

The Effect of Gamification, Online Sales Promotion and Content-Based Marketing on Impulsive Shopping Behavior Moderated By Gender Demographic Factors

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ABSTRACT: This study aims to analyze empirically the effect of gamification, online sales promotion and content-based marketing on impulsive shopping behavior moderated by demographic factors, namely gender. The results of the questionnaire were collected from 290 respondents who were users of online shopping applications. The results indicated that from six hypotheses proposed there were only two accepted hypotheses, namely the effect of gamification on impulsive shopping behavior and the effect of online sales promotion on impulsive shopping behavior while those that were not accepted were content-based marketing on shopping behavior, impulsiveness, demographics on the relationship of gamification with the formation of impulsive shopping behavior, and demographics on the relationship of online sales promotion with the formation of impulsive shopping behavior. Gamification combined with online sales promotions has proven to be effective in creating impulsive shopping behavior, this is because through it triggers stimuli that have an impact on consumers' desire to buy products, while content-based marketing has no effect because the majority of online shopping application users tend to be interested in certain things. There was no difference between men's and women's impulsive shopping behavior with regard to certain "gimmicks" in relation to product purchases and gender demographics. The implication of this research is to contribute to the development of theory in the field of service management, especially in the theory of gamification, content-based marketing, online sales promotion related to the impulsive shopping behavior of online shopping application users and provide input for the E-Commerce industry on the importance of applying gamification in relation to increasing sales. Product.

KEY WORD: Content-based Marketing, Gamification, Impulsive Shopping Behavior, Online Sales Promotion

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I. INTRODUCTION AND LITERATURE REVIEW

Computers and video games are big and very popular industries. The world video game market is expected to reach a value of USD 256.97 billion by 2025 (*Gaming Market - Growth, Trends, Forecasts (2020 - 2025)*, 2020). Based on these data, it can be assumed that the main factor that makes the value of the video game industry become so big is because many people are enjoying to play games. One of the factors that causes most people to like playing games is because playing games will get an atmosphere of relaxation and fun. From this concept emerged the term gamification which was coined by Nick Pelling in 2002 and can be interpreted as a process of service improvement by providing a gaming experience that can improve the value creation process (Kai Huotari & Hamari, 2017). The concept of gamification and its use in the business environment has developed rapidly, especially in the field of marketing. The use of gamification tools and methods has the potential to benefit organizations from all industries as it has the fundamental potential to shape and influence consumer behavior whose ultimate goal is to increase customer engagement (Deterding et al., 2011). Marketers can increase consumer involvement related to product marketing by using gamification and in these case gamification can also trigger consumer emotions to be more active in promoting the product (Harwood & Garry, 2015).

The next stage after creating customer engagement is how to make consumers repurchase the products offered by utilizing impulsive shopping behavior. Impulse buying occurs when consumers feel the urge to buy a certain product without careful consideration and this can be created because it is influenced by gamification factors. (L. Liu, 2018). Impulse buying is an unplanned purchase without careful consideration and rational decision making, this process can occur due to a strong stimulus. (G R Iyer et al., 2020)

This can happen when customers experience an influential and persuasive inducement to buy a product instantly. (Chen & Wang, 2016) For example, when a customer unexpectedly purchases a product or service due to a marketing stimulus such as an attractive promotion or discounted price. This is why impulse buying is often

considered as a negative aspect of consumption, such as irrational spending of money, impractical purchases, and taking the risk of buying. (G R Iyer et al., 2020).

Besides using the gamification method, there are other ways that can be done to increase consumer engagement, one of the ways by doing content-based marketing. According to the Content Marketing Institute, what is meant by content-based marketing is a strategic marketing approach that focuses on creating and distributing valuable, relevant, and consistent content to attract and retain an audience that will ultimately drive the desired action. Managing content-based marketing is important to do because by creating interesting content, consumers will be interested in understanding a company and its products. (Firnkes & Weller, 2019).

Gamification and content-based marketing accompanied by the application of the right sales promotion strategy will be able to generate customer engagement, this is because through this strategy various kinds of offers that are profitable for consumers can appear so that consumers will become interested and have an attachment to the product. (Pramanik et al. ., 2018).

