

# The Impact of Product Presentation Quality on Consumer Enjoyment and Impulsive Buying Decision When Doing e-Leisure Shopping Activity.

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**Abstract**---Currently, leisure activities can not only be done physically but can also be done through online media. Leisure activities conducted online can be referred to as e-leisure activities. One form of e-leisure is online shopping. This e-leisure activity must be supported by strong stimuli. In previous studies, the form of stimuli discussed was often the problem of the atmosphere of online stores, but when viewed from the viewpoint of window shopping behavior, the best stimuli for increasing consumer enjoyment should be the quality of product presentations in online stores in the form of visual stimuli and textual information. Enjoyment in online shopping activities can also encourage consumers to be impulsive in buying, so the purpose of this study is to link between perceived quality of product presentation, enjoyment and impulsive behavior in buying when doing e-leisure activities in online stores. This study drew a sample of 500 respondents. The hypothesis in the research model was analyzed using partial least square. The results showed that the quality of product presentations in online stores had an impact on the enjoyment and impulsive buying behavior. The implication of this research is to understand that the quality of online product presentations can affect the quality of consumer enjoyment in their e-leisure activities so that retailers must pay more attention to these factors.

**Keywords**--- e-leisure, enjoyment, product presentation quality, impulsive buying.

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## I. INTRODUCTION

The emergence and spread of the internet have given impetus to technology adoption in digital media and enable a massively social behavior change that covers a variety of domains. These include changes in access to leisure activities. Leisure activity is no longer a physical activity but has extended to digital activities supported by the use of digital technology. New forms of digital technology offer a variety of fun activities such as online games, online education, online social entertainment and online shopping. These activities can be referred to as e-leisure [1].

One of the e-leisure activities that currently under the spotlight is the behavior of exploring and shopping online. Shopping activity has been recognized as something entertaining. Someone will get an adventurous feeling and moreover, the feeling seems like integrated into the shopping activity itself [2]. Basically, shopping is a fun activity either done offline or online, and it's always intended to meet the needs of leisure intention [3]. Today, surfing on an online store turns out to give someone a feeling that he or she is on a shopping tour because they are essentially exploring to see the product.

E-leisure shopping online activities often lead to impulsive buying behavior as consumers experiencing high enjoyment. Previous studies show how the factors of the atmosphere of online store websites have an impact on the

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level of enjoyment owned by consumers which leads to impulsive buying behavior online. Some previous researches only focus on how the quality of the website influences impulsive online shopping activities [4]; [5]. Oftentimes, consumers browse online stores in a hurry to do leisure activities by seeing products on the display, just like window shopping at a brick-and-mortar store. When looking at products on display at these online stores, all consumers see is visual forms and textual information. Hence, the quality of product presentation should be a very important form of stimulation to determine whether consumers will experience high level of enjoyment and the potential to experience impulsive purchases.

The purpose of this study is to relate how the perception of the quality of product presentation correlates with the level of enjoyment and impulsive buying behavior when consumers engage in e-leisure activities. The managerial implication of this research is to remind online retailers to pay more attention to the quality of product presentations on their website because if consumers enjoy browsing on the website with a good product presentation, they are likely to buy more because they are impulsive in their purchasing decisions [6].

## **II. LITERATURE REVIEW & HYPOTHESIS DEVELOPMENT**

### **Perceived Product Presentation Quality**

Online stores retail in digital form, the fundamental advantage of this online retail model is that consumers do not need to be physically present in the store. They can access the online stores through electronic devices connected to the internet. Even so, this retail model has a pretty basic weakness. The items displayed in such retail model are only in the form of visual and textual information.

### **Visual Presentation Quality**

When consumers do e-leisure activities through online shopping, the stimulus that consumers face is a visual and textual display. Consumers are very likely to reduce the cognitive effort when doing online shopping because of this form of stimulus. During this time consumers enter the website of an online store and then do a product search, often they find problems in product presentation such as less quality so that they become unsure of buying the product [7].

