

EXPLORING IMPULSIVE BUYING OF ESPORT PLAYER AMONG SAM RATULANGI UNIVERSITY STUDENTS*MENJAJAKI PEMBELIAN IMPULSIF PEMAIN ESPORT DI KALANGAN MAHASISWA UNIVERSITAS SAM RATULANGI*

By:

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Abstract: The purpose of this research is to analyze the influence of external and internal trigger of impulsive buying on Esport player undergraduate student at the Sam Ratulangi University and also to find out the consequences of it. The method that used in this research is qualitative method with 15 informants as the respondents for the research distributed by social media. The result of this research shows that internal trigger has the most influencing for Esport player to make impulsive buying and also for some of Esport player feel the consequences after make impulsive buying such as the feeling or regret. Description qualitative were used to help the data analysis in this research.

Keywords: impulsive buying, Esport player, consumer behaviour, marketing

Abstrak: Tujuan dari penelitian ini untuk menganalisis faktor eksternal dan internal yang mempengaruhi mahasiswa Universitas Sam Ratulangi yang tergabung dalam Esport untuk melakukan pembelian impulsif dan juga menganalisis konsekuensi yang terjadi setelah melakukan pembelian impulsif. Metode yang digunakan dalam penelitian ini yaitu metode kualitatif dengan 15 narasumber yang dikumpulkan melalui sosial media. Hasil dari penelitian ini menunjukkan bahwa faktor internal yang paling mempengaruhi pemain Esport untuk melakukan pembelian impulsif dan juga untuk beberapa pemain Esport merasakan konsekuensi yang didapat setelah melakukan pembelian impulsif yaitu perasaan menyesal. Deskriptif kualitatif digunakan untuk membantu dalam pengolahan data dari penelitian ini

Kata Kunci: pembelian impulsif, pemain Esport, perilaku konsumen, pemasaran

INTRODUCTION**Research Background**

Today's modern era provides many benefits for society, when almost everyone can do the activities they want only through gadgets. One of them is that they can feel the pleasure of using a gadget with many game features provided by application makers. At the present time the entertainment industry the development of information and communication technology is taking place so fast, not only to meet entertainment needs. This development has encouraged the emergence of a creative industry based on communication and information technology, one of which is online games. The development of games in the past that can only be played offline, with the existence of internet games, they can be played online with no more limited time.

In online games, lots of offers are given to game users and usually the items offered in the game have a limited time. Items that are offered appear in a certain season so that they have a limited time to offer with different shapes and forms that make users want to buy these items immediately before the time offered is up. Because often many game users want to get something rare not for their needs but because of their own desires based on various factors such as social factors that make them want to have something without thinking about it first

Impulsive buying is an important retail strategy which relies on customers picking things up from a particular retail display because they have suddenly decided that it is something that they need or want. Without that display in that specific location in your store, they would most likely not have bought that item. This strategy is most commonly deployed near tills and queuing areas because customers will have the time to look at what's there. According to Lee and Yi (2008), impulsive buying entails a sudden urge to buy something without intention or plan at an earlier time. To get the most out of a point-of-sale display. Neglecting to include POS displays could mean that you are losing out on a large percentage of sales.

This topic is interesting to study because from this research we can find out the reasons behind young people making impulsive buying which are usually done by many people continuously. Based on the description that has been stated above, the researcher is interested in knowing how game users make impulsive purchases in these games. In this study the researcher will conduct research with the substance exploring impulsive buying on e-sport player on Sam Ratulangi university students.

Research Objectives:

The objective in conducting this research are as follows:

1. To find out the major stimuli of impulsive buying.
2. To find out the consequences of impulsive buying among Esports player of Sam Ratulangi university students.

THEORETICAL FRAMEWORK

Marketing

For every company, marketing plays a role as an important factor for business and strives to survive in the competitive world. Marketing as it is known is the essence of a business, because marketing itself is an important factor as a company strategy in it is primarily operations related to consumers. Definition of marketing, according to Kotler (2001), is a social process and managerial in which individuals and groups get what they need and want by creating, offering, and exchanging products with other parties.

Consumer Behavior Theory

Consumer behavior theory is the study of how people make decisions when they purchase, helping businesses and marketers capitalize on these behaviors by predicting how and when a consumer will make a purchase. According to Peter and Olson (2008), consumer behavior is simply defined as "the study of psychological, social and physical actions when people buy, use and dispose products, ideas, services and practices. It helps to identify what influences these decisions, as well as highlight strategies to proactively manipulate behavior. Consumer behavior is the study of consumers and the processes they use to choose, use (consume), and dispose of products and services, including consumers' emotional, mental, and behavioral responses.

