

# VISUAL APPEAL MODEL FOR CONSUMER ONLINE IMPULSIVE PURCHASES IN INDONESIA

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**Abstract** : This article analyzes the online impulsive purchases. Visual appeal, perceived enjoyment and purchase intention are the exogenous variables. The quantitative research is used in this study with descriptive analysis methods. The samples are 100 consumers who have shopped at the top four online stores in Indonesia (Lazada, Blibli, Tokopedia, Elevenia) and analyzed using path analysis. The results show that visual appeal has a negative influence on purchase intention and consumer online impulsive buying, while visual appeal has an influence on perceived enjoyment. Perceived enjoyment has an influence on purchase intention but has a negative influence on consumer online impulsive buying. Purchase intention has an influence on consumer online impulsive buying. Perceived enjoyment is the most influences variable on purchase intention compared to visual appeal, while the most influential variable on consumer online impulsive buying is purchase intention compared to visual appeal and perceived enjoyment.

**Keywords** : *Visual appeal, models, online impulsive purchases, consumers, path analysis*

## INTRODUCTION

Impulsive buying is a purchase that is unreasonable, instantaneous and not intended by consumers and motivated by the paradox between needs and desires (Verplanken and Herabadi, 2001). There are many conflicting considerations in impulsive purchases. Impulsive buying is a condition where consumers are unplanned and cannot be avoided to make purchases (Solomon, Russel-Bennet, & Previte, 2013). Impulsive buying behavior is mostly based on affective reactions caused by high consumer emotions which are then accompanied by buying actions (Weinberg & Gottwald, 1982). Besides that, it can also be influenced by stimuli from products that are so attractive (Berman & Evans, 2018). The progress of information technology and the rapid development of e-commerce has led to a shift in the actions of offline purchases into online purchases. Switching consumers to meet their daily needs through online purchases (Harahap, 2020b). Opening the horizon of the community and traders conducting business activities through electronic transactions with a digitization system (Harahap, 2020c). So that this opens opportunities for traders in the market through an online system to meet the needs of consumers to shop without having to go to the market location (Harahap, 2020a). Every company must adjust its marketing strategy by entering an online system to sell its products (Harahap & Amanah, 2018). Online impulsive purchases are increasingly becoming a trend today. It is estimated that around 40% of all online consumer spending is caused by impulsive purchases online (Liu et al., 2013). Online shopping frees consumers from obstacles such as uncomfortable store locations, limited operating hours and other social and staff pressures that they may experience

so far in offline shopping (Eroglu, Machleit, & Davis, 2001). Online impulsive purchases are actions that are carried out suddenly, instantaneously and not planned in advance by consumers online (Piron, 1991). It can be concluded that online shopping is a growing trend today, especially impulsive purchases. Therefore, along with the rapid competition among online stores today, ideally online marketers need to consider the factors that can influence consumers in making online purchases. One factor to consider is the visual appeal. Visual appeal that is used by online stores is one way that aims to attract more consumers by attracting, captivating and influencing consumer feelings. Attraction is an important art in e-commerce (F. Liu, Xiao, Lim, & Tan, 2017). The better the attractiveness of the store, the more it will increase consumer impulse purchases (Pooja, Mittal, & Kamakshi, 2018).

## LITERATURE REVIEW

### Visual Appeal

Visual appeal refers to the appearance of packaging or label of a product, which includes colors, shapes, brands, illustrations, letters, layouts, which are all combined to create a total impression to optimally provide quality visual appeal (Wirya, 1999). The simpler the appearance of a package and the hierarchy of the visual elements of packaging are well organized, then the information communicated can be easily understood, clearly legible, so that differences in products with similar products are easily distinguished (Mohebbi, 2014).

It can be concluded that the visual characteristics of the website affect the evaluation of site visitors, this indicates that online businesses must pay attention to the aesthetic value of the website, because it deals with communication and information exchange (D'Angelo & Little, 1998). Aesthetic appeal serves to give a positive impression to website visitors while exploring the website, such as seeking information or transacting (Lee & Jeong, 2012). Aesthetic appeal includes image quality, color, animation effects, music, and virtual features (Jeon & Miyoung Jeong, 2009).

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### Indicators of Visual Appeal

Visual appeal indicators are words, pictures, and code (Veen, 2001). Based on the previous description, the following hypotheses are proposed :

- H1. Visual appeal will significantly influence perceived enjoyment.
- H2. Visual appeal will significantly influence purchase intention.
- H3. Visual appeal will significantly influence consumers online impulsive buying.

