THE INFLUENCE OF SELF-BRANDING AND BRAND IMAGE ON IMPULSE BUYING INTENTIONS OF YOUNG CONSUMERS FROM E-COMMERCE OF FASHION PRODUCTS

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ABSTRACT

Recent advances in technology have facilitated shopping activities that individuals can do directly and indirectly through e-commerce. As more and more people shop online, online shopping anomalies are causing a variety of problems. Inappropriate online shopping behavior—spending money to buy things that don't meet your needs—is known as impulse buying. Shopping can be used as a motivation to enhance self-branding and brand image, and many individuals will make unlimited purchases. This study examines the brand's and private brand's image for impulse buying fashion products in e-commerce. is to determine the effect of labels on The sample data used in this study were collected using a targeted sampling technique, i.e., e-commerce respondents characterized by purchasing products via e-commerce with their own money with a purchase frequency of at least 2x in the last six months. Retrieved by the user. This study uses a quantitative approach with multiple linear regression analysis techniques. The results of this study show that brand image and self-branding lifestyle have a significant positive impact on impulse purchases.

Keywords: Self Branding; brand image; impulsive buying; e-commerce

1. INTRODUCTION

The necessities of life in society always increase from time to time. When the population increases, the consumption needs of the community also increase. Consumption is increasing due to various factors, and one of the factors is the growth of consumptive feelings in society. It is easier for people to buy food and clothing. The need for this clothing is also a consumptive trait of society because clothing trends influence lifestyle. The routine of traveling is now a lifestyle that brings emotional satisfaction no longer to meet needs (Angela & Paramita, 2020). The latest technological

advances, make shopping activities not only carried out directly but can be done indirectly (Miranda, 2016). The progress of technology, which is increasing rapidly, has made people's lives easier and more practical. One form of technological improvement in this trade segment is the presence of e-commerce (Angela & Paramita, 2020). E-commerce can make it easier for consumers to shop online for the desired product.

Online shopping in Indonesia has become widespread and growing since the launch of Tokopedia in 2009, plus the presence of Shopee in 2015. In addition, the Covid-19 pandemic in 2020 did not allow people to leave their houses, so all buying and selling transactions changed online, and until now, the demand continues to increase. The phenomenon of online shopping is believed to save more time, and the prices offered are also cheaper. The purchase of online shopping products is a development that arises due to convergence, where initially purchases had to go through stores directly and could go through the internet only. In addition, psychological, and sociological benefits can be felt when shopping online. In online shopping, the most perceived benefit for consumers is the unlimited number of products or satisfaction that can meet their demands. (Siregar & Rini, 2019). E-commerce has become a habit by people because of the convenience they have obtained. People think that online shopping makes it easier for people to meet their needs or just for the distribution of their hobbies. Online shopping is the desire of people to spend money to get what they want in an online store or on a specific website (Rahmat & Suryanto, 2020).

E-commerce has become a habit by people because of the convenience they have obtained. People think that online shopping makes it easier for people to meet their needs or just for the distribution of their hobbies. Online shopping is the desire of people to spend money to get what they want in an online store or on a specific website (Rahmat & Suryanto, 2020). Impulsive buying behavior or unplanned purchases are always driven by the consumer's strong desire to meet his needs. This behavior is described as more stimulating, involuntary, and challenging to avoid. Amos' research reinforces that impulsive buyers usually don't think long, are emotionally interested in an object, and want to be satisfied immediately by buying it. Indonesian teenagers are also affected by impulsive buying behavior. According to Muratore, teens who shop impulsively tend to be more sensitive to fame, price quality schemes, price sensitivity, discount vulnerability, and self-esteem than non-impulse teens. The indicators used to measure impulse buying, according to (Yanthi, et al, 2014), are a) Spontaneity; b) Out-of-control; c) Psychology conflict; d) Non-cognitive evaluation; e)

Disregard of consequencies. Impulsive purchases can be influenced by two factors: external and internal factors. Factors that affect external are the characteristics of the store and the finances owned. Internal factors are the buyer's character, mental effort, and self-branding (Afandi & Hartati, 2019).

