

Influence of attitude on online impulse buying: perspective on marketing communication

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Abstract The purpose of this study is to investigate the impact of government policy, marketing communication, and website quality on online impulse purchases. The effect of attitude mediation on government policy relations, marketing communications, and the quality of website and online impulse buying is also analysed in this research. This research is survey research with a sample of respondents as many as 250 active students in West Java. Data analysis in this research is path analysis using PLS-SEM. The findings of this study show that government legislation, marketing messaging, and website quality all have a direct impact on online impulse purchase. The attitude examined in this study is unable to counteract the impact of government legislation and commercial communications on online impulse purchases. However, attitude can mitigate the impact of website quality on online impulse purchases.

Keywords: government policy; marketing communication; website quality; online impulsive buying.

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INTRODUCTION

The level of internet usage generates rapid growth in electronic transactions spontaneously (Horton & Zeckhauser, 2016; Kim, 2019). The situation finally triggered governments around the world to control this new way and must balance between international cooperation and care for certain national needs (Babenko et al., 2019). This research is one of them to examine the role of government in online purchases of Indonesian people.

Studies on this facet— on the impact of government policy in internet shopping is conducted (Hai & Kazmi, 2015; Babenko et al., 2019). Government intervention in online policy is believed to influence consumer confidence in online purchases. Public authorities need to consider critical stakeholders or governments in the electronic commerce market. Indonesia has an Information Technology Law that must be obeyed by all citizens. This law limits marketers in conducting online marketing, forcing marketers to comply with applicable ethics and morals (Cho, 2020; Rohlinger & DeLucchi, 2021). This is done to keep customers safe when making purchases online. The importance of maintaining good relationships with customers cannot be overstated for companies are looking to increase profits. Customers are expected to be loyal to companies with customer focused programs.

E-commerce is online shopping using an e-commerce system that saves time and costs when compared to buying from traditional stores (Jauhari et al., 2019). Dawson & Kim (2010) compared to traditional stores, e-commerce gives consumers with more convenience and hedonic value; this will certainly encourage more online purchases. In Indonesia, e-commerce is currently developing so rapidly; this is inseparable from the role of Indonesian netizens.

The phenomenon of online shopping in Indonesia, one of which is triggered by the growth of e-commerce which is also increasing rapidly, making this growth estimated by Bank Indonesia to reach 24.7 million people who shop online (Wahyuningsih, 2018). Social media content has a significant impact on a company's image (Octaviana & Susilo, 2021). In 2019, Indonesia have had 168.3 million e-commerce customers, with that number, it is then expected to rise to 212.2 million by 2023 (Dahuri, 2019). According to the results of a survey conducted by Snapcart to 6123 respondents, there were 50% of shoppers aged between 25-34 years. Then, followed by age 15-24 years as much as 31%, aged 35-44 years as much as 16%, and the remaining 2% are aged 45 years and above (Aryanto, 2018). E-commerce has piqued the interest of scientists and researchers since its inception. Other scientists and experts have no constraints when it comes to determining e-commerce. According to Greenleaf et al., (2019) trading goods and services over telecommunications equipment is referred to as e-commerce. E-commerce has had a significant impact on customer perceptions of online buying and changes in customer perceptions of online purchasing (Wu & Ke, 2015).

The process of purchasing things or services through the Internet is referred to as online shopping behaviour, and it is divided into five steps: (1) identifying the problem, (2) searching for information, (3) evaluating product possibilities, (4) making purchasing decisions, and (5) providing after-sales assistance are all steps in the process (Verma & Jain, 2015; Panda & Swar, 2013). It requires the development of theories and practical synthesis of the mechanism of the e-commerce system. People are familiar with online purchases or what is commonly called online shopping. Electronic commerce refers to the use of a computerised system to assist the purchase, sale, and marketing of products and services (Wong, 2013).