Impulsive Buying

According to Verma and Singh (2019), impulsive buying is the tendency of a customer to buy goods and services without planning in advance. When a customer takes such buying decisions at the spur of the moment, it is usually triggered by emotions and feelings. Reasonable buying and impulsive buying differ in a point that reasonable buying normally requires complex process when impulsive buying is rather a simple decision made from being exposed to emotional stimulation. Therefore, in impulsive buying, one does not consider other alternative options or information search phase

Internal Factors of Impulsive Buying

The internal factors include age, gender, culture, socio-economic states and psychological. The gender differences do indeed influence online impulsive purchase. Young age group is more likely purchase impulsively than old age group. Young age group values information accessibility and additional information of the good than old age group in engaging impulsively.

Previous Research

Verma and Singh (2019) revealed several stimuli (majorly – intrinsic stimuli and extrinsic stimuli) of e-impulse buying in Indian context and develops a platform for studying the phenomenon comprehensively. This study explored the phenomenon of e-impulse buying and also uncovered its relevant stimuli thus it may benefit the market researchers, strategists and online retailers for understanding the nitty-gritty of the phenomenon. This study is completely based on the exploratory approach that reveals several significant insights related to stimuli of e-impulse buying in a comprehensive way. It provides knowledge value to the researchers, academicians and online strategist to optimize their strategies in a better way.

Chen, Ku, and Yeh (2019) presented a model to illustrate how website quality (moderated by hedonic value) influences impulsive shopping behaviors in the context of online tourism. The model and hypotheses presented here were tested by structural equation modeling. Empirical data were collected by conducting a questionnaire survey, in total, 3,000 invitation messages were mailed to the members of the two travel communities (1,500 invitation messages for each one), of which, 402 were returned completed (a return rate of 13.4 percent). Visually appealing websites are more likely to attract customer attention and illicit pleasurable emotional responses. In addition, effective tourism websites also maintain good service quality and ensure accuracy of information. Finally, good functional benefits can help customers reduce the time and effort spent searching for a specific service and can also serve as a stimulus triggering impulse buying

Gumeular and Eryani (2016) obtained data on impulse buying at gamer's online game Dragon Nest in the cafe Digi Games Bandung. The method used in this study was a descriptive study. Samples used as many as 32 people. Test the validity of Impulse Buying shows all items valid. Measuring tool also shows the high level of reliability $r = 0.894$. Based on the comparison of the cognitive elements with elements of emotion on gamers online game dragon nest in the cafe Digi Games Bandung found that as many as 23 people have cognitive elements in the low category and the element of emotion in the high category that can say that in the purchase of an item, they are still dominated by as well as his feelings. There are 9 people or about 28% of gamers online game dragon nest in the cafe Digi games Bandung has a cognitive element in the high category and emotional elements in the low category, meaning that in buying an item in both the online shop or game online gamers online game dragon nest in the cafe Digi Bandung games are already on rational considerations, buying a product at a price within the limits of capabilities and purchase items by considering the utility value of an object.

Conceptual Framework



Figure 1. Conceptual Framework

Source: Data Processed (2022)

RESEARCH METHOD

Research Approach

In this research, the researcher uses qualitative research to support the study to impulsive buying on Esport player on Sam Ratulangi University Students. According to Moleong (2005), a qualitative research method is a study that discusses phenomena experienced by research subjects. For example, perceptions, motivations, actions, etc., holistically, and by way of description in the form of words and language, in certain natural contexts and by using various natural methods.

Population, Sample Size, and Sampling Technique

According to Sugiyono (2010) population is geographic generalization there are: object/ subject has quality and certain of characteristic that set by researcher to learning and then make a conclusion. Population is identifiable group of elements (e.g people, products, organizations) of interest to the researcher and pertinent to the information. The population in qualitative research refers to the social situation that consists of three

elements which are place, actors, and activity that interact synergistically. Sample is a part of the population, which is the group of people that will be the target or object of a research. Sample is a part or representative of the population to be studied. The term of the sample in qualitative research has known as participants or informants. The size of the sample in this research is in line with the number of 15 respondent. In this research, the researcher specifically considers several criteria for the informants, such as gender, age, and experience as an Esports player. Sample techniques that will be used is purposive sampling. Purposive sampling is a technique to collect sample of data source with some considerations like people who are considered understand the matter, can be trusted or people who has authority that will make it easier for the researcher to explore the certain object or social situation.