### Perceived Enjoyment

Shopping enjoyment is described as a hedonic attitude that is more experimental and relates to how much fun consumers get from a product (Batra & Ahtola, 1990). The intrinsic enjoyment of consumers from shopping is shopping pleasure (Cox, Cox, & Anderson, 2005). Thus, shopping is a fun activity that leads to feeling happy (Jin & Sternquist, 2004).

#### Indicators of Perceived Enjoyment

Indicators of perceived enjoyment are the convenience of transactions, attractive sites, ease of transaction, pleasure (Venkatesh, Davis, & College, 2000); (Kamis & Frank, 2012). Creating pleasure in shopping for consumers is important for marketers so that they come back again to make purchases at the same store, for that appears two hypotheses are :

- H4. Perceived enjoyment will significantly influence purchase intention.
- H5. Perceived enjoyment will significantly influence consumers online impulsive buying.

### Purchase Intention

Buying interest is the desire to have a product, appearing when consumers have been affected by product quality, product information, buying methods and product weaknesses and advantages over other brands (Durianto, 2011). Buying interest arises because of the trust in products accompanied by the ability to buy products (Simamora, 2001). In addition, it can also occur due to the influence of other people who are trusted by consumers, interesting information about products obtained through advertising, experiences of people who have used it and urgent need for the product.

Buying interest is formed from the attitude of consumers who believe in the brand and evaluate it (Hoyer & MacInnis, 2010). The lower the level of consumer confidence in a product will decrease the purchase interest.

#### Indicator of Purchase Intention

Interest in buying can be identified through the following indicators (Hawkins & Mothersbaugh, 2010):

- a. Transactional interest, that is the tendency of someone to buy a product.
- b. Referential interest, that is the tendency of someone to refer products to others.
- c. Preferential interest, that is the interest that describes the behavior of someone who has a primary preference for the product. This preference can only be replaced if something happens with the

preferred product.

- d. Ask for explorations, that is the interests that describe the behavior of someone who is always looking for information about the product they are interested in and looking for information to support the positive traits of the product.

Purchases will occur if consumers have the intention and intention will appear in the minds of consumers because of some things that inspire them such as prices, product attractiveness, services and so forth. Therefore, the hypothesis appears :

- H6. Purchase intention will significantly influence consumers online impulsive buying.

### Online Impulsive Purchases

Online impulsive purchases are actions that are carried out suddenly, instantaneously and not planned in advance by consumers online (Madhavaram & Laverie, 2004). Based on the psychological theory of consumer behavior, environmental strength greatly influences consumer psychological factors. The strength of the environment meant is technological development. Related to the phenomenon of online shopping today, the influence of technological developments is the main driver and impulsive online purchases are included in irrational consumer behavior because it is not based on needs but prestige.

#### Indicator of Online Impulsive Purchases

Online impulse buying is measured by the following indicators: (1) there is no planning to buy a product, (2) does not require long consideration to make a purchase, (3) purchases occur because of the stimulation of products, brands, colors etc (Kacen & Lee, 2002).

## RESEARCH METHODS

### Types of Research

This type of research is quantitative research that aims to confirm theoretical and empirical models that are built on theories related to consumer impulse buying decisions in online stores and how this can provide an understanding for online stores regarding consumer behavior in online impulsive purchases.

### Samples

This type of research is quantitative research that aims to confirm theoretical and empirical models that are built on theories related to consumer impulse buying decisions in online stores and how this can provide an understanding for online stores regarding consumer behavior in online impulsive purchases.

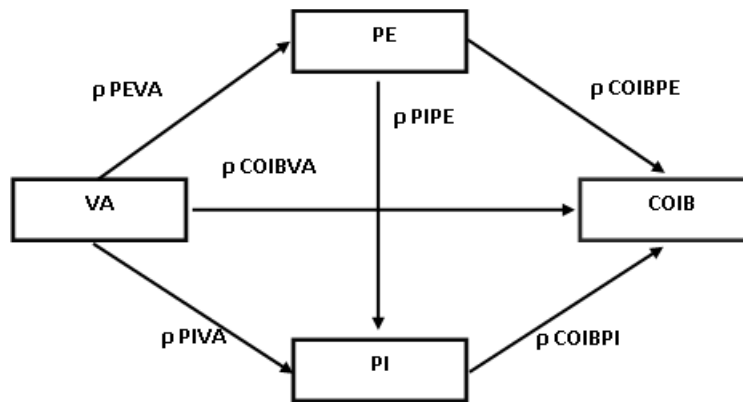
Samples were consumers who had made online impulsive purchases at the top four online stores in Indonesia, Lazada, Blibli, Tokopedia, Elevenia which amounted to 100 respondents who were obtained by simple randomization which was previously determined by quota.

