

The Role of Religious Commitment, Collectivism, and Long-Term Orientation in Consumer Impulse Buying

Awisal Fasyani

Departement of Management, Faculty of Economics, Universitas Negeri Padang,
 Jl. Prof. Dr. Hamka, Air Tawar Barat, Kec. Padang Utara, Kota Padang, Sumatera Barat 25132, Indonesia

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Corresponding author:
 Awisal Fasyani
awisalfasyani@fe.unp.ac.id

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ABSTRACT

This study examines religion and culture's influence on impulsive and compulsive buying. The research population is people who have made impulsive and compulsive purchases for fashion products, with a sample size of 212 respondents. Questionnaires were distributed through social media, and the collected data were analyzed using PLS. The study results show that 1) religious commitment negatively affects compulsive buying, 2) collectivism culture has been shown to positively affect impulsive and compulsive buying, 3) religious commitment is not proven to affect impulse buying, and 4) long-term orientation has also been shown not to affect impulsive and compulsive buying. Businesses can encourage impulse and compulsive buying by focusing their target market on collectivists with low levels of religious commitment.

SARI PATI

Penelitian ini bertujuan untuk menguji pengaruh agama dan budaya terhadap pembelian impulsif dan kompulsif. Populasi penelitian adalah orang-orang yang pernah melakukan pembelian impulsif dan kompulsif untuk produk fashion dengan ukuran sampel sebanyak 212 responden. Kuesioner disebarakan melalui media sosial dan data yang terkumpul dianalisis menggunakan PLS. Hasil penelitian menunjukkan; pertama, komitmen beragama berpengaruh negatif terhadap pembelian kompulsif; kedua, kolektivisme berpengaruh positif terhadap pembelian impulsif dan kompulsif; ketiga, komitmen beragama tidak berpengaruh terhadap pembelian impulsive; keempat, orientasi jangka panjang tidak berpengaruh terhadap pembelian impulsif dan kompulsif. Pelaku bisnis dapat mendorong jumlah pembelian impulsif dan kompulsif dengan memfokuskan target pasar yang dituju pada orang-orang kolektifis dengan tingkat religiusitas yang rendah.

INTRODUCTION

Consumer behavior in buying is divided into rational behavior and irrational behavior. Irrational behavior becomes an interesting topic because it is difficult for consumers to control this behavior. That is why business people can use it to make various efforts to stimulate and attract consumers to make irrational purchases, both impulsive and compulsive.

Impulse buying usually occurs without careful consideration (Zhang et al., 2020) and is a sudden, solid, and continuous urge to buy something immediately (Rook & Fisher, 1995). Consumers seem to feel hypnotized so they can easily make purchases (Fasyni et al., 2021). It can occur in online or offline purchases.

Compulsive buying is excessive (uncontrollable) buying triggered by emotional states such as frustration (Billieux et al., 2008). A change in mood from negative to positive when purchasing is an expected goal in compulsive buying (Kellett & Bolton, 2009). Consumers enjoy compulsive buying for hedonic purposes (Horváth & Adıgüzel, 2017), and these purchases are thought to reduce their stress and anxiety (DeSarbo & Edwards, 1996).

Many factors play a role in impulsive and compulsive buying, both internal and external factors. The factors that positively affect impulse buying are materialism (Floh & Madlberger, 2013; Richins & Dawson, 1992), flow state (Fasyni et al., 2021; Wu et al., 2020), product perception (Fasyni et al., 2020), **., 2021; Vonkeman et al., 2017**), social interaction (Chen et al., 2016; Fasyni et al., 2021; Huang, 2016) and website quality (Floh & Madlberger, 2013; Turkyilmaz et al., 2015). At the same time, the factors that positively affect compulsive buying are hedonism (Tarka et al., 2022), helplessness, and intolerance of uncertainty (Çelik & Köse, 2021).

