopping for fashion products offline due to the desire for physical evaluation, a behavior likely similar for beauty products.

To navigate this challenging environment and revitalize sales, offline retailers must explore strategies leveraging the unique aspects of physical shopping. Impulse buying is a significant strategy for increasing sales and profitability. Impulse buying is one of the prevalent phenomena that significantly affect the sales revenue and profitability of firms (Bashar et al., 2023; Duarte et al., 2013). This phenomenon, established since the 1960s, remains prevalent, with up to 60% of shopping basket items being impulse as per Nigam et al. (2023).

To implement strategies that effectively trigger impulse purchases, it is important to understand the factors that impact this behavior in offline beauty stores. Researcher have identified several key factors, including sales promotions, store environment, store employees. Thus, this study aims to analyze the key factors influencing impulse purchases at offline beauty stores in Indonesia, providing actionable insights to help retailers revive in-store sales and adapt to the evolving consumer landscape.

METHOD

To establish the theoretical foundation for this research, a comprehensive literature review was conducted, encompassing previous studies that address similar problems and objectives. The sources for this review included a wide array of academic materials such as books, journals, papers, and articles sourced from reputable online platforms like ScienceDirect, Google Scholar, and ProQuest. By analyzing these previous studies, this research identifies the supporting theories necessary for the study and develops the hypotheses as outlined in the research <https://journal.institutemandalika.com/index.php/mjbm>

framework.

The focus of this study is on individuals who have resided in Indonesia, as the country's retail sector, particularly in beauty and personal care, has experienced significant growth in recent years. The respondents for this study are specifically beauty product users aged between 18 and 65 years old, who have purchased makeup products from offline beauty stores at least once. According to a report by C Small Solution (2020), the demographic of individuals in Indonesia aged 18-65 shows a substantial interest in beauty products. Notably, women aged 18-34 account for over 40% of users interested in beauty products, making them a key target market within Indonesia's beauty industry.

The sampling process for this study utilizes a non-probability sampling method, where samples are selected based on the researcher's judgment rather than random selection. This approach includes purposive sampling, which involves choosing respondents who meet specific criteria relevant to the study. The criteria for respondents include living in Indonesia, being either female or male, within the age range of 18 to 65 years, and having purchased beauty products, particularly makeup, from a beauty retail store at least once. According to Malhotra (2020), a minimum of 200 respondents is necessary for marketing research, and this study aims to survey at least 200 Indonesian beauty product users who meet the defined criteria.

Data collection for this research is conducted using quantitative methods, specifically through a survey questionnaire. The survey is disseminated via an online platform, Google Forms, and is shared across various social media and messaging platforms such as Instagram, Line, and WhatsApp. The survey link is distributed to personal contacts and group chats on these platforms, targeting Indonesians who have shopped for beauty products at least once and fall within the age range of 18 to 65 years.

The survey questionnaire measures various variables, including sales promotion, store environment, store employees, and impulsive buying behavior, as well as the respondents' demographic profiles. The questionnaire comprises 51 questions, including 40 Likert Scale questions, 10 demographic questions, and 1 screening question. The Likert Scale ranges from 1, indicating strong disagreement, to 5, indicating strong agreement. The questions, originally in English, were derived from previous studies and subsequently translated into Bahasa for the respondents. Specifically, there are 6 items measuring sales promotion adapted from the research by Peng (2021) and Adjagbodjou (2015), 10 items assessing store environment adapted from Shiekh and Haq (2023), 5 items evaluating store employees also adapted from Shiekh and Haq (2023), and 4 items examining impulsive buying adapted from Beatty and Ferrel (1998), Aragoncillo and Orus (2018), and Karbasivar and Yarahmadi (2011).

RESULTS AND DISCUSSION

Demographic Respondents Profile

Demographic respondent profile analysis results are represented by gender, domicile, and occupation. This analysis helps to understand the distribution and relevance of the survey sample in the context of the research objectives.

A. Gender

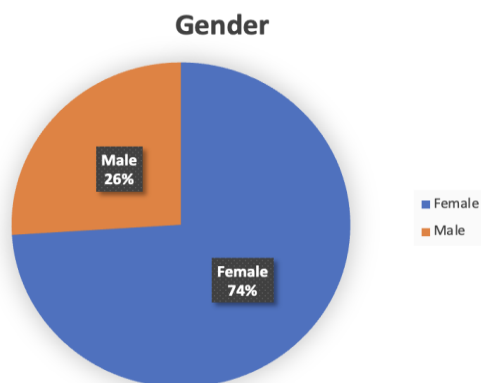


Figure 1. Respondents Gender

The results among 250 respondents show a significant gender disparity, with female respondents comprising 74% of the total sample (185 females) and male respondents making up 26% (65 males). In accordance with Macheka et al (2023) research, young female consumers were targeted because they typically have higher purchasing power for beauty products and are considered a personal necessity for women, further reinforcing their dominant role in the market.