To maximize self-branding, a communication management planning strategy is needed. Strategies are adapted to the characteristics and characteristics that want to be shown to society so that the methods used by each person tend to be different from each other. Strong self-branding always has three basic things that unite it (Afrilia, 2018). The three things are a) peculiarities; b) relevance; c) consistency. According to Regina Luttrell, social media planning is a set of strategies that are carried out to achieve certain results. Strategies are needed to avoid meaningless behavior so communication management becomes more effective and on target. Three main dimensions shape self-branding, namely: a) individual competence or ability; b) personal style or style; c) one's standards. Self-branding is an effort to create or build an image or brand image.

Brand image is a representation of the overall impression of a person made from information and past experiences (Andriani & Dwbunga, 2018). It is related to attitudes in the form of one's beliefs and preferences (Rahmadani, 2019). Kotler and Keller (2009) argue that brand image indicators include: a) consumer perception of product recognition; b) consumer perception of product quality; c) consumer perception of size; d) consumer perception of packaging design or model; e) consumer perception of the color of the product; f) consumer perception of prices. A strong brand image can bring significant benefits to fashion products, one of which can create a competitive advantage. Brand image is the consumer's perception of the brand of a product that arises from the information consumers receive through the experience of using the product. The brand image has factors that make a person form a brand image: a) strength; b) uniqueness; c) advantages.

This phenomenon is a reference for how an aspect of behavior can cause actions to be carried out, the background above provides a formulation that arises in this study, namely how influential self-branding and brand image affect adolescents' impulsive buying through e-commerce.

2. METHODS

The method used in this study uses quantitative method research with multiple linear regression analysis techniques with a focus on testing variable relationships Survey research methods with a quantitative approach (Quantitative Research) are the research methods chosen in this study to answer questions. In sampling, this study used a non-probability sampling technique, which is a sampling method that does not provide equal opportunities for each population to be selected as a sample. The method used is purposive sampling, where the determination of the sample is carried out using the specified consideration. The goal is to get a representative sample that meets the criteria that have been set. The criteria in this study were teenagers who used e-commerce for shopping and had enough information to research.

There are three variables to be studied, independent variables; Self-branding (X1) and Brand Image (X2), and one dependent variable; Impulsive buying (Y). Impulsive buying is the benchmark of self-branding and brand image, while self-branding and brand image influence Impulse buying.

3) RESULTS AND DISCUSSION

From the data in the research results, it can be concluded that the gender column is still dominated by women in the online shopping industry using e-commerce, with 67 respondents. In comparison, for men, it is 33 respondents. In the age column, respondents also vary, there are 16-25 year olds of generation Z consumers, however, the age that is more dominant in shopping online through Shopee is 21 years old.

Validity and Reliability Test

At the initial data testing stage, validity and reliability tests are carried out before testing

Hypothesis:

Table 1. Validity test

Question	Corrected Item-Total Correlation	Result
X1.1	0.455	Valid
X1.2	0.431	Valid
X1.3	0.507	Valid
X1.4	0.614	Valid

Question	Corrected Item-Total Correlation	Result
X1.5	0.467	Valid
X1.6	0.506	Valid
X1.7	0.439	Valid
X1.8	0.448	Valid
X1.9	0.280	Valid
X1.10	0.490	Valid
X1.11	0.479	Valid
X2.1	0.354	Valid
X2.2	0.473	Valid
X2.3	0.536	Valid
X2.4	0.433	Valid
X2.5	0.527	Valid
X2.6	0.505	Valid
X2.7	0.480	Valid
X2.8	0.456	Valid
X2.9	0.538	Valid
X2.10	0.528	Valid
X2.11	0.426	Valid
X2.12	0.534	Valid
Y.1	0.482	Valid
Y.2	0.269	Valid
Y.3	0.358	Valid
Y.4	0.410	Valid
Y.5	0.193	Valid
Y.6	0.380	Valid
Y.7	0.419	Valid
Y.8	0.199	Valid
Y.9	0.342	Valid
Y.10	0.232	Valid
Y.11	0.405	Valid
Y.12	0.379	Valid
Y.13	0.402	Valid
Y.14	0.410	Valid
Y.15	0.267	Valid
Y.16	0.282	Valid

Source: Primary data processed, 2022.