The role of the Government makes the growth of online shopping networks stable. Hai & Kazmi (2015) shows that in China, the government actively promotes the growth of e-commerce, electronic authentication, online shopping, online transactions, payment services, and other themes. China has also developed a set of legislative laws, regulations, and standards for the development of the E-Commerce business environment, as well as formally implementing online purchasing. E-commerce business has succeeded in increasing consumer online purchases in China, Kazmi (2015) shows that the issuance of suitable rules to balance the e-commerce environment demonstrates government support for the industry, Hai & Kazmi (2015) suggested that research related to the relationship of government support and adoption of this technology formation introduced by Davis (1989) through Technology Acceptance Model (TAM) theory has not been done much to predict online shopping. Using TAM theory, it aims to forecast whether users will accept or use new information systems and how much money they will make as a result (Ilmi et al., 2020). According to TAM theory, people's interest in using a technology is influenced by their attitude toward using it. Looked at how attitudes toward usage influence interest in using a product, the Technology Acceptance Model holds true (Wahyudi & Yanthi, 2021).

Impulse buying can occur anywhere and at any time especially when a vendor presents a product to potential buyers, even if the product is unfamiliar to past customers. Consumers who find information online, but decide to buy offline, and even then are categorised as one form of impulsive buying put forward by Rook (1987). Rook & Fisher (1995) explained that online shopping has the potential to make impulsive purchases online. Ease of accessing products and the ease of making the purchase process cause online shoppers to be more spontaneous than offline shoppers (Jeffrey & Hodge, 2007). According to Xu & Huang (2014) discovered that over 60% of internet purchasers were impulsive. According to User Interface Engineering, a prominent research firm specialised in high-quality websites and products, over 40% of online retail transactions are impulsive (Verhagen & Van Dolen, 2011). This fact shows that

increasing impulse buying online that exists in the community. Donthu & Garcia (1999), in their research, also found that online shoppers were customers who purchase online are more impulsive than those who don't.

Impulse buying does not occur in adults only, but in adolescents as well. Because this sophisticated technology also has an impact on adolescents or young people, especially in this study are primarily students (Zhang et al., 2021). Because of their relatively young age, students in this phase are still considered at the stage of the process of searching for identity, very easily influenced by various things around them such as fashion, technology or whatever is the current trend. So that in this adolescent phase, especially students, they are considered to have the potential to make impulsive purchases online. Research conducted by Himawari et al., (2018) proves that impulse buying online targets many consumers among students. Because students want to follow the ongoing fashion trends, and students will undoubtedly use products that are trending as well, so the products or services offered online are also increasingly varied following the trends of the times and causes students to be inclined to make impulsive purchases.

Two factors can influence impulse buying behaviour, namely, internal, and external factors. According to Kacen & Lee (2002), the internal factors of impulse buying are internal consumer cues and consumer personality characteristics. Meanwhile, according to Youn & Faber (2000), extrinsic influences of impulse buying are various kinds of stimuli placed and regulated by marketers to persuade consumers to do impulse buying. External factors play an important role because these external factors can be maximized and regulated by retailers to stimulate impulse buying. Several factors can cause this impulsive purchase. Aside from convenience factors, other factors that are considered influential in impulse buying are government policy, marketing communication, website quality, and e-service quality. By giving additional incentives for the target audience to buy, marketing communication works as a competitive weapon (Fitri, 2018). Marketing communication has a tremendous impact in the online shopping environment and advertising strategies (Akram et al., 2018). The primary goal of marketing communication is to stimulate potential customers to make purchases of products being offered (Kiran et al., 2012).

The next factor is the website quality. The term "website quality" refers to all areas of information and online services, aspects of design and technical features that customers must go through during online interactions with the website (Sørsum, 2014). Consumers will have a reaction or when engaging with the website, you will receive the following response (Parboteeah et al., 2009). The website must have good quality to attract consumers to adopt the technology (Sugandini et al., 2018). In a larger sense, it is believed that website quality will

influence impulsive purchases because website quality is determined by the existence of many qualities on the website (Sugandini et al., 2018).