The concept of Sales Promotion is a marketing strategy that focuses on providing incentives that are generally short-term in nature which aim to increase sales of certain products more quickly (Kotler & Keller, 2016). The application of a sales promotion strategy has two objectives, influencing buying behavior directly and to make customers take action related to exposure to the received stimulus. (Zeng, 2011)
Sales promotions carried out in market segmentation with high product brand similarity can generate high sales response in the short term but provide little permanent profit in the long run. As for market segmentation with high product brand differences, sales promotion may be able to permanently change market share. This happens because the brand preferences generated through sales promotion activities are embedded in the minds of consumers.

According to the Merriam-Webster dictionary, Demography can be defined as the study of a population based on factors such as age, race, and gender. Demographic data refers to statistically expressed socioeconomic information including employment, education, income, marriage rates, birth and death rates. Demographic analysis is the collection and study of data regarding the general characteristics of a particular population. It is often used as a business marketing tool to determine how best to reach customers and assess their behavior. Segmenting the population using demographics allows companies to determine the size of the potential market. In the context of marketing, demographics are often used to divide the market into certain segments, making it easier to map and develop marketing strategies (Kim & Lee, 2015)

II. RESEARCH OBJECTIVES& HYPOTHESIS DEVELOPMENT

The objective of the research is to identify the effect of gamification, content marketing, online sales promotion on the formation of impulsive shopping behavior moderated by gender demographic factor.

The effect of gamification on the formation of impulsive shopping behavior

H1: Gamification has a positive effect on the formation of impulsive shopping behavior

The effect of Content marketing on the formation of impulsive shopping behavior

H2: Content marketing has a positive effect on the formation of impulsive shopping behavior

The effect of Online sales promotion on the formation of impulsive shopping behavior

H3: Online sales promotion has a positive effect on the formation of impulsive shopping behavior

The influence of demographics as a moderating variable on the relationship between gamification and the formation of impulsive shopping behavior

H4 : Demographics have a positive effect on the relationship between gamification and the formation of impulsive shopping behavior

The influence of demographics as a moderating variable on the relationship between online sales promotion and the formation of impulsive shopping behavior

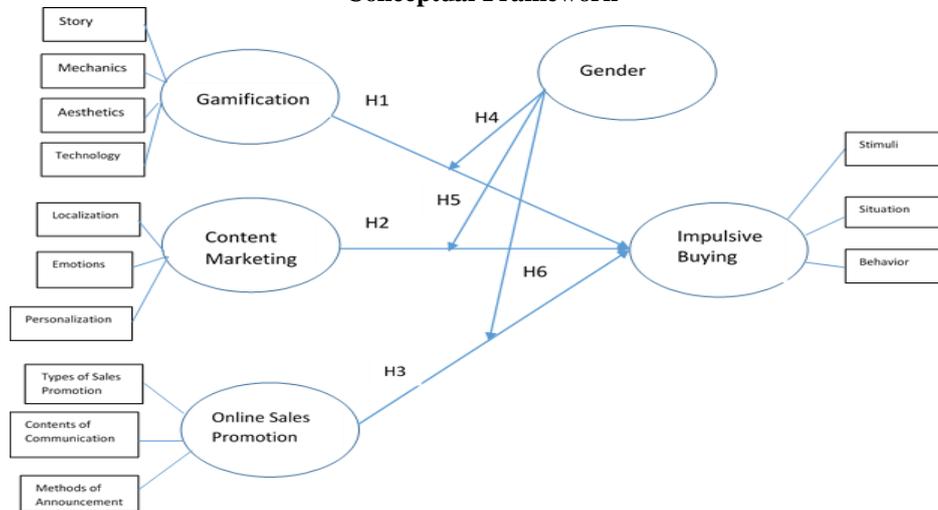
H5 : Demographics have a positive effect on the relationship between content marketing and the formation of impulsive shopping behavior

The influence of demographics as a moderating variable on the relationship between online sales promotion and the formation of impulsive shopping behavior

H6: Demographics have a positive effect on the relationship between online sales promotion and the formation of impulsive shopping behavior

Conceptual Framework

Figure 2.1. Conceptual Framework



III. RESEARCH METHODOLOGY

This study refers to previous research conducted by (Zhang et al., 2020) on "Gamification and Online Impulse buying: The moderating effect of Gender and Age", (Kee & Yazdanifard, 2015) on "The Review of Content Marketing as a New Trend in Marketing Practices" and "Online sales promotion and impulse buying online in the E-business age: A theoretical model approach". (Zeng, 2011).