Data Collection Method

The aim of the research is to get data. The data is the important tools in the research which are in the form of phenomenon in the field and number. From the data, the researcher will know the result of the research. Collecting the data must be relevant with the problem of research. Primary data is data which can give valuable information directly. In other word, the primary data is to give prominent data relate to problems of the research. For the primary data, the researcher will use the result of interview. Secondary data is additional source to get the data. Given (2008) argued secondary data source is pre-existing source that have been collected for a different purpose or by someone other than the researcher”

Operational Definition of Research Variable

1. Internal Factor. Factors that come from the customer such as include age, gender, culture, socio economic states and psychological
2. External Factors. Factors that come from outside to encourage impulse buying that comes from marketing stimuli such as attractive product displays, promotional program offers, price discounts, free shipping, and others.
3. Impulsive Buying Tendency of a customer to buy goods and services without planning in advance

RESULT AND DISCUSSION

Interview Result

Informant 1

Informant 1 is final year student of Sam Ratulangi University student. He from faculty of Social Science and Political Science major communication study program library. He used to join many Esport but now he just joined the Esport name H2 (Hidrogen) but before he joined H2 Esport, he is a part from Matuari Esport. In Matuari Esport he joins for 1 year more but in H2 Esport just joined for a few months. Now, he plays two games: first one is Mobile Legends: Bang Bang, second one is Genshin Impact, he already plays Mobile Legends since 2017 and for Genshin Impact since 2019, until now he still playing those two games. He joins Matuari Esport invited by his friend, because he before already joins in Matuari Esport, so his friend invited him again into new Esport called H2 Esport. What motivates you to do impulsive buying? Why? He said “Because of the games that I playing makes some events, and through those events they always promote the skin that have limited edition and also when that time I have some money, so I spend my money for those items because I like it. Because of those reasons, I don’t have time to think twice to buy those items, in my thoughts I have money that I want to spend so I buy it.” Does doing impulsive buying get rid of your boredom? He said “Yes, and sometimes when I collect all the limited items I proud of myself because I have items that not many people have. I have items that I can show off.” For him, have limited items makes him feel proud of himself. By doing impulsive buying, do you want to complete all the variant items that games have? He answered “Not because I want to complete all the variant, but because I interested with the skin details, design, custom, and models. Another reasons I want to do impulsive buying because I have money that I can spend to buying items.” When you feel stressed, sad or tired, by buying an existing item, relieve your stress, sadness and tiredness? He answered “If I feel stressed, sad or tired I do not want to relieve those feelings by making impulsive buying, I make impulsive buying because I interested with the items.” Researcher thinks that his main reason to do impulsive buying just interested with the items by the design and money availability. Do you feel regret after doing impulsive buying? He said “Yes, I have experienced that. Old story, I want to buy skin that have price IDR 200,000 when that time I have enough money, I do not think twice before and I buy that skin. After I buy

it, I do not expect that I have more important things to buy for myself. I realized that after I buy the skin from the games I played, I feel regret but the money is gone, so I do nothing.” How do you convince yourself not to regret after making an impulsive buying? He said “My way of dealing with the feelings of regret after making an impulsive buying is make more money or I make myself to think positive and not to overthinking about what happened.” In your opinion, the game that you are playing is good in arranging the items? That makes you interest to buy it? He answered “All this time when I playing Mobile Legends, I never interest to look into their item’s arrangement. I do not pay attention that much to their item’s arrangement, most my attention spend into their skin promotion.” Does the good arrangement of items make you more interest to playing those games? He answered “Same reason, the good arrangement not influence me to playing or not playing those games.” Are you more interested to buying items that are have discount price than the normal price? He said “Because I’m typical low spender person, so I choose to wait until the game offered the items into discount price. Because sometimes like game that I playing that is Mobile Legends, they always offered discount price to the items they are promoted when they make events. I always stay updated by looking to their channel to gather more information about discount price offer, I always choose to wait until that event come.” How do you deal with buying an item too early at the normal price and not getting a discount? He said “I do not know how to deal with that problem, I usually let it flow because the more I think about it the more I feel regret about that, so I choose to let it flow.” Do you often make purchases without thinking about it first? How many times do you do that in a month? He said “Depends on the events, sometimes in a month 1 or 2 times I make impulsive buying. I do not do it very often, because in a month Mobile Legends can make many events, so I am not categorized as a person who makes impulsive buying too often.” When you do that, you don’t think from a financial point of view, the benefits and purpose of the item? He answered “I just think if I have money, I want to buy it and I do not see it from the benefits or purpose of the items, if I see the items design or models that makes me interest, I just buy it. The benefits or purpose of the items not influence me to not make impulsive buying.” Do you do impulsive buying for your self-reward? He answered “Yes, sometimes I do it when first get money, I want to spend it to buy skin that I want. I do not think about the consequences, I just think want to make myself happy with that way. Because I think I rarely spend money on self-reward.” Do you think not a problem to spend the money you make for sheer pleasure? He said “Not really, because I have limitation to arrange my money. So, if I want to buy skin, I look the good details of the skin, but I try my best to not spend my money to expensive skin so I have many limitations for myself to not spend my money for sheer pleasure.” If you have money, will you spend it by buying items provided by the game you are playing? He said “Yes, but depends on my interest. If I like the items, I will buy it and if I have enough money.” Do you have certain limitations in spending the money? He said “Usually, I use my limitation for keep my money enough. My limitation to spend my money on items is IDR 200.000/month. I often top up not directly from vendor, I use third party namely Lumous because through that third party, I can get half price than usual directly from the vendor. So, I choose third party to get price cheaper than usual”.