Consumers' online shopping decisions can also be influenced by the design aspects of a web page (Shergill & Chen, 2005). Visual appeal, transaction security, and website navigation are all different factors that might have a direct impact on impulsive buyers' purchases (Wells et al., 2011). Childers et al., (2001) in online contexts, propose the term "web environment." The web atmosphere is influenced by graphics, search engine configuration, text, hypertext linkages, "one-click" or check-out purchase mechanisms, and administrative characteristics. Dimensions of the medium and the location of the site.

In theory, impulsive buyers are unable to control their natural need to visit internet stores (Wells et al., 2011). As a result, online shops must evaluate the quality of a good website to get customers to visit it. Visual appeal, transaction security, and navigation are all aspects of a website that can have a direct impact on impulse purchases (Wells et al., 2011). E-commerce offers a variety of products ranging from fashion products, cosmetics, electronics, to products for everyday needs. It is also equipped with guaranteed delivery services, payment methods that are safe and integrated. Live chat, social sharing, and hashtag capabilities are also available in e-commerce to promote communication between vendors and buyers and to make it easier to identify things that consumers want. E-commerce firms make applications available for free download on the App Store and Google Play Store in addition to their websites.

Baumeister (2002) defines impulsive buying as shopping without the intention to buy a product before it has the intention to buy; it is spontaneous behaviour. Rook & Gardner (1993) argue that online impulse buying is unexpected conduct characterised by hasty decision-making and a proclivity to acquire a goods right away. Himawari et al., (2018) provide a broader view that online impulse buying is considered as an immediate and direct purchase without the intention to shop either to buy certain categories of products or to fulfil specific purchase lists. Zhou & Wong (2004) states that e-commerce is the marketing of goods through electronics such as the internet.

Sharma et al., (2010) argue if consumer emotions, spontaneous behaviour, or a lack of cognitive control, according to others drive internet shopping, then that impulsive conduct is when shopping online, buyers are inspired by tempting goods, which cause them to make impulsive purchases without considering financial or other issues. Piron (1991) incorporates and provides a broad definition, namely, impulsive buying is an unplanned purchase that occurs as a result of being exposed to a stimulus and then making a snap decision on the spot. Verplanken & Herabadi (2001) state that in impulse buying, there are two key factors to consider: (1) The mental. This section focuses on cognitive, emotional, and behavioural conflicts that

arise in individuals. (2) A feeling— this element focuses on consumer behaviour, such as the emergence of a sense of haste to make a purchase right away, as well as the emergence of a sense of pleasure and satisfaction after making a purchase. De Leon et al., (2020) argue that perceived value and customer satisfaction are strongly influenced by service quality. (H1: The attitude of online buying influences online impulse buying).

Hai & Kazmi (2015) shows that the government has a role in growing online shopping networks. Hai & Kazmi (2015) also indicates that in China, the government actively promotes the development of e-commerce. Even the Chinese government has developed a set of policies to promote e-commerce in the commercial environment. Kazmi (2015) states that E-commerce sales can be boosted by government policies. Seeman et al., (2007) showing that One of the driving elements behind technical progress is government policy (Utomo & Dodgson, 2001). Each new technology drives the government to adopt regulatory control that promotes competition and innovation while also meeting public needs (Choudrie & Papazafeiropoulou, 2006). Seeman et al., (2007) In the United States and the European Union, the role of government policy in the development of wireless cellular technology was investigated (EU). The research results of Seeman et al., (2007) stated that the government's restrictions and mandates stymied the adoption and spread of wireless cellular location technology. On the other hand, Seeman et al., (2007) also showed that the study's findings could be used to develop an early model of the relationship between government policy and technological adoption. This Model has proven to be valuable in determining the most effective level of government intervention for future technical breakthroughs. (H2: Government policies affect the attitude of online buying) (H3: Government policies affect online impulse buying).