### Data Analysis Technique

Path analysis using AMOS computer program was used as the data analysis technique of this study.

**Complete Structural Model**

The complete structural model is shown in the following figure :



**Figure 1. Complete Structural Model**

Explanation :

- VA : Visual Appeal
- PE : Perceived Enjoyment
- PI : Purchase Intention
- COIB : Consumer Online Impulsive Buying

**RESEARCH RESULTS AND DISCUSSION Results**

**Table 1. Regression Weights: (Group number 1 - Default model)**

	Estimate	S.E.	C.R.	P	Label
PE ← VA	0.647	0.088	7.328	***	par_4
PI ← VA	-0.143	0.107	-1.331	0.183	par_2
PI ← PE	0.746	0.098	7.580	***	par_3
COIB ← VA	-0.075	0.222	-0.339	0.735	par_1
COIB ← PE	-0.061	0.253	-0.243	0.808	par_5
COIB ← PI	0.697	0.206	3.388	***	par_6

From Table 1 it can be seen that the relationship of significance or not be known from P-value. Significance (alpha = α) used is 0.05. If the P-value is more than 0.05

then the hypothesis is accepted. The results of the hypothesis of the relationship of significance between variables can be seen in the Table 2 below :

**Table 2. The Results of Hypothesis Test**

No.	Hipotesis	P	Boundary	Explanation
1.	Visual appeal to perceived enjoyment.	0.000	< 0.05	Significant
2.	Visual appeal to purchase intention.	0.183	< 0.05	Not significant
3.	Perceived enjoyment to purchase intention.	0.000	< 0.05	Significant
4.	Visual appeal to consumer online impulsive buying.	0.735	< 0.05	Not significant
5.	Perceived enjoyment to consumer online impulsive buying.	0.808	< 0.05	Not significant
6.	Purchase intention to consumer online impulsive buying.	0.000	< 0.05	Significant

Based on Table 2, it can be seen that from the 6 hypotheses proposed, there are 3 accepted hypotheses (significant) and the rest (3 hypotheses) are not significant. The following is an explanation of each hypothesis:

1. There is a positive and significant relationship between visual appeal and perceived enjoyment of 0.000. This means that the more attractive the visual appeal displayed by online stores, the perceived enjoyment of

consumers will be higher.

2. There is no positive and significant relationship between visual appeal and purchase intention of 0.183. This means that buying interest is not built from the visual appeal of the website at online stores.

3. There is a positive and significant relationship between perceived enjoyment and purchase intention of 0.000. This means that the more often consumers feel the pleasure and enjoyment of shopping, the consumer purchase intention is getting higher.

4. There is no positive and significant relationship between visual appeal and consumer online impulsive buying at 0.735. This means that online impulsive purchases of consumers cannot be built from the appeal of

the appearance of the website.

5. There is no positive and significant relationship between perceived enjoyment and consumer online impulsive buying of 0.808. This means that online impulsive purchases cannot be built on feelings of pleasure experienced by consumers.

6. There is a positive and significant relationship between purchase intention and consumer online impulsive buying of 0.000. This means that the higher the consumer's interest in buying, their online impulsive purchase is also getting higher.

To determine the effect of each variable that is on the hypothesis, the standardized regression weight coefficient is used as shown in Table 3 below :

**Table 3.**  
**Standardized Regression Weights:**  
**(Group number 1 - Default model)**

			Estimate
PE	←	VA	0.593
PI	←	VA	-0.126
PI	←	PE	0.718
COIB	←	VA	-0.039
COIB	←	PE	-0.035
COIB	←	PI	0.414

The following is an explanation of the effect of each variable based on the estimated value on standardized regression weight as shown in Table 3:

- The influence of visual appeal on perceived enjoyment is 0.593. This means that if the visual appeal increases by 1 standard deviation then the perceived enjoyment of consumers will increase by 0.593.
- The influence of visual appeal on purchase intention is -0.126. This means that if the visual appeal increases by 1 standard deviation, the consumer purchase intention will decrease by 0.126.
- The effect of perceived enjoyment on purchase intention is 0.718. This means that if perceived enjoyment increases by 1 standard deviation then the consumer purchase intention will also increase by 0.718.
- The influence of visual appeal on consumer online impulsive buying is -0.039. This means that if the visual appeal increases by 1 standard deviation then consumer online impulsive buying will decrease by 0.039.
- The influence of perceived enjoyment on consumer online impulsive buying is -0.035. This means that if perceived enjoyment increases by 1 standard deviation then consumer online impulsive buying will decrease by 0.035.
- The influence of purchase intention on consumer online impulsive buying is 0.414. This means that if purchase intention increases by 1 standard deviation then consumer online impulsive buying will increase by

0.414.

- The biggest influence on consumer purchase intention is perceived enjoyment which is 0.718.

To find out the joint effect of variables, the estimated squared multiple correlations are used as shown in Table 4 below :

**Table 4.**  
**Squared Multiple Correlations:**  
**(Group number 1 - Default model)**

	Estimate
PE	0.352
PI	0.424
COIB	0.148

The following is an explanation of the joint effects of variables based on the estimated squared multiple correlations in Table 4:

- The influence of visual appeal and perceived enjoyment on purchase intention is 0.424 or 42.4%. This means that 42.4% of the variations that occur in the purchase intention can be explained together by visual appeal and perceived enjoyment. The remaining 57.6% is the influence of other variables which are not explained in this research model.
- The mutual influence of visual appeal, perceived

enjoyment and purchase intention towards consumer online impulsive buying was 0.148 or 14.8%. This means that 14.8% of the variations that occur in consumer online impulsive buying can be explained together by the visual appeal, perceived enjoyment and purchase intention. The remaining 85.2% is the influence of other variables which are not explained in this research model.

To find out the effect of intervening or mediation variables between visual appeal effects on consumer online impulsive buying with perceived enjoyment and purchase intention as intervening variables are as follows :

**Table 5.**  
**Standardized Direct Effects**  
**(Group number 1 - Default model)**

	VA	PE	PI
PE	0.593	0.000	0.000
PI	-0.126	0.718	0.000
COIB	-0.039	-0.035	0.414

**Tabel 6.**  
**Standardized Indirect Effects**  
**(Group number 1 - Default model)**

	VA	PE	PI
PE	0.000	0.000	0.000
PI	0.426	0.000	0.000
COIB	0.103	0.297	0.000

**Tabel 7.**  
**Standardized Total Effects**  
**(Group number 1 - Default model)**

	VA	PE	PI
PE	0.593	0.000	0.000
PI	0.300	0.718	0.000
COIB	0.064	0.262	0.414

The indirect effect of visual appeal on purchase intention through perceived enjoyment is 42.6% but is not statistically significant at the 5% level because the P-value is 0.183. These results illustrate that perceived enjoyment is the perfect intervening variable for the visual appeal to purchase intention. This means that the visual appeal does not directly create purchase intention for consumers when shopping online impulsively.

The indirect visual appeal effect on consumer online impulsive buying through perceived enjoyment and purchase intention is 10.3% but statistically not significant at the 5% level because a P-value is 0.735. These results illustrate that perceived enjoyment and purchase intention are the perfect intervening variables for the visual appeal to consumer online impulsive buying. This means that the visual appeal does not directly create consumer online

impulsive buying for consumers when shopping impulsively. The value of indirect effect is shown in Table 6.

The total effect of each variable is statistically varied, there is a significant and some are not significant because the value of P-value is greater and there is also a value smaller than 0.05. The most influential factor on consumer online impulsive buying is consumer purchase intention which is 41.4%, followed by the total perceived enjoyment effect of 26.2% and the total visual appeal effect of 6.4%. The value of the total effect along with the calculated t value are shown in Table 7.

Based on Table 5 to Table 7, the direct and indirect effects of each relationship can be seen. The total effect of each variable with other variables is also seen in the table. The mediation effect testing was carried out in this study because the empirical model formed involved intervening variables so that the role of each intervening variable needed to be proven.