Informant 2

Informant 2 is a student from Sam Ratulangi University. He is game streamer on YouTube and also Facebook. He owns his money from game streaming, so he can pay his tuition fee. He from faculty of Economics and Business major Management. He already playing DOTA since Senior High school and for Player Unknown’s Battlegrounds (PUBG) since college, DOTA he already plays for seven years and PUBG three to four years. He invited by his friend to play those games. Three years ago he build an Esports namely TNS (Thanos) for game PUBG and that Esports already raise the name of North Sulawesi. The beginning of TNS Esports is when the informant go to the cinema with his friend and they watched Avengers: Infinity Wars movie, before that they already think to make crew and search for the name of the crew, when they watch that movie first thought they want to name their crew Thor because Thor very strong in that movie, but at the end when Thor fighting with Thanos, Thanos wins for that fight. So, they change their name from Thor to TNS stands for Thanos. Why TNS? Because he afraid that he will charge for copyright if he named the crew Thanos. What motivates you to do impulsive buying? Why? He answered “Because it was cool. In PUBG, when we kill enemies will show Kill Massage. So, when I get the Kill Massage I can show off to my friends and when my friends see that they can know that is me that kill the enemies. And if I buy a new skin when I meet the enemies, they will afraid because they can know that I am a person who usually plays PUBG. Actually, I do not like to buy skin in PUBG but sometimes I buy it to show off to my friends.” Does doing impulsive buying get rid of your boredom? He answered “No, I do not buy it because of bored. When I like it, I buy it. Maybe another person answered this answer because of that, but me literally just want to buy it.” By doing impulsive buying,

do you want to complete all the variant items that games have? He said "In PUBG there are weapons, each weapons have levels on them from one to seven. I just upgrade the weapons until four level and there are also kill message that we can upgrade. I do not want to upgrade until seven level because it is expensive, I do not want to spending much money on game. Usually if we upgrade the weapons until four level the price is IDR 2.000.000 – 3.000.000, if we upgrade until seven level the price IDR 7.000.000 their upgrade just for their skins but the utility is same and I do not want spend that much money for that." When you feel stressed, sad or tired, by buying an existing item, relieve your stress, sadness and tiredness? He said "Not really, in my personal opinion it is even worst, the money I can use to go to café or something like that. Because of that, the money that I want to use to buy items, I will buy it if my feelings are better. If I want to buy the items when my feelings are down it will become worse than before." Do you feel regret after doing impulsive buying? He said "I feeling regret sometimes I feel it because this is not a good investment. When I buy the items and the price is IDR 10.000.000 if I want to sell it, the items price will decrease and become IDR 3.000.000 because that reason I feel regret to make impulsive buying. That is no use, because the items that I bought I just use it while playing game there is no other reason to use that. My friends account that he spends to buy items IDR 200.000.000 and when he sold it the price that he gets just IDR 70.000.000 maybe because of the K/D (Kill Death graphics) account low so the people do not want to buy that account." How do you convince yourself not to regret after making an impulsive buying? He answered "The solution is when I playing that game, I always use the items that I already bought so I will feel worth it to buy those items. I will change my thoughts so I do not overthink about that." In your opinion, the game that you are playing is good in arranging the items? That makes you interest to buy it? He answered "That is the most influencing I think, to make people buy those items. Because that is strategic marketing from application that the games offer. If they put the items in place that hard to find, it will make the gamers do not want to buy. If they put those items in more strategist place, it will make the gamers easy to find and want to buy it." Does the good arrangement of items make you more interest to playing those games? He answered "I think the answer is no. Sometimes if there are good skins but if I feel bored, I do not want to play that game." Are you more interested to buying items that are have discount price than the normal price? He said "Yes of course, I think most people think the same because buy the cheaper one is a good option. I am the typical person that will wait until the items have discount price than will buy earlier the items with normal price. Because I always playing games I always knew when the sales is offer, I do not think I waste my time to wait the items until the price is cheaper than before." How do you deal with buying an item too early at the normal price and not getting a discount? He said "I do not think I have a solution for that. I just feel regret but I do not want to overthink that, I choose to keep playing to get rid of that feeling another word is let it flow." Do you often make purchases without thinking about it first? How many times do you do that in a month? He said "Yes. In a month I make impulsive buying around three or four times. Actually, it depends on the items that offer if the items attract me, I want to buy it if it does not, I do not buy it." When you do that, you don't think from a financial point of view, the benefits and purpose of the item? He answered "I always thinking about those point. Like I ever said before these items is not good to make investment, because when we buy it the price of the items is more expensive than we sell those items. If we see from the benefits, I think it just to make people that wore those items proud and feeling cool about that. The point of purpose, because I always doing live streaming when I play that game, I want to people see my live wore those items that I bought." Do you do impulsive buying for your self-reward? He answered "No. I do not ever think to make myself happy by buying the items on game. I buy that items just to make more viewers on my live streaming, because my viewers love to see who I play that game and they do not want to see when I play that game nothing special within." Do you think not a problem to spend the money you make for sheer pleasure? He answered "It depends. If you have limitation for your own money, it is okay. If you have rules for your own money, it is good for you but if not, I think it is not good for next time you have money, because you not have power to control that money." If you have money, will you spend it by buying items provided by the game you are playing? He said "No, I do not want to spend my money to the items that game offer. Because it is not my hobby to spend my money to items, I want to spend money to the goods that more useful than those items." Do you have certain limitations in spending the money? He said "Of course I have limitation for buying the items on game. Example if it is payday, my limitation is higher than usual. My limitation when it is payday is IDR 5.000.000, if I just use IDR 3.000.000 for buy items the rest of money keep to buy everything I need. If all the money has been used, I do not use other money to buy items".