B. Domicile

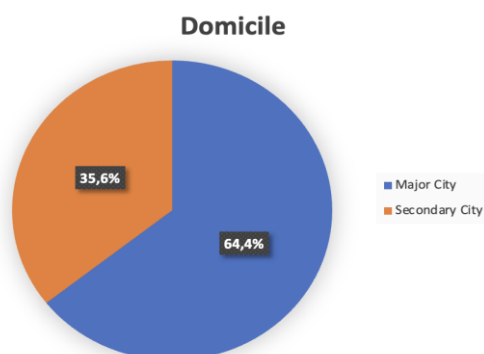


Figure 2. Respondents Domicile

From 250 respondents, the results show that 64.4% of the respondents or 161 people live in major cities, while 35.6% or 89 people reside in secondary cities. This indicates that most participants are from urban areas followed by secondary cities, where they may have different shopping behaviors between people who live in major cities and secondary cities.

C. Occupation

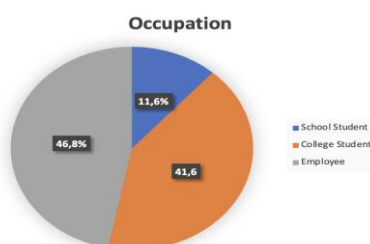


Figure 3. Respondents Occupation

Based on the figure 3. shows the respondent's occupation. From 250 respondents, 46,8% or 117 people are employees. Then 41,6% or 104 people are college students and 11,6% or 29 people are school students. This indicated most of the respondents are young customers with a range in age 18-35 years old. Therefore, the results of this research can be used to make marketing strategies based on occupation with the young people as a market segment in the beauty industry.

Behavioral Respondents Profile

Behavioral respondent profile analysis results are represented by the frequency of purchasing beauty products, preferences in choosing a platform to buy beauty products, frequency of visiting offline beauty stores in a month, and factors influencing the purchase of beauty products.

A. Frequency of Purchase Beauty Products

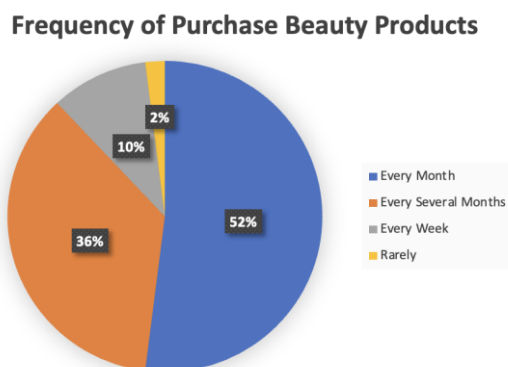


Figure 4. Frequency of Respondents Purchase Beauty Products

The survey results indicate the frequency of purchasing beauty products among the 250 respondents. The data shows that 52% of the respondents or 130 people purchase beauty products every month, while 36% or 90 people buy them every several months. Additionally, 10% or 25 people of the respondents purchase beauty products every week, and 2% or 5 people rarely make such purchases. This distribution highlights that most respondents have a regular purchasing pattern, with over half buying beauty products monthly.

B. Preferences in Choosing a Platform to Buy Beauty Products

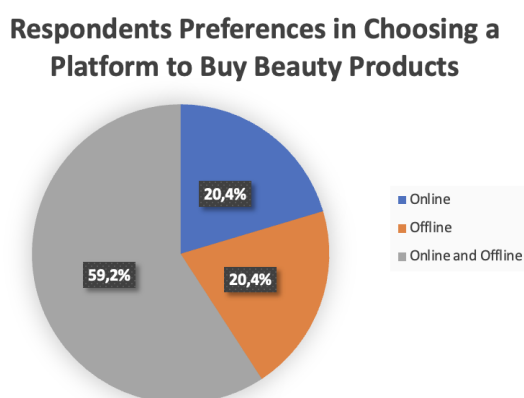


Figure 4. Respondents Preferences in Choosing a Platform to Buy Beauty Products

The survey results indicate the preferences of 250 respondents in choosing a platform to buy beauty products. The data shows that 20.4% of respondents or 51 people prefer to buy beauty products online, another 20.4% or 51 people prefer to buy them offline, and the majority, 59.2% or 148 people, use both online and offline platforms for their purchases. This distribution suggests a diverse approach to shopping for beauty products, with a significant number of respondents utilizing multiple platforms to meet their needs.

C. Frequency in Visiting Offline Beauty Store in a Month

Frequency in Visiting Offline Beauty Stores in a Month

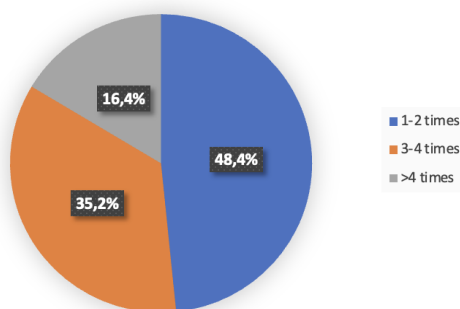


Figure 5. Frequency Respondents in Visiting Offline Beauty Stores in a Month

The survey results indicate the frequency of visiting offline beauty stores among the 250 respondents in a month. The data shows that 48.4% or 121 people of respondents visit offline beauty stores 1-2 times per month, 35.2% or 88 people visit 3-4 times per month, and 16.4% or 41 people visit more than 4 times per month. This means nearly half of the respondents visit beauty stores occasionally, while a good number visit more frequently.