Based on Park, Lennon, and Stoel's [8] opinion, there are three visual aspects of the product presentation: (1) images/photos that represent the final use of the product, (2) the product is displayed with other related items and similar products, (3) products displayed from various angles such as front, back, and side. Currently, many products are presented with only one angle and mostly displayed from the front only. This often decreases consumer confidence [7]. Another example is when products can be presented in 3D (with models) often can provide flexibility to consumers to see and imagine the products in more details. This will reduce risk perception and improve product quality perception in the consumers' mind [9]. Online shopping often includes page browsing activities in the form of images, so the visual presentation of the products on display will have psychological effects that can cause feelings of pleasure [10]; [11]. Referring to the argument, the following hypothesis can be proposed:

*H1a: The quality of product visual presentation influences online trust*

*H1b: The quality of product visual presentation has the effect on shopping enjoyment*

### **Textual Information Quality**

The quality of the information in this study is defined as the consumer's perception of the quality of the information displayed on the media [12]. In this case, product information is all kind of textual information that is displayed on the product page. To satisfy consumers' needs for information, the information displayed must be completed, up-to-date and be deemed sufficient to help consumers make decisions and choose the products they will buy [13]. According to Liao and Keng [14], measurement of the quality of textual information is related to 3 things: (1) information reliability, (2) the usefulness of information, and (3) how information can be understood by consumers (information understandability). Textual information that cannot explain the product will confuse consumers and make consumers unsure of the product. Besides, that incomplete information will also raise consumer's suspicion whether the product is indeed a product that has good specifications, is in its original form, is overpriced, or is a product that has been imitated. Also, the textual content of the information provided is related to shopping enjoyment. For example, the appearance of convoluted information has the potential to cause irritation and consumers become uncomfortable when absorbing information, the result consumers tend to think of it as an unattractive stimulation and pass through the products on display which ultimately often leads to boredom when shopping. Based on these arguments, the following hypotheses can be proposed:

*H2a: The quality of product textual information influences online trust*

*H2b: The quality of product textual information has the effect on shopping enjoyment*

## **Trust**

In their research, Gefen, Karahanna, and Straub [15] define trust as an expectation of someone against another party who contracts with him/her that this other party will not lie, take only one-sided advantage and only manipulate him/her. In general, online trust is operationalized as a mechanism that can reduce negative perceptions of social complexity and all forms of transaction risk carried out by consumers through increased positive outputs, expectations and certainty of behavior from trusted parties [5]. Online trust is a crucial variable when we talk about online purchases. All consumers see when doing online shopping is visual and textual stimuli without being able to touch them directly. It raises the risk of whether the goods displayed will match the original goods and the perception they have in mind.

Trust is also one of the variables inherent in stimulus. Rahimnia and Hassanzadeh [16] suggested the relationship between trust and design and information provided by the website. When website's content is very well designed and has a good quality of information, consumer confidence will increase, so does the marketing effectiveness. This illustrates the importance of building trust especially in the context of online purchases which is only stimulated by visuals and product information alone. Online purchases will not be possible unless consumer's confidence is formed [17]; [18]. Online trust is also related to browsing activities on online store site. Whenever someone feels the least risk faced, the greater the chance the consumer gets a pleasant shopping experience. This is something that can be enjoyed and sometimes leads to sudden purchases. Based on these arguments, a hypothesis can be proposed:

*H3: Online trust influences shopping enjoyment*

*H4: Online trust influences impulsive online purchases*

## **Enjoyment**

E-leisure activities can be explained by how consumers enjoy online activities that they do. Online shopping is one form of e-leisure because in essence consumers travel to digital locations that we call online marketplace or online stores. On it, consumers like doing window shopping and it just like doing a shopping tour which gives consumers a pleasant experience in carrying out these activities.

In general, shopping pleasure is an affective reaction [11] to an activity [10]. Floh and Madlberger [19] defines shopping pleasure as the pleasure consumers get while in shopping activities and thus will affect the mood of these consumers. Shopping pleasure is a form of experience that is felt when consumers receive stimuli which then creates a positive mood in the minds of consumers so that shopping pleasure is often used as a good predictor of actual consumer behavior [20]; [21]; [22]; [23]; [24] including impulsive buying behavior. Based on these arguments, a hypothesis can be proposed:

*H5: Shopping enjoyment affects impulsive purchases.*

## **Impulsive Buying**

Impulsive buying behavior can be defined as buying behavior with a high level of spontaneity accompanied by a strong psychological desire that consumers are unable to withstand [25]. Some previous researches define impulsive buying behavior as unplanned buying behavior, but impulsive buying behavior differs from unplanned buying behavior [26]. The difference lies in unplanned purchases being purchases as cognitive and rational results because they still consider the consequences of purchases while impulsive buying behavior is more driven by psychological factors and often consumers ignore the risk factors of purchases [27]. The psychological push factor and neglect of purchasing risk that makes this buying behavior unique because when a consumer purchases impulsively, he shortens the buying process and accelerates payments. Oftentimes, consumers who buy impulsively only look at simple aspects of the product such as the interesting appearance and ignore its function. When a consumer sees a product displayed attractively and he likes it, the consumer will buy it directly regardless of whether he needs it or not. Such occurrence provides transaction certainty for sellers and increases sales so that retailers as sellers of goods need to understand how to influence consumers to buy impulsively.