Most factors contributing to impulsive and compulsive buying are internal factors (originating from within the consumer). Someone with a high emotional state tends to be carried away

into impulse buying than someone with a lower emotional state (Fu et al., 2018). Personality traits, values, and feelings play an essential role in compulsive buying (Kellett & Bolton, 2009), as well as psychological distress (Darrat et al., 2016). This condition results in more in-depth studies on consumers' internal factors to understand how the purchasing decision process can occur.

This research is focused on two internal factors of consumers, namely religion and culture. Religion and culture are two things that are inherent in each individual and greatly influence their behavior, including buying behavior. Impulsive and compulsive buying is closely related to emotional and psychological control, while religion and culture are the basis for managing emotions. It is what directs the focus of research on religion and culture in impulsive and compulsive buying behavior.

There are not many studies that discuss religious and cultural factors. One of the studies examining religious commitment showed that the level of religious commitment harmed uncontrollable purchasing decisions (Singh et al., 2021). Other research shows that people with individual cultures engage in more impulse buying behavior than people with collectivist cultures (Kacen & Lee, 2018). The two studies serve as references to further discuss how a person's religious beliefs and culture affect impulsive and compulsive buying decisions.

This research is expected to provide additional information about how religion and culture affect impulsive and compulsive buying behavior. The research results can be helpful for business people in understanding how consumers' purchasing decisions can be influenced by their religion and culture.

Religious Commitment

Religion is a facilitator that controls the impulses and desires of its adherents in living life (Singh et al., 2021). Religious commitment is the level of individual belief in adhering to and practicing religious values

and ideals (Delener, 1990). Religious identity is essential to social identity and significantly impacts consumer behavior (Cogel & Minkler, 2004). A person's religious commitment can provide cognitive and normative guidance for adherents about what they want to consume, how much to consume, and when to consume it (Mathras et al., 2016).

Collectivism and Long-Term Orientation

Culture is a way of life that develops and is inherited in a society. There are several dimensions of culture, including collectivism and long-term orientation (Hofstede, 2011). Cultural collectivism is the extent to which people in a society are integrated into groups (Hofstede, 2011). In collectivist cultures, people are members of a powerful group. Collectivists uphold norms and prioritize group goals (Triandis, 2001), have unconditional loyalty (Hofstede, 2011), and develop positive attitudes toward behaviors that help people prosper (McCarty & Shrum, 1994).

Long-term orientation is a culture that maintains social traditions, adheres to family values, and considers reliability, responsiveness, and empathy (Furrer et al., 2000). People who are long-term oriented learn and adapt to changing circumstances, emphasize frugality and perseverance, and believe that success depends on the effort made (Hofstede, 2011).

Impulsive Buying

Impulse buying is a purchase that occurs without any planning or intention to make a purchase. This purchase is generated by the marriage of the consumer's internal and external factors (Chan et al., 2017). Internal factors are related to consumer characteristics such as hedonism and materialism, while external factors can be in the form of producer stimuli such as sales promotions or encouragement from a conducive environment (circumstances) and friendship.

Compulsive Buying

Compulsive buying is defined as repeated and

excessive buying. This purchase can provide short-term satisfaction and an increased mood (Mrad & Cui, 2020). Momentary relief and pleasure are often followed by regret and guilt due to awareness of inappropriate shopping behavior and its negative consequences (Billieux et al., 2008; Müller et al., 2015). The positive feelings felt when shopping would decrease and be replaced by the re-emergence of the urge to buy with the risk of significant debt, negative responses from family and friends, and feelings of guilt that lead to stress (Mueller et al., 2009).