Informant 3

Informant 3 is student of Sam Ratulangi University Faculty of Civil Engineering. He is twenty-one years old and always playing game. He already plays PUBG (PlayerUnknown's Battlegrounds) since 2019, VALORANT since September 2021, Point Blank (PB) since 2012. He loves game that use FPS or First Person Shooter, FPS is the game that use first point of view from the player. He joined Senoxious Esport since 2020. He invited by his friend to join that Esport. What motivates you to do impulsive buying? Why? He said "Those items that I think it is cool. The cooler the items, the more chances I want to make impulsive buying." Does doing impulsive buying get rid of your boredom? He said "No. It is depending on the gameplay that game offer. Because sometimes the games that available in app store is not make people interest to play that game because the gameplay, they make is not good. But the game that usually have tournament within is the game that many people playing, example like the game that I play, PUBG, VALORANT and POINT BLANK". By doing impulsive buying, do you want to complete all the variant items that games have? He answered "No. Because when I make impulsive buying is I feel interested with the items not to complete all of the variant items in those games. When the items attract me and when that time, I have enough money to buy those items, I just buy it". When you feel stressed, sad or tired, by buying an existing item, relieve your stress, sadness and tiredness? He said "I do not think so. Because when I buy those items on games, I just want people to see it if have good items and it make me feel more confident to play those games. If I think to relieve my stress, sadness or tiredness is not a good solution because when we buy items, we spend our money in those items and make feel not enough just buy once, so when I have money again, I want to buy again the items I like". Do you feel regret after doing impulsive buying? He said "Yes sometimes. After I make impulsive buying, I feel regret because the money that I use to make impulsive buying I can use to buy anything that more important. But impulsive buying is cigarette, we feel regret because spend money in something that not really important but if we had a chance, we want to do it more and more it makes us addicted with that". How do you convince yourself not to regret after making an impulsive buying? He answered "I just change make thoughts and make me feel that the items I choose is worth to buy. I have something that I can show off my friends and when I play those games with the items, I just buy it makes me feel more confident about that and motivation to play those games is increase". In your opinion, the game that you are playing is good in arranging the items? He answered "I think is good. I like to see the items that well organized, it makes me feel that the game I play is a good game and professional because they focus and details on everything and also to little things". Does the good arrangement of items make you more interest to playing those games? He said "No. I think from my point of view is good to have good arrangement but the reason why I want to play those games continually because the gameplay. Gameplay is the particular way in which gamers interact with the game, it is the pattern established through the rules of the game, the plot, and the relationship between the player and the game in which the player faces the challenges in the game". Are you more interested to buying items that are have discount price than the normal price? He said "Yes. I think the other players think same with me, how could there be someone who prefers something expensive when he can still get it at a cheap price and the items that offer is the same". How do you deal with buying an item too early at the normal price and not getting a discount? He answered "I do not know how to deal with it because if I know the items that I like to buy will get discount in the next week or next month I will patient wait until those items get discount". Do you often make purchases without thinking about it first? How many times do you do that in a month? He answered "Not really, I think in a year I will do it twice or thrice. Because I will think carefully before I buy those items, but if I make impulsive buying it means I cannot handle anymore to buy the items I want". When you do that, you don't think from a financial point of view, the benefits and purpose of the item? He said "Yes. I do not think specifical but I used to think about the future. If the items I buy can use for the long-term and the items design is still good if I use over and over again, because I do not want the items that I buy will look like old-fashion". Do you do impulsive buying for your self-reward? He said "No. Back to what I said before, the items that I want to buy is the items that I feel interest with. So, the time I want to buy those items that offer is uncertain". Do you think not a problem to spend the money you make for sheer pleasure? He answered "It is a problem for me. I am kind of person deep thoughts; I just make impulsive buying twice or thrice a year because I always think carefully about that. If I want to spend all of my money to the items that offer, I will not go that far. I always manage my money to the things I can buy or not". If you have money, will you spend it by buying items provided by the game you are playing? He answered "No. I will keep my money to other things that more important rather than spend the money to the items that offer". Do you have certain limitations in spending the money? He said "Yes. I always have limitation for spending my money. If in a month I have IDR 2.500.000 from my pocket money the possibility price I can buy the items is around IDR 200.000 – IDR 300.000. Because I always carefully to manage my money that I have."