The research design that will be used is to use a hypothesis testing research model which (Ghozali, 2016) is defined as a series of scientific methods used to obtain valid data that aims to be found, developed, and proven, a certain knowledge so that in the end it can be used to understand, solve, and anticipate problems.

The research method used in this study is quantitative research which is formulated as an approach based on the philosophy of positivism, usually used to examine certain populations or samples, data collection methods using research instruments, data analysis using statistical methods with the aim of to test the established hypothesis.

Research Design

The data collection technique in this study uses non-probability sampling, which is a sampling process in which the probability of selecting each sample is unknown. The sampling technique used is using purposive sampling method, which is a sampling technique where the sample is selected with conditions that are considered to have characteristics that are relevant to the research to be carried out. (Ghozali, 2016)

The sample taken is users of online shopping applications who have used the gamification feature and witnessed content-based marketing in the application. The research questionnaires were distributed using the freeonlinesurveys.com site and filled out by 290 respondents, but of that number only 288 were filled out completely and could be processed further.

The statistical method used to research is using Structural Equation Modeling (SEM). This technique is a combination of factor analysis and multiple regression analysis, used to analyze the structural relationship between the measured variables and latent constructs (Hair Jr et al., 2016).

Operational Definition of Variables

Gamification is the process of improving service to consumers by providing a pleasant experience so as to create a unique value for customers. (Kai Huotari & Hamari, 2017), measurement used in these variable are :

- a. Story or narrative format that provides clear meaning and context in the game.
- b. Game mechanics referring to the rules and structural aspects of the game and how success is recognized by prizes and incentives.
- c. Aesthetics or the look and feel of the game that strengthens the development of the storyline.
- d. Technology which is the main factor in presenting the game

Content marketing is method by creating and distributing content that is relevant and has unique value to attract, acquire, and engage a clearly defined and understood target audience so as to ultimately encourage customers to take the expected action. (Institute, 2015), measured by :

- a. Localization

- b. Personalization
- c. Emotion

A marketing strategy that focuses on providing incentives that are generally short-term in nature with the aim of increasing sales of certain products more quickly (Kotler & Keller, 2016), measured by :

- a. Customer-oriented sales promotion
- b. Product-oriented sales promotion
- c. Special events

Impulse buying is an unplanned purchase without careful consideration and rational decision-making and process due to a strong stimulus. (Iyer et al., 2019), measured by :

- a. Marketing stimulation
- b. Situation
- c. Behaviour

IV. RESULT AND DISCUSSION

Result of validity and reliability test

Validity test aims to determine whether the measurement instrument used in this study can perform measurements correctly. According to (Ghozali, 2016) Validity is the accuracy between the actual data on the object of research and data that can be reported by research. Therefore, valid data is data that has similarities between the data reported by the researcher and the actual data. Convergent validity is an indicator test of latent variables that must converge or focus on the object under study. The results of convergent validity can be seen from the value of the loading factor for each indicator. A good model of a construct being analyzed must meet the value of convergent validity. (Hair Jr et al., 2016). In these research because of the number of samples are 290 then the value of convergent validity must be greater than 0.35.

The reliability test is used to assess the consistency of each variable, where each statement raised from the indicator is summarized into a total value to become a construct and the higher the value, the more consistent the variables tested are considered. (Hair Jr et al., 2016)

The reliability test for each variable was measured using the "Internal Consistency Reliability Method" technique. Through this technique, the results of the reliability test are displayed in the form of the Cronbach's Coefficient Alpha value, where the Cronbach's alpha coefficient to declare a reliable construct is worth 0.60 (Hair Jr et al., 2016).