Research Hypothesis

Previous research has proven that religious commitment harms impulsive and compulsive buying (Singh et al., 2021). When depressed, people with high levels of religious commitment will draw closer to God, while people with low levels seek psychological comfort through their consumption choices (Cutright, 2012). Impulsive and compulsive buying becomes an escaping target for people with low levels of religious commitment to seek temporary pleasure. The research hypotheses are:

H1: Religious commitment negatively influences impulsive buying

H2: Religious commitment negatively influences compulsive buying

Individual culture influences impulse buying more than collectivist culture (Kacen & Lee, 2018). Collectivism is the opposite of the individual. Collectivism will likely negatively influence when individual culture positively affects impulse buying. The same effect is thought to occur with compulsive buying. Impulsive and compulsive buying that is inherent to the characteristics of hedonism and seems selfish will essentially contradict the collectivist culture that prioritizes the interests of the group, so the research hypotheses are:

H3: Collectivism negatively influences impulsive buying

H4: Collectivism negatively influences compulsive buying

Impulsive and compulsive buying that occurs without careful consideration tends to be extravagant and often accompanied by feelings of regret, which is contrary to the long-term orientation culture that thinks far to prepare for a better future. People with a long-term orientation are hard workers who put extra effort into choosing behaviors that are favorable for the future (Soares et al., 2007; Yoo et al., 2011) and have a tendency to seek the opinions of others before making a purchase decision if they are unsure about the future benefits of the purchase (Sharma, 2010). The research hypotheses are:

H5: Long-term orientation negatively influences impulsive buying

H6: Long-term orientation is negatively influences compulsive buying.

Conceptual Framework

The variables in this research are religious commitment, collectivism, long-term orientation, impulse buying, and compulsive buying. The relationship between these variables is depicted in Figure 1.

METHODS

This type of research is quantitative research using survey methods. Primary data was collected by distributing online questionnaires through social media. The sampling technique used was purposive sampling to get respondents who matched the research criteria, namely having made at least one-time purchase of fashion category products impulsively and compulsively. These criteria are

determined to obtain information about consumer buying behavior associated with the influence of religious commitment, collectivism and long-term orientation. Fashion products were chosen because the majority of unplanned purchases occurred in this product category.

The data collected were 212 questionnaires and analyzed using the Partial Least Square (PLS) technique with SmartPLS software. PLS analysis is used to confirm the research model by first testing the validity and reliability of the constructs and testing the research hypotheses. The validity test is determined based on the loading and AVE values. If both have a value > 0.5, then the indicator/construct is declared valid. The reliability test is determined from the value of Cronbach’s alpha and composite reliability. If the construct has Cronbach’s alpha value > 0.6 and the composite reliability value > 0.7, then the construct is declared reliable.

The research hypothesis is tested based on the t-statistical value and the original sample. If the value of t statistic > value of t table (1.96), then the variable has a significant relationship, and if the original sample is positive, then the relationship between variables is also positive or vice versa.

This study has six hypotheses with five research variables, where each variable consists of several indicators. The variables of religious commitment and long-term orientation each consist of five indicators, while the collectivism variable consists

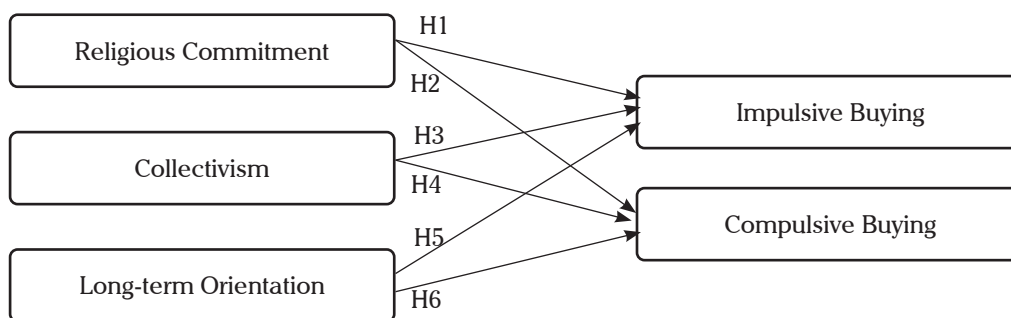


Figure 1. Research Model

of six. The impulsive buying variable has nine indicators, and the compulsive buying variable has three. These indicators were made into questionnaire statement items adopted from various previous studies (Appendix 1). Research indicators were measured using a 5-level Likert scale, ranging from strongly disagree to agree strongly.