Table 1. Coding Categorization

Indicator	Description	Respondent
Openness to Experience	Motivation makes impulsive buying is to show off	R2, R3, R4, R6, R7, R14
	Motivation makes impulsive buying is because of the discount price	R12
	Motivation makes impulsive buying is want to try something new	R8, R9, R10, R11, R13
	Motivation makes impulsive buying because skin or item limited edition	R1
	Do not have any kind of reason to make impulsive buying	R5, R15
	Make impulsive buying gets rid of boredom	R1, R5, R6, R7, R8, R9, R10, R11, R12, R13, R15
Affective/Emotion	Make impulsive buying to complete all of variant	R4, R5, R6, R8, R9, R10, R11, R14
	Relieve negative feelings	R4, R5, R6, R7, R10, R11, R12, R13
	Regret after make impulsive buying	R1, R2, R3, R4, R5, R6, R8, R12, R13, R15
Window Display	Have solution about the feeling of regret after make impulsive buying	R1, R2, R3, R4, R5, R6, R7, R8, R9, R10, R12, R13, R14
	Good arranging items make people buy the items	R2, R3, R4, R6, R7, R8, R9, R10, R11, R12, R13, R14, R15
	Good arranging items make people love playing the game	R4, R6, R7, R8, R9, R10, R11, R12, R15
Price Discount	Do not care about arranging items	R1
	Discount more interesting rather than normal price	R1, R2, R3, R4, R5, R7, R8, R9, R10, R11, R12, R13, R14, R15
	Tend to buy in normal price rather than wait until get discount	R6
	Have solution for situation early buying items in normal price and not get discount	R4, R5, R6, R7, R8, R9, R12, R13, R14, R15
Action first thinks later	Often make impulsive buying	R2, R4, R5, R6, R8, R9, R10, R11, R12, R13, R14, R15
	Think from the financial, benefits and purpose of the items to make impulsive buying	R2, R3, R5, R6, R8, R9, R10, R12, R14, R15
Self-Reward	Make impulsive buying because <i>self-reward</i>	R1, R5, R6, R7, R8, R9, R10, R11, R13, R15
	Spend money for sheer pleasure	R2, R4, R5, R6, R8, R9, R10, R12, R13, R14, R15
Money Availability	Spend money to just to buy items	R1, R4, R5, R7, R8, R9, R10, R11, R13, R14
	Have limitation to spend money	R1, R2, R3, R4, R5, R6, R7, R8, R10, R11, R12, R13, R14, R15

Discussion

Openness to Experience

Openness to Experience is the broadest of the five basic factors that comprise the Five-Factor Model (FFM), covering a wide range of loosely related traits. Among the relevant traits are tolerance of ambiguity, low dogmatism, need for variety, aesthetic sensitivity, absorption, unconventionality, intellectual curiosity, and

intuition as measured by the Myers–Briggs Type Indicator. Perhaps because the links among such traits are not obvious, Openness is the least well understood of the five factors. In studies of trait-descriptive adjectives, the fifth factor is usually called Intellect and is defined by terms such as perceptive, analytical, and reflective. Such words suggest intellectual ability, and Openness is sometimes confused with intelligence. In fact, intelligence (as measured by ability tests such as the Wechsler Adult Intelligence Scale) shows small correlations with Openness but forms a separate factor. Years of education is also modestly related to Openness; however, it is not clear whether education promotes Openness or whether open individuals pursue more education. In this indicator, around 73% informants said that the motivate they are doing impulsive buying because they want to getting rid of their feeling of boredom. Therefore, it there are skins or items that offer by the game provider they want to buy it. And also 53% informants said the reason why the make impulsive buying is because want to complete all of the variant items or skins, it will make them feel satisfy if the account game their playing have complete all of the variant and it also make the want to show off their friends or opponent on tournament to make them feel not confident to face them. But there is one informant (R1) that said the motivate that make him make impulsive buying is because the skin limited edition, at some event the game just provides the skins or items with some range time and it makes him want to buy it first than the others. But, for informants (R5) and (R15) said that they do not think about any kind of reason and just bought the items or skins because they like it. They tend to find something new, fulfill their curiosity and want experience more and more again. They have high level of openness and people with high levels of openness are more likely to seek out a variety of experiences, be comfortable with the unfamiliar, and pay attention to their inner feelings more than those who are less open to novelty. They tend to exhibit high levels of curiosity and often enjoy being surprised. In openness to experience most of the respondent said they make impulsive buying to getting rid of their boredom but also want to complete all of the variant skins or items that provide by the game. Therefore, they can show off their friends or opponent what they got and what the others do not have. Openness to experience is the most affecting indicators to the informants rather than other indicators. According to Lewis Goldberg's Big five-factor trait theory goes through the five traits of the personality of a person on five dimensions and shows how a person develops these habits throughout their lifetime by whatever experiences that is taken from their environment and whatever genes were inherited. Sigmund Freud's three main aspects help with understanding how a child develops a personality throughout their life overall.