Marketing communication if used in the right way, will create value for customers and increase sales and can be an indicator variable that influences consumers in impulsive buying (Fitri, 2018). Based on research by Nagadeepa et al., (2015), marketing communication has a large and favourable impact on online impulse purchases because sales promotion techniques play an essential role in influencing impulse buying consumers. Other research conducted by Fitri (2018), namely, there is a favourable and strong relationship between marketing communication and impulsive shopping purchases. The results of this study are also supported by research conducted by Akram et al., (2018), specifically, there's a link between sales promotion and internet impulse purchases that's both favourable and significant. (H4: Marketing communication influences the attitude of online buying) (H5: Marketing communication influences online impulse buying).

According to Sørsum (2014), website quality is all aspects related to online services (in the form of design, features, operational) that consumers go through during online interactions on a website.

Meanwhile, according to Bavarsad et al., (2013), an excellent website has a functional quality that allows buyers to quickly and efficiently complete their online shopping activities.

E-commerce must consider a good quality website so that it always attracts consumers to visit the site so that online impulse buying can be created (Fitri, 2018). Zou's research results (2016) show the results that the quality of a website has a favourable and considerable impact on online impulse purchases. Research conducted by Akram et al., (2018) also backs up the findings of this study, demonstrating that the quality of a website influences online impulse purchases in a positive and significant way. Research conducted by Fitri (2018) also shows the same results; namely, the quality of a website has a favourable and considerable impact on online impulse purchases. (H6: Website quality influences the attitude on online buying) (H7: Website quality influences online impulse buying).

METHODOLOGY

According to Sekaran & Bougie (2016), the population refers to the whole group, investigators are interested in investigating occurrences or interesting items (De Leon et al., 2020; De Leon, 2019). The study's participants were all students from Karawang, West Java, Indonesia. These students who had made purchases on e-commerce / online. Non-probability sampling techniques will employ a purposive sampling technique. These criteria consist of: Students active at the university and have made online purchases at e-commerce / online at least once. The data used in this study are primary. The author uses a questionnaire to collect data. The scale used in this study is the five-point Likert scale. The results of the validity and reliability test on each indicator of government policy variables, marketing communications, website quality, attitude and online impulse buying show all valid and reliable questions. Data analysis in this study used path analysis. Version 8.3.2 of the Partial Least Square-Structural Equation Modelling application program was used in this study. PLS-SEM is used to analyse the inner Model and the outer impulsive buying online Model proposed in this study.

RESULTS AND DISCUSSION

Characteristics of Respondents

This study involved 250 respondents which can be seen in Table 1, consisting of 173 men and 77 women based on gender characteristics. Meanwhile, based on age characteristics, the age range of respondents is between 18 to 24 years. In addition, the characteristics of respondents based on income are divided into 3 levels, namely less than IDR 1,000,000, between IDR 1,000,000 to IDR2,000,000, and above IDR 2,000,000.

The analysis of the Outer Model

The outer model is concerned with determining the validity and reliability of each indicator with respect to its hidden variable. Reflective indicators are indicators that are created from the outcomes of the measurement methodology. Changes in latent variables will cause changes in indicators, according to reflective indicators. Convergent validity, which is the value of factor loading on latent variables with the indicator, is used to evaluate outer models with reflective indicators. Value loading factor > 0.7 . But for the early stages of research on developing a measurement scale of loading values $0.5 - 0.6$ was considered sufficient. A loading factor limit of 0.5 will be applied in this study. All the research instruments in this investigation had loading values greater than 0.5 . All latent variables have an AVE > 0.5 value, and composite reliability is less than 0.70 , according to the Average Variance Extracted (AVE) value. All valid instruments, including convergent and discriminant validity, and reliability for all latent variables are declared to be valid and reliable, according to the conclusion.