From the statement of table 1 above, it states that each variable is declared valid. Because in the Corrected Item-Total Correlation column, the value in each question item > 0.195 for each variable.

Table 2. Reliability test

Variables	Cronbach's Alpha	R Table	Result
Self Branding	0.878	0.60	Reliable
Brand Image	0.885	0.60	Reliable
Impulsive Buying	0.826	0.60	Reliable

Source: Primary data processed, 2022.

Meanwhile, the reliability test is useful in evaluating an indicator that the questionnaire questions have been consistent after the removal of invalid instruments. In the reliability test, an indicator can be said to be reliable if Alpha Cronbach> 0.60. The reliability test results show that all question indicators of each variable are reliable, because they have a Cronbach Alpha value of > 0.600.

Normality Test

Table 3. Normality test

N	Asymp. Sig.	A	Result
100	0.32	0.05	Normally Distrubuted

Source: Primary data processed, 2022.

Based on table 3, it can be known that the value of the normality calculation table is 0.320, which means that the value is greater than 0.05 (alpha), so it can be said that the value of the calculated table is normally distributed.

**Multicholinearity Test**

Table 4. Multicholinearity test

Type	Tolerance Value	VIFs
(constant)		
Self Branding	0.86	1.163
Brand Image	0.86	1.163

Source: Primary data processed, 2022.

Table 5 shows that the tolerance value of both variables is more than 0.10 and the VIF value is less than 10, so it can be concluded that there is no multicollinearity between free variables.

Heteroskedasticity Test

Picture 1. Heteroskedasticity test
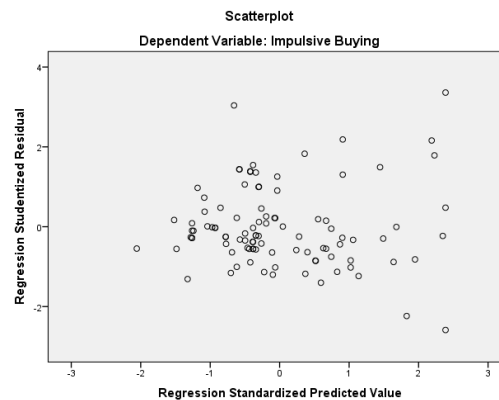
Source: Primary data processed, 2022.

Based on the picture above, there is a random distribution of dots both above and below the zero number of the Y axis, it can be concluded that there is no heteroscedasticity (homoscedasticity occurs) in this study data.

Hypothesis Testing

Furthermore, to test the hypothesis and the influence between variables, two tests will be carried out, namely the t-test. To measure how far the influence between independent variables separately or individually in explaining variable variation, the data is tested using t-test and regression models to determine the direction of influence.

Multiple Linear Regression Test

Table 5. Linear regression

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	22.992	5.729		4.014	.000		
	Self Branding (X1)	.075	.087	.089	.858	.393	.860	1.163
	Brand Image (X2)	.363	.141	.268	2.572	.012	.860	1.163

a. Dependent Variable: Impulsive Buying (Y)

Source: Primary data processed, 2022.