Affective or Emotion

In this research affective or emotion is also playing an important role to influencing the informant to make impulsive buying. In some game application there are so many items and skins that good to look or make the eyes of the gamer is feel satisfy, that is also the reason why emotion work to influence them. In affective or emotion around 67% said that they feel regret after make impulsive buying, but for 53% informants said that if they make impulsive buying it makes relieve the negative feelings such as stressed, sad or tired. But even though few of them said make impulsive buying relieve their negative feelings but almost all of them said that they have any solution to make their feelings of regret get over them. Because of that, the researcher get the result that the informants still using their feelings to influence them make impulsive buying. Impulse buyers experience more positive emotions such as delight and thus spend more. Impulse buyers have a strong need for arousal and experience an emotional lift from persistent repetitive purchasing behaviors. Negative mood states such as sadness can also be associated with impulse buying

Window Display

In store marketing works particularly well for younger, more educated, opportunistic consumers, as they are more willing to consider and choose brands that were brought to their attention because of in store marketing." A window display is to your store what a front cover is to a book: designed to attract attention and pique interest from a glance. It presents a fantastic opportunity to let customers know about your best deals and offers. In order to increase your chances of an impulse purchase, keep the messaging simple and make sure that your product is presented in an attractive way. In this research we talk about the window display that provide the game provider. If usual the window display, is we can see in the store in real life. But in the game, we can see the good or not the window display if we sign in into the game and see the look or appearance of the game application. Also, the arrangement of items or skins in the game can makes the people who plays the game feel interest with it. In window display 87% informants said that they get attracted with the good arranging items that the game provides and it also makes them buy the items or skins on that game. But just 60% informants said that the good arranging items makes them love to playing that game. But just one informant (R1) that said if he

does not care about the arranging items or skins is good or not. Correlation test there is compelling evidence that window displays, floor merchandising and promotional signage have a great impact on customers' impulse buying behavior. Signage and visual displays play a huge role in directing customers' attention towards your promotional products. We can see also the result of the data that window display also plays a role important for someone to make impulsive buying. Almost most of them said that the good arrangement items or skins on the game make them make impulsive buying. It is one of the great influence of people make impulsive buying.

Price Discount

Price discounts can be offered as a reduction in terms of a percentage of the original price or in terms of dollars off. There is also a widespread use of bonus packs for a variety of product categories such as clothing, for example, buy one get discount 10%. Price discount also plays an important role to influencing the gamer or Esport player to make impulsive buying. In all of game provider, they design the game online to make the gamers spending their money in skins or items that offered by the game application. For example, in Mobile Legends they have to top up the diamonds and the game users can buy the items or skins on the game with diamonds. And also, if the game users want to become starlight member, they have to subscribe first to Mobile Legends and have to pay in each month if want to keep their membership. The offer of the starlight member also is very attractive and make the game users want to become member. In this research around 93% informants said that they more like to buy the items or skins that provide in the game with the discount sale rather than normal price. They also said, in the situation that the items or skins they like do not have discount sale they will wait patiently until the skins or items they want will have discount sale. They said, the game that they are playing have many events and in that kind of events for some skins and items will have discount sale. Therefore, they do not have wait for long period of time to get discount sale. 67% informants said that they have solution for situation too early purchase decision and do not get discount sale, it used to happen for them. Because of that experience, they will wait until the items have discount. But just one informant (R6) said that, he is rather to buy in a normal price rather than wait until get discount sale. Because, if he already like the items or skins and it is limited edition, he will buy it. From theoretical point of view, according to Chen et al. (2012) and Dawson and Kim (2009), price discounts and bonus packs are the most widely employed sales promotion strategies, both online and offline. Price discounts are a price-based sales promotion strategy in which customers are offered the same product at a reduced price. In contrast, bonus packs represent a quantity-based sales promotion strategy in which customers are offered more of the product for the same price. If we see the result of the data, it is true that price discount is the strategy marketing for the game provider to attract the game users spending their money. Price discount is one of the reasons that make people influence to make impulsive buying. This indicator is the commonly strategy for the business owner use and always work with that. Because of the price discount, many game users want to always playing the game.