Table. 1. Respondent Characteristics

Characteristics of Respondents by Gender		
Gender	Total	%
Men	173	69.2
Female	77	30.8
Characteristics of Respondents by Age		
Age	Number of	%
18 years	2	13.5
19 years	3	12.9
20 years	4	16.3
21 years	6	22.6
22 years	60	24.5
23 years	25	10.2
24 years	2	13.5
Characteristics of Respondents Based on Income		
Income	Total	%
< Rp. 1.000.000	72	28.6
Rp. 1.000.000 - Rp.2.000.000	144	57.6
> Rp.2.000.000	34	13.9

Source: (Researcher, 2021)

The analysis of the Inner Model

R_1^2 shows that government policy, marketing communications, website quality and attitude influence online impulsive buying are the remaining 76.4% . Other factors not included in the impulsive buying model influenced 23.6 percent of purchases. R_2^2 shows that online impulsive buying is influenced by government policy, marketing communications, website quality and attitudes of 75.2% while the remaining 24.8% is influenced by other factors not included in the impulse buying model. Q^2 predictive relevance shows that government policy, marketing communications, website quality and attitudes effect

on online impulsive buying of 81.9%. This indicates that the observed values have been adequately recreated with predictive relevance. The test results of R^2 and Q^2 can be seen in Table 2.

The significance value and the t-calculated value are used to test hypotheses (p-value). The t-count value should be 1.96, and the significance value, or p-value, should be 0.05. Table 3 shows the results of the hypothesis test.

Table 2. Test Fit Model

	R Square	R Square Adjusted
Attitude	0.764	0.759
Impulse Buying	0.752	0.745
Q^2		0.819

Source: (Researcher, 2021)

Based on table 3, it can be seen that all relationships that occur between observed variables are positive and significant. The significance of each path can be strengthened by a t-statistic value > 1.96 and a p-value of < 0.05 . Impulsive buying online model images can be seen in Figure 1.

Table 3. Path analysis and hypothesis testing results

	Original Sample	T Statistics	P Values	Hypothesis
Attitude \rightarrow IB	0.184	2.099	0.036	Supported
GP \rightarrow Attitude	0.288	4.154	0.000	Supported
GP \rightarrow IB	0.155	2.083	0.038	Supported
MC \rightarrow Attitude	0.198	3.238	0.001	Supported
MC \rightarrow IB	0.187	2.841	0.005	Supported
WQ \rightarrow Attitude	0.521	7.642	0.000	Supported
WQ \rightarrow IB	0.460	5.992	0,000	Supported

Source: (Researcher, 2021)

Indirect effects of online impulsive buying model can be seen in the table. 4. Table 4 shows that the effect of government policy and marketing communication on online impulse buying mediated by insignificant attitudes. The impact of website quality on online impulse purchases is moderated by attitude.

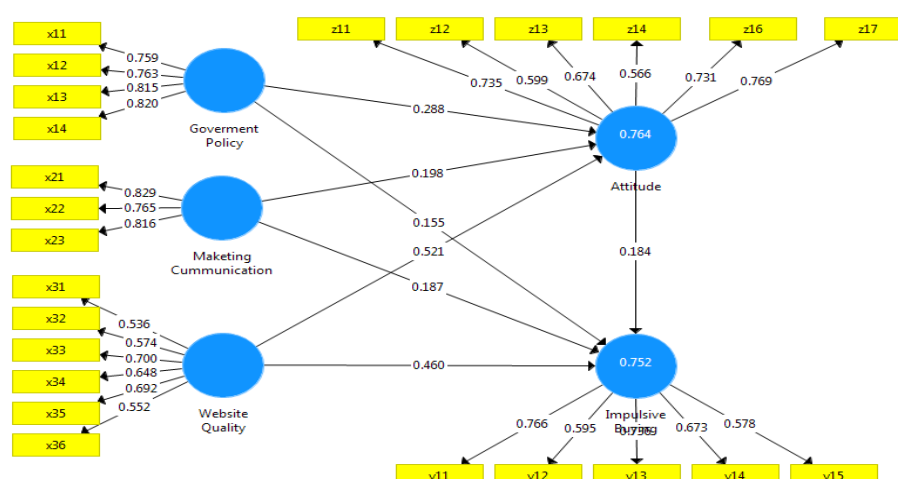


Figure 1. Model online Impulsive buying
Source: (Researcher, 2021)