Table 4.1
Validity and Reliability Test Result

No.	Variable/Indicator	Loading Factor	Cronbach's Alpha	Information
Gamification			0.871	Reliable
1	G1	0.821		Valid
2	G2	0.764		Valid
3	G3	0.782		Valid
4	G4	0.759		Valid
5	G5	0.806		Valid
6	G6	0.806		Valid
7	G7	0.790		Valid
8	G8	0.795		Valid
9	G9	0.817		Valid
10	G10	0.828		Valid
11	G11	0.839		Valid
12	G12	0.779		Valid
Content Marketing			0.949	Reliable
1	CM1	0.782		Valid
2	CM2	0.710		Valid
3	CM3	0.828		Valid
4	CM4	0.598		Valid
5	CM5	0.780		Valid
6	CM6	0.555		Valid
7	CM7	0.513		Valid
8	CM8	0.809		Valid
9	CM9	0.737		Valid
Online Sales Promotion			0.874	Reliable
1	OSP1	0.830		Valid
2	OSP2	0.790		Valid
3	OSP3	0.845		Valid
4	OSP4	0.722		Valid
5	OSP5	0.765		Valid
6	OSP6	0.848		Valid
7	OSP7	0.720		Valid
8	OSP8	0.649		Valid

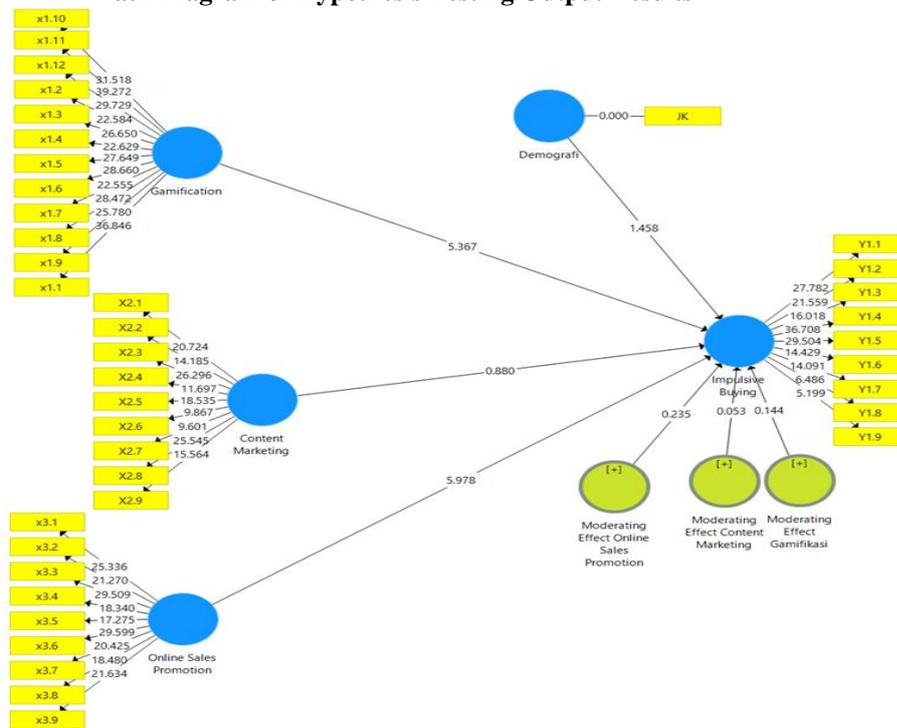
9	OSP9	0.657	Valid
Impulsive Buying Behaviour		0.910	Reliable
1	IBB1	0.781	Valid
2	IBB2	0.786	Valid
3	IBB3	0.709	Valid
4	IBB4	0.835	Valid
5	IBB5	0.807	Valid
6	IBB6	0.734	Valid
7	IBB7	0.696	Valid
8	IBB8	0.511	Valid
9	IBB9	0.446	Valid

Source : Data Processing Result

Hypotesis Testing

The results of this test are based on research data processing using Partial Least Square (PLS) analysis through the SmartPLS 3.3.3 application.

Figure 4.1
Path Diagram of Hypothesis Testing Output Results



Source :Data Processing Result

Table 4.2
Hypothesis Testing Output Direct Effect of Partial Least Square

	Original Sample (O)	Standard Deviation (STDEV)	P Values
Content Marketing -> Impulsive Buying	0,084	0,095	0,379
Demografi -> Impulsive Buying	-0,057	0,039	0,145
Gamification -> Impulsive Buying	0,346	0,064	0,000
Moderating Effect Content Marketing -> Impulsive Buying	-0,005	0,091	0,958
Moderating Effect Gamifikasi -> Impulsive Buying	0,014	0,096	0,885
Moderating Effect Online Sales Promotion -> Impulsive Buying	0,019	0,079	0,814
Online Sales Promotion -> Impulsive Buying	0,428	0,072	0,000