### 1. Is the perceived enjoyment really be intervening between visual appeal and purchase intention.

The direct effect of visual appeal on consumer purchase intention is -0.126 and is not significant. The indirect effect of visual appeal on purchase intention through perceived enjoyment is 0.426 but is not statistically significant. Because the indirect influence is greater than the direct effect, perceived enjoyment becomes an intervening variable for the relationship between visual appeal and purchase intention. This shows that consumer purchase intention can be created from perceived enjoyment of consumers where consumer pleasure when shopping determines their buying interest in certain online stores. This means that the more consumers always feel pleasure in shopping, the more it will generate consumer buying interest that is getting stronger in certain online stores.

### 2. Is the perceived enjoyment and purchase intention right be intervening between visual appeal and consumer online impulsive buying.

The direct effect of visual appeal on consumer online impulsive buying of consumers is -0.039 but statistically insignificant. The indirect effect of visual appeal on consumer online impulsive buying through perceived enjoyment and purchase intention is 0.103 but was not statistically significant. Because the indirect influence is greater than the direct effect, perceived enjoyment and purchase intention are intervening variables for the relationship between visual appeal and consumer online impulsive buying. This shows that consumer online impulsive buying of consumers can be created from perceived enjoyment and purchase intention of consumers where consumer buying interest is determined by the consumers feeling of pleasure when shopping at certain online stores. This means that the more happy consumers shop at certain online stores, the more interested consumers will make purchases and will ultimately create impulsive purchases.

### 3. Is the purchase intentions really intervene between the pleasures felt by consumers' and online impulsive purchases.

The directly effect of consumer perceived enjoyment on online impulsive buying is -0.035 but statistically are not significant. The indirect effect of perceived enjoyment on online impulsive buying through purchase intention is 0.297



but is not statistically significant. Because the indirect influence is greater than the direct effect, consumer buying intention is the variable that intervenes for the relationship between the perceived enjoyment and consumer online impulsive purchase. This shows that online impulsive buying can be created from consumer purchase intentions where online impulsive purchases can happen if customers have an interest in buying before buying at certain online stores. Means that the higher the intention of consumers to buy product at a particular online store, the higher also their impulse purchases.

## Discussions

This section describes the findings of the research that are associated with existing theories and studied or analyzed based on empirical data in the field.

### The Effect of Visual Appeal on Perceived Enjoyment

The statistical test results have parameter values between visual appeal to perceived enjoyment is 0.593 with a P value of 0.000. Statistically it can be stated that there is a significant positive effect between visual appeal and perceived enjoyment of 59.3%. This means that the more attractive the visualization presented by the online store in displaying the products it offers, the more it will give a feeling of pleasure to consumers. With the appearance of attractive websites created by online stores, it will be a determinant of the consumers feeling of pleasure. Variations in background colors, table colors and font colors need to be carefully selected to make it easy for visitors to read website content. The ease will creating pleasure for visitors when viewing and choosing the desired product (Cai, Xu, & Yu, 2008). Color preferences in web design between men and women have also been studied. (Moss, Gunn, & Heller, 2006) explain that important color choices are considered in targeting consumers which has been selected by the online store. It was found that men preferred black and women preferred pink. There are differences in color choices that men and women like in the appearance of web design. Online stores must pay attention to the colors of the web design that their target market wants. This means that before designing the web to be displayed, online stores must consider colors that are adapted to their target customers.

Online stores that use animation on websites have proven to enhance aesthetics and entertainment for visitors. Animation can play an important role in aesthetics and most specifically, by applying moving animations, will enhance the aesthetics of the website. Static animation websites that don't move get a worse rating compared to a website with moving animation. It was found that animation can also influence the pleasure that visitors feel positively and also will encourages visitors to investigate the website further (Eleni, 2016).

### The Influence of Visual Appeal on Purchase Intention

Statistically the test results have the parameter value between the visual appeal and purchase intention at -0.126 with a P value is 0.183. Statistically it can be stated that there is no significant influence between visual appeal and consumer purchase intention. This means that attractive visualization presented by online stores in displaying the

products they offer does not create consumer buying interest. The appearance of a website that is considered very attractive for online stores, not necessarily the same perceived by consumers, and does not become a guarantee to be able to stimulate consumer buying interest, it can even be an unpleasant thing for consumers because viewing visualizations that are considered too excessive for consumers. As stated (O'Connor, 2004) that some consumers pay less attention to visual design on online store websites, but they focus more on content that is beneficial to them. But on the aesthetic side, website features must be used to enhance the visitor's experience.