Table 4. Specific Indirect Effects

	Original Sample	T Statistics	P Values	Descriptions
GP → A → IB	0053	1641	0101	Not Supported
MC → A → IB	0036	1874	0062	Not Supported
WQ → A → IB	0.096	2,017	0.044	Supported

Source: (Researcher, 2021)

Theoretical Discussion and Practical Implication

This study supports the hypothesis that government policy influences attitudes and online impulsive-buying. Seeman et al., (2007) also showed that government policy was able to encourage the promotion of online technology and e-commerce (Utomo & Dodgson, 2001; Hai & Kazmi, 2015; Kazmi, 2015) which stated that government policy was able to increase online purchasing transactions. Choudrie & Papazafeiropoulou (2006) also showed that the government conducted regulatory oversight to stimulate. The model of Seeman et al., (2007) also shows evidence that government interventions are most effective for technological development.

This confirms that the role of the government as a policy maker can be seen, one of which is in consumption activities carried out by the community. This is needed to regulate the running of the community's economy. Government policies are also used to grow networks in online shopping and e-commerce, because consumers who focus on teenagers have a close relationship with digital technology, this has become a separate focus for the government.

Regulatory supervision carried out by the government is intended so that both parties, both sellers and buyers, are equally protected, so that if there is a fraud on the one hand, they must be held accountable (Yera et al., 2020). Moreover, with the rise of fraud in online shopping

and online purchases, these conditions require the participation of the government in regulating the use of technology as a medium of buying and selling. Online buying and selling scams often occur because the seller and buyer do not meet face-to-face or meet when transacting such as online fraud which is quite common when the seller does not send the goods that have been paid for by the buyer, then the seller cannot be contacted and disappears. In this regard, the government should have supervision and protection in buying and selling activities.

Various kinds of problems that arise due to the absence of face-to-face communication that occurs between buyers and sellers in online transactions, these conditions also trigger government intervention. Forms of intervention such as regulation of the use of technology for sellers and buyers are expected to make online transactions not detrimental to both parties. From the buyer's side, online transactions require honesty from the seller. So that through online transactions that do not present face-to-face with the seller, it can create satisfaction for the buyer. Meanwhile, from the seller's side, the goal in online transaction activities is to bring profit. This of course must be accompanied by honesty and professionalism of the seller so that buyers get satisfaction and make repeat purchases.

Government intervention is also an important factor in ensuring and encouraging public purchases because with the intervention from the government, young consumers who make impulse purchases also accelerate budget absorption and achieve synergy between the central and local governments. The absorption of the budget is of course carried out through the development of technology that is utilised so that young consumers who become the dominant group in the target market through online impulse purchases can foster community sustainability in carrying out public purchasing power through continuous technology development.

The results of this study indicate that marketing communication partially has a large and favourable impact in online impulse purchases. This result shows that the more interesting and varied marketing communication is carried out, the more online impulse buying will increase. With interesting and varied marketing communications, consumers will be interested in shopping. Fitri (2018) in her research stated that if sales promotion tools are used in the right way, it will create value for customers, and also can increase sales that can influence consumers to make online impulse buying. Fitri (2018) also shows that marketing communication has a large and favourable impact on online impulse purchases. Research conducted by Akram et al., (2018) and Nagadeepa et al., (2015) also showed the same results as this study.

Marketing communications contribute to creating value for consumers and can make impulse purchases online. In addition, marketing communication in online transactions plays an important role as a competitive weapon that affects consumers' minds so as to

stimulate consumers to make purchases as a form of self-discovery that is more easily influenced by the surrounding technology that is becoming a trend, so that marketing communications targeting students through new technologies as well as social can have an impact on purchase rates (Ananda et al., 2019; De Leon et al., 2020; Gesualdi, 2019). Marketing communication is used by sellers in creating sustainable consumer purchases that are expected to expand their target market. So that the economic exchange relationship between sellers and buyers, especially online can increase. Besides being used as a tool in building relationships with consumers, the use of marketing communications is used to guarantee buyers so that buyers' trust in sellers can be built and in causality buyers return to impulse buying transactions.