Factors in Purchasing Beauty Products

Table 1. Factors in Purchasing Beauty Products

Factors	Total	Percentage
Discount and Promotion	80	32%
Store Environment	85	34%
Merchandising	59	23.6%
Staff Recommendation	74	29.6%
Peer Influence	77	30.8%
Emotional Condition	81	32.4%

The survey results indicate various factors influencing the purchase of beauty products among 250 respondents. The most significant factor is the store environment, which influences 34% of respondents. Emotional condition follows closely, affecting 32.4% of respondents. Discounts and promotions are also important, impacting 32% of the participants. Peer influence affects 30.8% of respondents, indicating the role of social factors in purchasing decisions. Staff recommendations are influential for 29.6% of respondents, highlighting the importance of knowledgeable and helpful staff. Lastly, merchandising affects 23.6% of respondents, making it the least influential factor among those surveyed. This data demonstrates the diverse range of factors that can impact consumer behavior in the beauty product market.

Sales promotions frequently implemented in offline beauty stores, such as Black Friday, Weekend Deals, and Payday Sales, ranging from 10% to 50% off, stimulate consumer interest and increase sales. This finding aligns with Wiranata and Hananto (2020) which found that sales promotions significantly influence impulsive buying behavior in fashion products. Sales promotions, such as discounts and limited-time offers, create a perception of higher value for money and immediate reward, which can trigger unplanned purchases. Thus, the research confirms that sales promotions are an effective strategy to drive impulse buying in offline beauty

stores.

This finding supports Soelton et al. (2021), who finds that the store environment, specifically the outlet ambiance, significantly influences impulse buying behavior. The study reveals that elements like store layout, lighting, music, and overall atmosphere create an environment that can positively affect consumers' emotions, leading to spontaneous purchases. The better the store environment, the higher the likelihood of impulse buying. This indicates that creating a pleasant and stimulating store atmosphere can enhance customers' shopping experiences and increase impulsive buying behaviors.

Buying beauty products often requires expert counsel and personalized recommendations. Customers rely on store employees' knowledge and suggestions to find the right products. For instance, a customer may need assistance from a trained beauty advisor to find a foundation that matches their skin tone. This research aligns with Pinto (2020), that indicate that store employees significantly impact impulse buying behavior among female shoppers in apparel stores. The study found that having knowledgeable employees to guide customers and gracious greetings by staff are the most influential factors. These interactions make customers feel more welcome and confident in their purchasing decisions, leading to more impulse buys. Conversely, having a sufficient number of employees and friendly/helpful behavior did not show a statistically significant effect.

CONCLUSION

This research aims to analyze the factors influencing impulse buying at Offline Beauty Stores in Indonesia. The methodology used to gain data through online surveys with 250 respondents. Use SmartPLS to calculate PLS-SEM data analysis. Based on the result discussion and analysis, this research can be concluded to answer the research question. The first research question is "What are the factors that can affect impulsive buying in Offline Beauty Stores?". There are three factors as marketing stimuli that can affect impulsive buying in Offline Beauty Store which include sales promotion, store environment, store employee.

Then the second research question is "Do those factors affect impulsive buying in Offline Beauty Store?". According to the data and survey findings, sales promotion, store environment, and store employees significantly impact impulsive buying in offline beauty stores. Sales promotions create a sense of urgency and value, which improves customer perceptions and drives impulse purchases. Additionally, a well-designed store environment, along with helpful and knowledgeable store employees, enhances customer experiences and attitudes. These factors combined lead to an increased likelihood of impulsive buying behavior.

In the context of Offline Beauty Stores, with impulsive buying as the strategy to improve sales, it is advised that beauty retailers pay special attention to the sales promotion since it is proven by PLS-SEM analysis results which has a significant influence on impulsive buying. Primarily, it's important to offer discounts and special deals on a daily basis. Retailers can get more customers and people to walk around, which can make them buy things on the spot during sales like "Buy One, Get One Free" or special ones. Furthermore, beauty retailers also should pay attention to their store environment, this is supported by the PLS-SEM analysis results which has a significant influence on influences impulsive buying. The store should be designed with an appealing and structured layout, it should be well-lit, and it should be easy to find the products. Interactive displays and product testers allow customers to try out makeup items. It is also possible for beauty retailers to arrange in-store events such as makeup tutorials, make up workshops, or product launch parties in order to generate excitement and draw crowds. Lastly, beauty retailers also should pay attention to their store employees, this is supported by the PLS-SEM analysis results which has a significant influence on impulsive buying. Staff should be

friendly, approachable, and knowledgeable about the products, offering personalized recommendations and assistance. Employees should stay informed about the latest products and beauty trends to provide expert advice and build customer trust.

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