The choice of colors on the website also affects the mood and will have a significant effect on the visitor's understanding of the information delivered by marketers online on the website. More details revealed that the level of brightness for the background and front color of the website should be noted that awakened a joyful mood of consumers (Pelet & Papadopoulou, 2012). In line with (Cyr, Head, & Larios, 2010) found that colors could potentially create emotions or behavior and also trust or satisfaction even the consumers loyalty who visit the online store website.

### The Effect of Perceived Enjoyment on Purchase Intention

The test results statistically have the value of the parameter between perceived enjoyment and purchase intention at 71.8% with a P value is 0.000. Statistically it can be stated that there is a significant influence between perceived enjoyment to purchase intention of 71.8%. This means that the more often the online store offer a pleasure feeling to consumers, their buying interest will be higher. Enjoyment is identical to the feelings experienced by consumers. Enjoyment when shopping through the pleasures and conveniences that consumers receive will create interest in buying. Especially for female consumers, shopping is something that has become a pleasure for them. When they experience a bad heart feeling, then shopping can be a good problem solving to stimulate the heart feeling to be more happy (Hadijah, 2017). As research conducted by (Ulaan, Pengemanan, & Lambey, 2016) on students found that young people tend to get a feeling of pleasure when exploring products on online store websites. The results show that perceived enjoyment has a positive influence on interest in buying online. Online stores must consider the feelings of pleasure experienced by students when shopping online by designing attractive websites.

In line with (Kian, Boon, Fong, & Ai, 2017) which proves that the perceived pleasure of consumers has an impact on online buying interest in addition to several other variables such as ease of use, benefits perceived by consumers, social influence, trust. Their research is conducted for consumers who buy on social media websites. It was also found that differences in the characteristics of consumer demographics in Malaysia led to different buying interests on social media websites.

### The Effect of Visual Appeal on Consumer Online Impulsive Buying

The statistical test results have parameter values between visual appeal and consumer online impulsive buying at -

0.039 with a P value of 0.735. Statistically, it can be stated that there is no significant influence between visual appeal and consumer online impulsive buying of 0.39%. This means that the attractiveness of the appearance of a website on an online store will not create impulsive purchases of consumers.

Consumer resentment towards the online store website can result in consumers canceling purchases. This research was conducted by (Hasan, 2016) which proves that website design has a negative effect on consumer resentment at online stores. The three website design characteristics studied are visual design, navigation design, information design. Consumers are very concerned and depend on the clarity of the site's visual design to assess the appearance, taste and quality of the product (Wells, Valacich, & Hess, 2011). This implies that a website with an unpleasant visual design can disrupt users and cause irritation. Thus, visual website design features that can increase feelings of annoyance such as poor layout, small fonts, eye-catching colors, and inappropriate graphics should be avoided (Lim & Ting, 2012).

#### **The Effects of Perceived Enjoyment on Consumer Online Impulsive Buying**

Statistically the test results have parameter values between perceived enjoyment and consumer online impulsive buying at -0.035 with a P value of 0.808. Statistically it can be stated that there is no significant influence between perceived enjoyment and consumer online impulsive buying of 0.35%. This means that pleasure when shopping does not create consumer impulse purchases.

Not in line with (Asnawati & Sri, 2018), who argues that pleasant shopping is one of the factors that influence online impulsive spending in addition to adventure shopping, value of shopping, social shopping, and shopping ideas. Shopping online on Instagram must be able to provide attractive website design and visual and creative product displays to provide a memorable and pleasant atmosphere for consumers while shopping. Thus, consumers not only get products but also fun and entertainment. Reinforced by (Chuan & Zhuang, 2018) which found that convenience in shopping will form positive consumer emotions, in addition to personalization and technology. These positive emotions will ultimately create impulsive purchases. It was also found that women prioritized convenience in shopping compared to men.

#### **The Effects of Purchase Intention on Consumer Online Impulsive Buying**

Statistically the test results have parameter values between purchase intention and consumer online impulsive buying at 0.414 with a P value of 0.000. Statistically it can be stated that there is a significant influence between purchase intention and consumer online impulsive buying at 41.4%. This means that buying interest will create online impulsive purchases for consumers. The frequency of consumer visits to particular online stores will encourage buying interest and the higher the frequency it will motivate impulsive purchases because consumers indirectly know the developments and offers of programs implemented by online stores.