Impulsive buying behavior is a behavior that relies heavily on forms of stimuli that attack consumer's affection so product presentation may become the main actor to influence consumers to buy impulsively [28]. In the context of physical stores, a consumer can see, touch, and smell the product directly so that psychological stimuli such as color, shape, contour, the odor can be stimulated directly by consumers and can provide a good mood that can encourage impulsive buying. The store's atmosphere is also a crucial factor in shaping positive moods such as lighting and the presence of songs played throughout the store. Unlike stimuli that can be found in a physical store, in the context of online marketplaces such as Tokopedia, BukaLapak, and BliBli, the stimuli encountered are more about visual and textual presentations only. Only very well-designed online store websites can make consumers able to buy online impulsively [29]; [30].

### III. RESEARCH METHOD

Sampling method used in this study is a non-random sampling (purposive sampling). Respondents in this study are consumers who had made unplanned or sudden purchases (impulsive) on online marketplace and platform at least in the last 3 months. Total samples taken in this study were 500 people. The questionnaire was distributed from March to November 2019.

### IV. DATA ANALYSIS

Information about the demographics of the respondents in this study is summarized in table 1. Among the respondents, most sex is male (53 percent) and the majority of respondents are within 20-25 years old (47 percent). The most recent education is senior high school or equivalent (43%). Most of the respondents' occupation is student (39%) and the highest income level is in the range of Rp. 1,000,001 to Rp. 5,000,000 per month (55%). The most visited online store/marketplace websites are Shopee (27%) and the most ordered product category is the fashion product category (19%). The data of this study were analyzed using the Partial Least Square method. Before the hypothesis was analyzed, the validity and reliability test of the data was carried out.

**Table 1.** Respondent Characteristics

	Frequency	%
<b>Gender</b>		
Woman	235	47%
Man	265	53%
<b>Age</b>		
16 – 19 Years old	25	5%
20 – 25 Years old	235	47%
26 – 35 Years old	205	41%
36 – 45 Years old	25	5%
46 – 55 Years old	10	2%
<b>Education</b>		
High School	215	43%
Diploma	100	20%
Bachelor	155	31%
Master	30	6%
<b>Occupation</b>		
College Student	195	39%
State Institution Employee	50	10%
State Company Employee	75	15%
Private Company Employee	140	28%
Entrepreneur	40	8%
<b>Income</b>		
<Rp. 1.000.000,-	150	30%
Rp. 1.000.001,- s/d Rp. 5.000.000,-	275	55%
Rp. 5.000.001,- s/d Rp. 10.000.000,-	75	15%
<b>Website</b>		
Tokopedia	115	23%
Shopee	135	27%
Bukalapak	75	15%
Lazada	50	10%
OLX	85	17%
BliBli	15	3%
Blanja	25	5%
<b>Product Categories</b>		
Fashion	95	19%

Sports Products	90	18%
Home Electronics	60	12%
Gadget	90	18%
Health Products	25	5%
Beauty product	50	10%
Hobby	75	15%
Automotive	15	3%

**Source:** The Authors.

To analyze measurements and structural models, we use SmartPLS software. We adopt partial least squares (PLS) regression for the analysis of the path between variables. For individual item reliability, composite reliability scores, Cronbach's alpha, and average variance extracted (AVE) for each construct indicated fulfilling the reliability test requirements (i.e. composite reliability of greater than 0.7), Discriminant validity (i.e., an AVE of greater than 0.5) and convergent validity (see table 2).