RESULTS AND DISCUSSION

The majority of research respondents obtained are women (69.8%) who are classified as being at a young age, namely 17-35 years (90.1%) and making impulse and compulsive purchases online (55%) and offline (45%). All of these respondents were obtained through the distribution of questionnaires conducted using social media. Characteristics of respondents indicate that most impulsive and compulsive shoppers are women, but the number of men (30.2%) also shows a relatively large number for these two types of purchases. Shopping behavior develops along with the advancement of technology where online shopping has become a lifestyle for most people, especially young people, and is not

only limited to women but is also in demand by men.

This study analyzes the influence of religious commitment and consumer culture on impulsive and compulsive buying. Exogenous latent variables in religious commitment, collectivism, and long-term orientation are associated with endogenous latent variables, impulse buying, and compulsive buying. Each latent variable consists of several indicators combined in one research model to be analyzed.

The model analysis results show that all constructs are valid and reliable (Figure 1 and Table 1). The loading and AVE values for each indicator are > 0.5 so that they are declared valid, and the value of Cronbach's alpha and composite reliability of all indicators is > 0.7 so that they are declared reliable.

The results of hypothesis testing can be seen in the path coefficient value (Table 2). If the value of t-statistics > the value of t table (1.96) and the value of the original sample is negative, then the variable

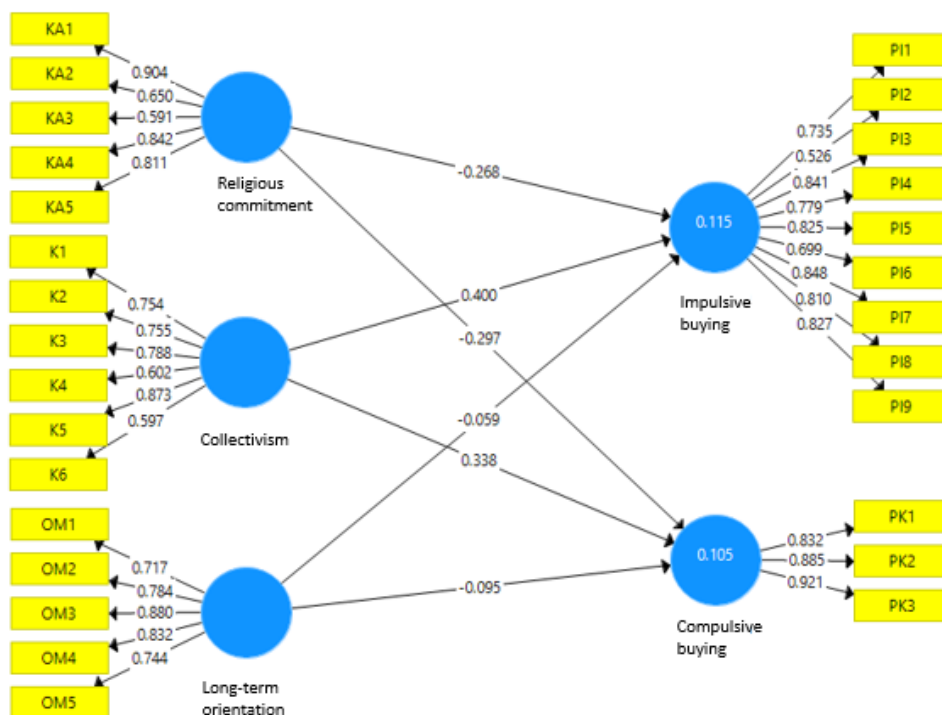


Figure 2. Loading Score

Table 1. Results of Model Criteria

Construct	Cronbach's Alpha	Composite Reliability	AVE	R Square
Religious commitment	0.856	0.876	0.591	Valid, reliable
Collectivism	0.845	0.874	0.54	Valid, reliable
Long-term orientation	0.851	0.894	0.629	Valid, reliable
Impulsive buying	0.912	0.929	0.596	0.115 Valid, reliable
Compulsive buying	0.857	0.911	0.774	0.105 Valid, reliable