In line with (Li, Cui, & Cheng, 2016) which states that buying interest consisting of characteristics of navigation,

informativeness and entertainment, has a positive influence on online impulsive purchases for online communities in China. It was found that the type of product moderated the buying interest variable with the online impulsive purchases variable. This research recommended content providers to design content that is more in line with the characteristics of various types of products. Other factors that influence buying interest that lead to online impulsive buying are the impulsive nature of consumers, organizing choices, promotion of refunds. Two stages are conducted to investigate factors that influence impulsive buying interest and continuous impulsive buying interest. The results show that the factors that influence impulsive buying interest are consumers with high impulsive character, less attractive organization and choosing hedonic products. While the promotion of cash returns is classified as factors that influence continuous online impulsive buying interest. This study recommended online marketers to make appropriate online promotions to encourage higher impulse buying interest (Chen & Wang, 2016).

## **CONCLUSIONS AND RECOMMENDATIONS**

### **Conclusions**

1. Visual appeal has a strong positive influence on perceived enjoyment.
2. Visual appeal has a negative influence on purchase intention and consumer online impulsive buying. This could be due to excessive visualization design or vice versa is considered bad by consumers so as not to cause consumer buying interest.
3. Perceived enjoyment has a strong positive influence on purchase intention but on the contrary has a negative influence on consumer online impulsive buying.
4. Purchase intention has a strong positive influence on consumer online impulsive buying.
5. Perceived enjoyment is the biggest variable affecting purchase intention compared to visual appeal, while the most influential variable on consumer online impulsive buying is purchase intention compared to visual appeal and perceived enjoyment.

### **Implications**

1. The biggest factor that influences consumers' buying interest is the pleasure consumers feel when shopping. Therefore, online marketers must be able to provide pleasures in better shopping to consumers, for example by providing convenient and pleasant use of website features. Convenience will lead to a positive attitude and then it will bring up consumer acceptance of the technology.
2. The biggest factor that influences online impulsive purchases is consumer buying interest. Online marketers must therefore be able to continue to stimulate consumers to be interested in buying products offered by online stores, by understanding consumer psychological factors such as motivation, perception and learning which are factors within consumers that can determine the selection and use of products. In addition, the external factors from consumers that can actually be the key to the success of online marketers are the management of a well-

integrated marketing mix.

3. Indonesian consumers tend to be impulsive in shopping online. Offers and programs carried out by online stores make consumers tempted to make impulsive purchases. The convenience provided by online shopping such as practical, time saving, energy saving, further strengthens the tendency of consumers to buy impulsively.
4. Emotions and feelings have a role in impulsive purchasing decisions for products that are relatively cheap or relatively expensive. For this reason, online store need a strategy and marketing program that is right on target so that more impulsive buyers will emerge that can provide benefits for online marketers.

### Recommendations

1. Based on the discussion on visual appeal there are several indicators that need to be improved including:
  - Using letters that are easy to read for buyers. Letters should be simple because simple letters will make it easier and more interesting for buyers to understand the readings provided on the website.
  - Suitable colors  
Colors must be adjusted to the gender of the consumers who are targeted by online stores. Generally men like different colors with women. In addition, the color must also be adjusted to the emotions that the online store wants to convey to its buyers. Therefore, the choice of colors based on emotions must also be considered properly so as not to cause different perceptions between online stores and buyers.
  - Picture  
Online stores must choose photos according to the products offered. In addition to suitability, good photos must also be considered so that they are attractive to buyers.
  - Pay attention to the format of the page

Formatting pages correctly will make the text more interesting.

2. Based on the discussion on purchase intention there are several indicators that need to be improved including:
  - Recognizing consumers who are the target of the online store.
  - Online stores provide special offers that are interesting and different from competitors.
  - Using public figures as endorsers for products offered at online stores.
  - Offer new products to expand the market and attract customer interest.
  - Making new innovations that are in line with the times.
  - Noting the quality of the website.
  - Ease of using and understanding website features.
  - Maintain the reputation of online stores.
3. Based on the discussion about consumer online impulsive buying there are several indicators that need

to be improved including:

- Providing quality products and brands.
- Easy buying process.
- Provides a variety of payment method options.
- Focus more on millennials who prefer to shop online.

Online stores should be more stimulating to the hedonists because it is a profitable group for online marketers.

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