**Table 2.** Reliability and Discriminant Validity

Construct	Cronbach's Alpha	Composite Reliability	AVE
Enjoyment	.572	.772	.539
Impulse Buying	.619	.777	.566
Perceived Textual Information Quality	.708	.820	.534
Trust	.722	.843	.643
Perceived Product Visual Quality	.813	.870	.573

**Source:** The Authors.

**Table 3.** Item Loadings and Cross –Loadings (Overall Group)

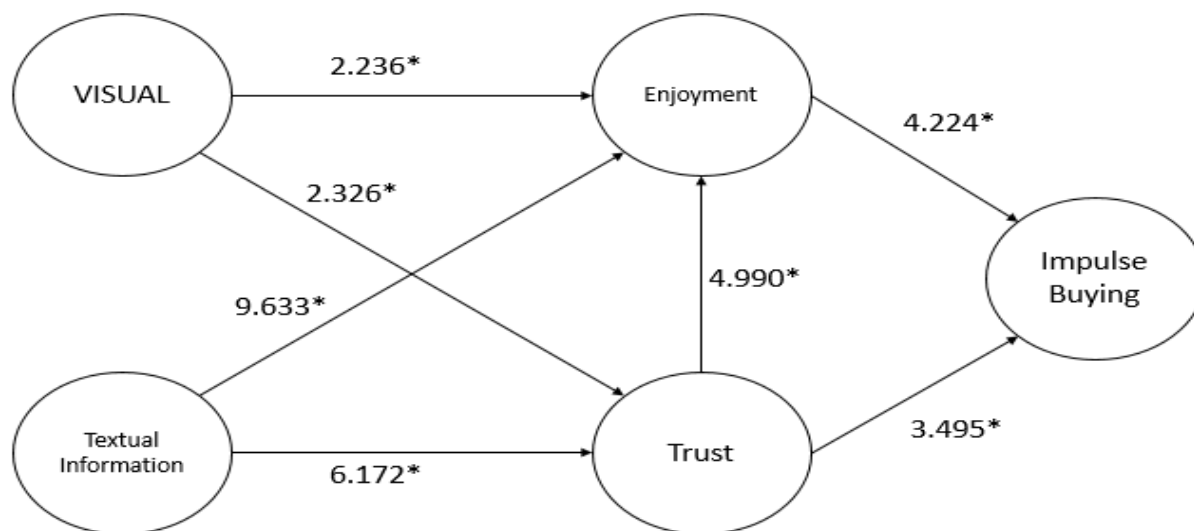
Construct and Variables	Standardized Factor Loadings				
	ENJOYMENT	IMPULSE	INFORMATION	TRUST	VISUAL
<b>Impulse Buying</b>					
1. When I see a product displayed in an online store, I feel like buying it right away.	.364	<b>.641</b>	.311	.296	.379
2. When I see a product displayed in an online store, I feel like buying it even though I didn't plan it before	.345	<b>.669</b>	.334	.304	.303
3. I immediately press "buy" when I see a product that interests me without any prior purchase plans	.391	<b>.704</b>	.303	.347	.341
4. I feel that I immediately complete payment for an item that just caught my attention after placing it in the basket.	.361	<b>.716</b>	.395	.420	.344
<b>Perceived Textual Information Quality</b>					
1. I think, Product information is quite complete	.420	.376	<b>.728</b>	.489	.579
2. The information provided is quite easy for me to understand	.393	.375	<b>.720</b>	.523	.538
3. The information presented is very useful for me	.401	.402	<b>.764</b>	.557	.573
4. I think product information has been fairly well organized	.398	.286	<b>.708</b>	.532	.548

<b>Enjoyment</b>					
1. Shopping online is an entertaining thing for me	<b>.804</b>	.414	.450	.517	.463
2. Shopping online makes me feel fun	<b>.538</b>	.212	.292	.286	.300
3. Shopping online is one of my favorite leisure activities	<b>.825</b>	.497	.452	.496	.480
<b>Trust</b>					
1. I feel sure the product shown is following the original product	.524	.386	.593	<b>.791</b>	.614
2. I feel confident the product information presented is reliable	.422	.347	.588	<b>.767</b>	.600
3. I feel confident that the product information presented is consistent	.509	.474	.553	<b>.845</b>	.623
<b>Perceived Product Visual Quality</b>					
1. I think the visual appearance of the product is quite detailed	.442	.411	.596	.580	<b>.787</b>
2. I think the visual appearance of the product attracts attention	.490	.361	.568	.597	<b>.784</b>
3. I think the visual appearance of the product is quite pleasing to the eye	.445	.453	.580	.607	<b>.743</b>
4. I think product visuals look professional	.395	.268	.560	.542	<b>.715</b>
5. I think pictures/photos that are used represent the product well	.399	.389	.598	.560	<b>.754</b>

Note. Values in boldface denote factor loadings greater than other outside variable.