Action First Thinks Later

Impulse buying means you purchase something without planning to do so beforehand. Say you are at the grocery store. The gallon of milk, which is on your list, is not an impulse buy. The candy bar that you throw in your cart on a whim, after spotting it on the shelves in the checkout line, is an impulsive buy. Impulsive buying often involves an external trigger. Action first thinks later is the part of impulsive buying that says we sometimes make something without thinking about it first. 80% informants said that they are very often make impulsive buying in a month. The average they make impulsive buying in a month is around two or three times. But for (R2) informants said that he makes impulsive buying in a month around four times, because he always makes live streaming for the people or gamers that want to watch him playing PUBG. He thinks that if he uses the same equipment over and over again it will not attract the viewers to see his live streaming. Therefore, he must stay update on what PUBG have for their equipment and he can buy it to keep the viewers see his live streaming. But, 67% informants said that they still think from financial, benefits and purpose of the items or skins that they want to buy. It is means that 67% informants still think twice before they buy it, but in some certain conditions they lose control for themselves and make them doing impulsive buying. From theoretical point of view according to Iyer et al. (2019), impulse buying is not only inspired by a variety of internal psychological factors but also influenced by external, market-related stimuli. Based on other indicators we can see that internal and external can trigger someone to make impulsive buying, but in this research internal influenced more for Esport player to make impulsive buying.

Self-Reward

Self-reward is also the part of their reason to make impulsive buying. Sometimes when they feel tired or stress because of their job and want to disappear those feelings by doing impulsive buying is the part of them want to reward themselves because of their tiredness. In this indicator the researcher talks about the gamers, especially the Esport player that have to reward themselves because they think it is okay if they already joined any tournament and have to reward themselves by spending the money on the game. 67% informants said they always make impulsive buying because self-reward. They also think if they already win in any tournament that they already participate and they must satisfy themselves because of their achievement. 73% informants also said it is okay to spend the money for sheer pleasure as long as they have enough money and happy with that. According to theoretical point of view, Consumers often have to make a series of purchase decisions in the face of temptations. For example, consumers make multiple, sequential purchase decisions when shopping from catalogs and websites. The result shown that the informants also make impulsive buying because their self-esteem. The desire from the inside makes them feel want to fulfill what they want to achieve.

Money Availability

The availability of money tends to develop positive feelings in individuals which consequently leads to impulse buying. When the Esport player do not have money the reason that will lead them to make purchase items or skins the impulsive buying will not happen. Therefore, the money availability is also the important role to know why they make impulsive buying or not. In this research the researcher wants to see how the money influence the Esport player make impulsive buying. 67% informants said that if they have enough money, they want to spend it by buying the items on the games especially for the items or skins that have limited edition. But, just one informant (R9) that said he do not have certain limitation to spending his money. He just thinks if he had money, he wants to spend it by buying all of the variant items or skins that provide the game. The rest of informants said that they have certain limitation for spending their money, they also have limitation for spending their money on game and on daily needs. According from theoretical point of view, this together with the income level of an individual is a highly and significantly contributing factor to why customer engages in uncontrolled buying. When a consumer has sufficient funds at the time of shopping, they will extend the shopping spree to include things that they hadn't planned for and those that they also don't need. The results shown that the money availability influence the Esport player to make impulsive buying.

CONCLUSION AND RECOMMENDATION

Conclusion

Based on the results finding and discussing, the conclusion as follows:

1. The affective or emotion is also influence them to make impulsive buying but not the most. Not all of the Esport player when make impulsive buying feel relieve of their negative feelings, but some of the Esport player said that to relieve their negative feelings if they have fun with the game they are playing. The arranging of items or skins that the game provide is not influence a lot for the Esport player, but they will see the design and the function of the items or skins itself.
2. When they already bought because the items or skins with discount price or have limited time edition and after several weeks, they can get the items or skins that have higher quality rather than the one they already bought with discount price. And also, because they do not think from financial when they make impulsive buying even though they already set the certain limitation for spending their money on game but they often almost across the limitation of spending the money and make them do not have much money left to buy for daily needs.

Recommendation

The recommendations below are given to several parties.

1. All of the Esport player need to know the limitation of spending the money. If the Esport player want to improve the skills and that is why make impulsive buying it is okay, but have control the own desire and do not too much. The Esport player have to control and set the spending money on game each month, do not let yourself influenced by your own desire and make you want more and more.
2. Game Provider increase the event, discount and also the limited skins to increase the sale. And also make the items or skins design more attractive to make the people want to buy it.

3. Other researcher have similar research to this research to add the specifics content. Because in this research the researcher has only research about all of the Esport player and not specifics in what kind of game. If the future research adds more specifics about what kind of game the Esport player focus on it will become easier to research with.

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