Based on TAM theory, the use of technology that currently involves students as the main actors in the digital era makes marketers to adjust the right strategy in marketing the products being sold (De Leon et al., 2020; S. K. Sharma et al., 2017). By conducting marketing communications through technology that is busy being used by students, it can certainly generate student interest in doing online shopping. So that this effort becomes an effort in predicting the right marketing communication in promotional activities and leads to purchases.

Website quality has a large and favourable impact on online impulse purchases. This result shows the better and more attractive the quality of the website can increase online impulse buying (Adel et al., 2021; De Leon, 2019). According to Akram et al., (2018) in traditional stores (offline stores), the store's atmosphere can trigger online impulse buying. E-commerce or online shopping can only be seen through a computer screen or gadget. Website quality is critical to note because it has a role like the atmosphere of the shop in an offline store. The results of this study are supported by research conducted by Fitri (2018), which shows that website quality has a positive also significant influence on impulse buying in Shopee. Akram et al., (2018) and Zou (2018) also researched the influence of website quality on online impulse purchases, and both studies found that website quality had a favourable and significant impact on online impulse purchases.

The quality of a website has a positive and significant impact on impulse purchases made online. Based on results of this study are in line with research by Bressolles et al., (2007), which states that in France, where electrical and cultural items are popular, website service quality has a favourable and considerable impact on online impulsive buying. The average value of the answers given by respondents for the website quality variable has a good value. This value indicates that in general the website quality is considered good by respondents, but quite a lot of respondents are not satisfied with online shopping, especially in the aspect of product delivery duration (Cocker et al.,

2021; Ikonen et al., 2017; Latukolan et al., 2021; Shin, 2019; Tarsani, 2017).

The quality of the website is also a determinant of online impulse buying, especially for students as potential buyers. The quality of the website that presents audio-visual messages is an attraction for teenagers/students who are close to technology which is currently being collaborated with the business world. A good quality website can certainly encourage buyers from among teenagers because of the speed and level of efficiency that is presented on the website. Because the goal of every capitalist industry must be to get the maximum profit, so the use of technology in the digital era must be utilised to realize online impulse buying.

This shows that a high-quality website can satisfy website visitors. Customers are more likely to be satisfied with the quality of goods and services they receive when the website is of high quality. This encourages customers to recommend the goods and services they receive to others. Customers are more satisfied when they feel that customer needs have been met because of the quality of the website.

CONCLUSIONS

Based on the analysis and discussion of the influence of government policies on online impulse buying, marketing messages and website quality, the results show that each variable has a significant direct effect on online impulsive buying and attitudes. In addition, the indirect variable mediating the influence of attitudes shows that attitudes have failed to moderate the influence of government policies and marketing communications on online impulse buying. The only way to reduce the impact of website quality on online impulse buying is to change mentality.

The following recommendations can be made based on the research, debate, and conclusion above that this study covers only limited variables. R^2 of 75.2%, which means there are still other factors of 24.8%, can have an impact on online impulse buying. This is due to the fact that government marketing communication policies, website quality, and attitudes all have an impact on online impulse purchases. Other factors also play a role in online impulse buying. So it is recommended for further research to examine other factors that have not been used in this study such as credit card use (Akram et al., 2018), customer satisfaction (Bressolles et al., 2007), hedonic shopping value and product knowledge (Zou, 2018), openness personality (Fitri, 2018).

This study only examines students, and further researchers can also test online impulse buying in other settings, such as housewives or employees who work in the office because each consumer group has a different character in making impulse purchases online. The conclusion of this study on online impulsive shopping would be more

generalised if more research was conducted in the context of housewives and workers.

Government policies have the least effect on online impulse buying. The effect of government policy on online impulse buying through attitude mediation is also not significant. Another investigation into the existence of government policy variables in online impulse buying might be carried out in future research. Also, if the impact of marketing communications on online impulse buying through attitude is not great, it should be re-evaluated.

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