Multiple regression analysis is used to determine how strongly the influence of independent variables (X1 & X2) namely self branding and brand image on its dependent variable (Y) is impulse buying. Based on the calculation of regression analysis using SPSS version 24.0 in Table 5, the regression equation is obtained as follows:

Y = a + b1X1 + b2X2
Y = 22,992+ 0.075X1 + 0.363X2

The above equation can be interpreted as follows:

a. Constant value a of 22,992 This can be interpreted as if the value of lifestyle (X1) and product quality (X2) is worth 0, then the impulse buying value is 22,992 and is positive which means that the increase in all variables will have an impact on the value of impulse buying which will also increase.

b. The regression coficient value (b1) of X1 is 0.075. This means that the lifestyle variable contributes to the impulse buying variable (Y) of 0.075.

c. The value of the regression coefficient (b2) X2 is 0.363. This means that the product quality variable contributes to the impulse buying variable (Y) of 0.363.

T-test

Table 6. T-test

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	22.992	5.729		4.014	.000
	Self Branding (X1)	.075	.087	.089	.858	.393
	Brand Image (X2)	.363	.141	.268	2.572	.012

a. Dependent Variable: Impulsive Buying (Y)

Source: Primary data processed, 2022.

First hypothesis testing (H1)

Known sig value. for the effect of X1 on Y of 0.393 > 0.05 and the value of t count 0.858 < 1.984, it can be concluded that H1 is rejected, which means there is a less significant effect of X1 on Y.

Second hypothesis testing (H2)

Known sig value. for the effect of X2 on Y of 0.012 < 0.05 and the calculated t value of 2.572 < 3.09, so it can be concluded that H2 is accepted which means that there is an influence of X2 on Y.

Test F

Table 7. Test F

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	345.981	2	172.991	5.238	.007[b]
	Residual	3203.809	97	33.029		
	Total	3549.790	99			

a. Dependent Variable: Impulsive Buying (Y)

b. Predictors: (Constant), Brand Image (X2), Self Branding (X1)

Source: Primary data processed, 2022.

Based on the output above, it is known that the signification value for the simultaneous influence of X1 and X2 on Y is 0.07 > 0.05 and f count 5.238 > 3.09, so it can be concluded that H3 is accepted which means that there is a simultaneous influence of X1 and X2 on Y.

No Significant Effect between Self Branding Variables on E-commerce Consumer Impulse Buying Decisions for Adolescents

Known sig value. for the effect of X1 on Y of 0.393 > 0.05 and the calculated t value of 0.858 < 1.984, so it can be concluded that H1 is rejected which means that there is less significant influence of X1 on Y. And the influence that Impulsive Buying has is caused by other factors outside the study.

There is a Significant Effect between Brand Image Variables on E-commerce Consumer Impulse Buying Decisions in Adolescents

It is known that the value of sig. for the effect of X2 on Y is 0.012 < 0.05 and the value of t counts 2.572 < 3.09, so it can be concluded that H2 is accepted which means that there is an

influence of X2 on Y. This result is supported by the theory (Japarianto & Sugiharto, 2011) which states that if consumers feel that they will get satisfaction from a product (because the product is easy to obtain or the quality and trust of e-commerce is good and the product variation is complete) then consumers The person will decide to buy the product through the e-commerce.

There is a Significant Influence between Self Branding and Brand Image Variables on E-commerce Consumer Impulse Buying Decisions in Adolescents

Based on the output above, it is known that the signification value for the simultaneous influence of X1 and X2 on Y is 0.07 > 0.05 and f count 5.238 > 3.09, so it can be concluded that H3 is accepted which means that there is a simultaneous influence of X1 and X2 on Y. This means that the variables of self-branding and brand image together can influence purchases in the impulse buying decisions of E-commerce consumers in adolescents.

CONCLUSION

Several things can be concluded based on the discussion results about self-branding and brand image of impulse buying. Self-branding less significantly influences impulse buying in e-commerce by teenagers in Semarang. Brand Image significantly affects impulse buying in e-commerce by teenagers in Semarang. Self-branding and brand image simultaneously influence E-commerce Consumer Impulse Buying Decisions in teenagers.

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