Table 2. Results of Inner Model Analysis

Hypothesis	Relationship	Original Sample	T-Statistics	Test Results
H ₁	Religious commitment -> Impulsive buying	-0.268	1.668	No effect
H ₂	Religious commitment -> Compulsive buying	-0.297	2.055	Negative effect
H ₃	Collectivism -> Impulsive buying	0.4	3.108	Positive effect
H ₄	Collectivism -> Compulsive buying	0.338	2.626	Positive effect
H ₅	Long-term orientation -> Impulsive buying	-0.059	0.511	No effect
H ₆	Long-term orientation -> Compulsive buying	-0.095	0.964	No effect

has a negative relationship. Hypotheses 1, 5, and 6 are rejected so that there is no influence between the variables contained in the three hypotheses. Hypotheses 2, 3, and 4 show an inter-variable effect where in hypothesis 2, the effect is negative, and in hypotheses 3 and 4, the effect is positive.

Hypothesis 1 is rejected, so there is no effect between religious commitment and impulse buying. It shows no difference between consumers with high levels of religious commitment and consumers with low levels of religious commitment in impulsive buying behavior. There are four types of impulse buying: pure impulse buying, reminder impulse buying, suggestion impulse buying, and planned impulse buying. Pure impulse buying occurs when consumers make new or breakout purchases that break normal buying patterns. Reminder impulse buying occurs when consumers see an item and realize that the stock of the item is almost out and remembers the previous decision to buy the product. Suggestion impulse buying occurs when a consumer sees a product and realizes that he or she needs it. Planned impulse buying is when consumers already have a list of products but also intend to buy other products if there are promotions or discounts. Based on these groupings,

impulse buying is not always negative. People with solid religious commitment were able to engage in the reminder impulse buying, suggestion impulse buying, and planned impulse buying groups. They need products, but awareness of this only appears after being stimulated by the environment or sales promotions. People with a weak level of religious commitment can engage in all four types of impulse buying. Thus, people with high or no religious commitment can also buy impulses.

Hypothesis 2 proves that religious commitment is negatively related to compulsive buying. It means that the higher one's commitment to religion, the lower level of compulsive buying made. People with low commitment to religion will only make compulsive buying that becomes an escape for consumers to vent negative emotions. People with a high religious commitment level prefer to go to their God when experiencing psychological stress rather than showing uncontrollable behavior, including shopping. It aligns with previous research (Singh et al., 2021). People with low levels of religious commitment tend to seek psychological comfort through their consumption choices (Cutright, 2012), while religious consumers are motivated to exhibit controlled consumption behavior (Singh et al., 2021).

The results of hypotheses 3 and 4 show the same results where there is a positive influence between the two variables being tested. Hypothesis 3 states that there is a negative effect between collectivism and impulse buying, but the test results prove a positive effect between the two variables. Hypothesis 4 states a negative effect between collectivism and compulsive buying, but the test results prove a positive effect between the two variables. Consumers with a high collectivism culture will also make high impulsive and compulsive purchases. Previous research (Kacen & Lee, 2018) stated that individual culture is more robust in influencing impulse buying than collectivist culture. Collectivists prioritize their group goals (Triandis, 2001) and are highly loyal to the group (Hofstede, 2011). If collectivism can increase impulsive and compulsive buying, this may be due to interactions among group members. Collectivist people in social groups with high enough impulsive and compulsive buying behavior will be motivated to make similar buying behavior. It is in line with previous research (Chen et al., 2016; Fasyini et al., 2021; Huang, 2016), which showed that social interaction positively affects impulse buying. When a person is often involved in interacting and communicating with others about a product, this can reinforce himself and the people in his community to engage in impulse buying. On the other hand, people who rarely interact and communicate with others will receive less information and recommendations about a product affecting the small amount of impulse buying they do (Fasyini et al., 2021).