To see how far the variables affect other variables, we use bootstrapping techniques. The size of the bootstrapping sample used in PLS analysis is 500 samples.

**Figure 1.** Overall Model: Path Estimates by Partial Least Squares Analysis.



\*p < .005

Briefly figure 1 and table 4 present the results of the hypothesis test. All direct paths in the model (hypothesis 1a to hypothesis 5) are supported at  $p < .005$ . Tests for hypotheses 1a and 2a indicate that consumer confidence is significantly influenced by the perception of the visual quality of the product ( $\beta = .513959$ ,  $t = 9.632504$ ) and the perception of the quality of textual information ( $\beta = .325950$ ,  $t = 6.172133$ ). Also, hypotheses 1b and 2b indicate that enjoyment is significantly affected by the perception of the visual quality of the product ( $\beta = 0.189046$ ,  $t = 2.236256$ ) and the perception of the quality of textual information ( $\beta = .153144$ ,  $t = 2.327696$ ). Furthermore, Impulsive buying significantly affected by trust ( $\beta = .284309$ ,  $t = 3.494555$ ) for hypothesis 4 and affected by enjoyment ( $\beta = .362576$ ,  $t = 4.223753$ ) for hypothesis 5, in addition enjoyment affected by trust ( $\beta = .352824$ ,  $t = 4.990029$ ) for hypothesis 3.

**Table 4.** Standardized Structural Estimates and Test of the Main Hypotheses.

Hypothesis		Estimates	t Value	Hypothesis
H1a	VISUAL -> TRUST	.513	9.632*	Supported
H1b	VISUAL -> ENJOYMENT	.189	2.236*	Supported
H2a	INFORMATION -> TRUST	.325	6.172*	Supported
H2b	INFORMATION -> ENJOYMENT	.153	2.327*	Supported
H3	TRUST -> ENJOYMENT	.352	4.990*	Supported
H4	TRUST -> IMPULSE	.284	3.494*	Supported
H5	ENJOYMENT -> IMPULSE	.362	4.223*	Supported
<b>R2</b>				
Enjoyment	.507 (50.7%)			
Impulse	.537 (53.7%)			
Trust	.627 (62.7%)			

\*p < .05.

## V. STUDY RESULTS, SUMMARY AND CONTRIBUTION

This study proposed a theoretical model that explains how the influence of the quality of product presentations in online stores can affect enjoyment in shopping online, and even leads to impulsive purchases.

Based on the findings of this study, some practical implications can be given to marketers, especially online retailers. First, Trust is still a crucial construct in online shopping because consumers cannot measure directly the quality of products, so the buying and selling process in online stores is dependent on forming consumer quality perceptions. In this study, the perception of the quality of product presentation viewed from visual and textual factors has been shown to have a positive influence on trust, so online retailers must pay attention to whether products sold in their online stores will look convincing or even appear to be deceitful. Improvement of image quality, store clarity and aesthetic beauty and graphics will reduce consumers' irritation when they do window shopping activities. Furthermore, order improvement of textual information and availability of complete information will also be able to increase consumer confidence. Secondly, trust also seems to have a positive influence on the level of consumer enjoyment when doing e-leisure activities or online shopping. This suggests that when consumers already have high online trust, then the consumer will feel a pleasure in shopping and often disallows risk. This will make consumers impulsive in buying so that retailers will get better profits. To that end, online retailers must continue to maintain the level of enjoyment of consumers by making improvements to the system so that consumers can easily explore, enlarging the connection bandwidth and reducing unnecessary graphics that can block consumers' comfort.

We conclude this research by explaining some limitations of this study that might be useful for future research directions. First, we hypothesize only two characteristics of product presentation, visually and textually. In subsequent studies, these two constructs should be improved by making formative measurements, because the visual quality component should be formed by independent constructs. Secondly, this study only uses the enjoyment factor as a proxy of consumer e-leisure activities. In subsequent studies, it may be possible to add other variables, especially psychological variables such as flow and immersion. In subsequent studies, researchers may be able to do a multi-group analysis of gender so that it can be seen how the difference in e-leisure activity between men and women. This type of analysis will contribute to the online tourism merchandising industry, as well as conventional online shopping activity [31]. Moreover, this research is also useful for travel services and room bookings such as AirBNB [32].

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