The results of testing hypotheses 5 and 6 do not show an influence between long-term orientation culture with impulsive and compulsive buying, so there is no relationship between people with long-term orientation culture with impulsive and compulsive buying behavior. Long-term oriented people are concerned with frugality (Hofstede, 2011), making them less likely to engage in impulsive and compulsive buying. However, the categories of reminder impulse buying, suggestive impulse buying, and planned impulse buying may

also occur in people who are long-term oriented or not. When awareness of the need for a new product arises after external stimuli such as sales promotions, then impulse buying can be made by people with long-term orientation or not. In addition, compulsive buying can also occur in people who are long-term or not. Long-term oriented people can compulsively buy when they realize they are in good financial condition and do not worry about shopping irrationally. People who are not long-term oriented may also make compulsive purchases because of feelings of stress that make them vent through shopping behavior. These possibilities can happen to anyone with any concept of orientation to their shopping behavior.

MANAGERIAL IMPLICATION

In impulse buying, business people can focus their target market on people with a high collectivism culture, while for compulsive buying, the target audience is people with a low level of religious commitment but with a high collectivism culture. It is expected to help increase the number of impulses and compulsive buying.

CONCLUSIONS

Impulsive and compulsive buying are two forms of shopping behavior that have their portion in shopping activities. Both of these buying behaviors are considered problematic for consumers to control, thus providing an opening for business people to take advantage of them. Research related to these two behaviors can be additional information for business people to understand consumer behavior. This study specifically examines the internal factors of consumers in influencing impulsive and compulsive buying to understand impulsive and compulsive behavior, especially from the consumer's side. The results showed that impulse buying is influenced by collectivist culture, while religious commitment and collectivist culture influence compulsive buying. Collectivism positively influences impulsive and compulsive buying, so people with a high collectivism culture will also make high impulsive and compulsive buying.

Meanwhile, religious commitment negatively influences compulsive buying, so the higher a person's level of religious commitment, the lower the level of compulsive buying. Religious commitment has been proven not to affect impulse buying, so a person's level of religious commitment

has nothing to do with his impulse buying. Long-term orientation has also been shown not to affect impulsive and compulsive buying, so impulsive and compulsive buying can occur in people with long-term orientation or not. ■

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APPENDIX

Appendix 1. Variables and Questionnaire Statement Items

No	Variables	Item Description	Reference source
1	Religious commitment	<ol style="list-style-type: none"> 1. Religious belief is very important to me because it can answer many questions about the meaning of life 2. It is important for me to spend time in a place of worship (thinking and praying) 3. My religious beliefs are behind my whole approach to life 4. Religious beliefs affect all my affairs in life 5. I spend time trying to grow in my understanding of religion 	(Swimberghe et al., 2009)
2	Collectivism	<ol style="list-style-type: none"> 1. The well-being of my group members is important to me 2. Individuals should only pursue their goals after considering the welfare of the group 3. I work hard for group goals, even if it doesn't get recognition 4. Family members must stick together, even if they disagree 5. I enjoy sharing items and spending time with my group members 6. People who are important to me want me to be wise in shopping 	(Sharma, 2010)
3	Long-term orientation	<ol style="list-style-type: none"> 1. I tend to use my money carefully in the present so that I can save it for the future 2. Failure doesn't stop me from trying again and again 3. I work hard for future success 4. I want to be secure in the future and therefore I prefer long term planning 5. I don't mind sacrificing today's fun for tomorrow's success 	(Yoo et al., 2011)
4	Impulsive buying	<ol style="list-style-type: none"> 1. I often buy things in an unplanned way 2. I buy things according to how I feel at that moment 3. I often buy things without thinking 4. "I see it, I buy it" it's me 5. "Buy now, think about it later" it's me 6. Sometimes I want to buy things without any planning 7. "Just do it" describes the way I buy things 8. I don't plan most of my purchases 9. Sometimes I don't think much before making a purchase 	(Rook & Fisher, 1995)
5	Compulsive buying	<ol style="list-style-type: none"> 1. There are unopened shopping bags in my cupboard 2. Other people might consider me a shopaholic (who purchases too much) 3. Most of my life centered on buying things 	(Ridgway et al., 2008)