Source : Data Processing Result

H1: Gamification has a positive effect on the formation of impulsive shopping behavior

Based on table 4.2, the results of the P values for the gamification variable are 0.000 which is smaller than the significant level of 5% or 0.05, thus it can be concluded that the H1 hypothesis, namely gamification has an effect on the formation of impulsive shopping behavior is acceptable. This is in accordance with the reality that many online shopping application users take advantage of the points or prizes they get in the game to be used in shopping. Through hypothesis testing that has been carried out, it is concluded that the use of gamification in online shopping applications has proven to have an effect on the creation of impulsive shopping behavior, this is in accordance with the results of research conducted by (Zhang et al., 2020) who examined the effect of gamification on impulsive shopping behavior by moderated by gender where gamification turned out to have an effect on impulsive shopping behavior by being dominated by the female gender. Research conducted by (Shao et al., 2019) on the effect of gamification on impulsive shopping behavior mediated by affective reactions and social interactions also shows the same results, namely there is an influence of gamification on impulsive shopping behavior. Apart from these two studies, there has been no research related to the effect of gamification on impulsive shopping behavior and both were conducted in China so that research on gamification of impulsive shopping behavior conducted in Indonesia involving respondents from online shopping application users is the novelty of this study.

H2: Content marketing has a positive effect on the formation of impulsive shopping behavior

Based on table 4.2, the P values for the content-based marketing variable are 0.379 which is greater than the significant level of 5% or 0.05, thus it can be concluded that the hypothesis H2, namely content-based marketing has an effect on the formation of impulsive shopping behavior cannot be accepted or rejected so that it can be said that the use of content-based marketing has no impact on the formation of impulse shopping behavior.

This is a new finding because there has been no research examining the impact of the use of content-based marketing on impulsive shopping behavior, research conducted by (Baltes, 2015) focuses more on how content-based marketing increases a person's "awareness" of a particular brand and has not yet explored how it affects the formation of one's impulsive shopping behavior. Through the findings of this study, it can be a reference that content-based marketing does not or does not have an influence on impulsive shopping behavior.

This is in accordance with the condition of the majority of Indonesians who prefer to shop when there are promos available and rarely use content as the basis for making decisions to make purchases, content is often used to compare products and considerations in buying products, but the decision to buy these products is more about promos. provided by the online shopping application.

H3: Online Sales Promotion has a positive effect on the formation of impulsive shopping behavior

Based on table 4.2, the results of the P values for the online sales promotion variable are 0.000 which is smaller than the significant level of 5% or 0.05, thus it can be concluded that the H3 hypothesis, namely online sales promotion has an effect on the formation of impulsive shopping behavior is acceptable. This is in accordance with the actual condition that many users of the online shopping application are shopping because of the effect of promotion given.

This is in accordance with the results of research conducted by (Zeng, 2011) where online sales promotion is proven to increase a person's tendency to shop online. Research conducted by (Liao et al., 2009) also resulted in the same conclusion, namely online sales promotion has an influence in shaping repetitive impulsive shopping behavior.

This is in accordance with the hypothesis that a person will tend to shop more when given a stimulus consisting of customer-oriented promotions, products and special events. The tendency of a person not to miss the opportunities provided by these promos. Through the results of this study which found that gamification and online sales promotion variables had a positive impact on impulsive shopping behavior, it can be concluded that these two variables are one of the important factors that can make someone behave impulsively in shopping. The gamification presented in the online shopping application must have a stimulus in the form of a promo so that it can encourage users of the application to shop and over time if these stimuli are carried out consistently will be able to create impulsive shopping behavior.

H4: Demographics have a positive effect on the relationship between gamification and the formation of impulsive shopping behavior

Based on table 4.2, the results of the P values for the demographic influence variable on the relationship between gamification and the formation of impulsive shopping behavior are 0.885, which is greater than the significant level of 5% or 0.05, thus it can be concluded that hypothesis H4 namely Demographics has a positive effect on the relationship between gamification and behavior formation. Impulse shopping cannot be accepted or rejected so that it can be said that the moderating demographic variable does not affect the strength

or weakness of the relationship between gamification variables on the formation of impulsive shopping behavior.

H5: Demographics have a positive effect on the relationship between content marketing and the formation of impulsive shopping behavior

Based on table 4.2, the results of the P values for the demographic influence variable on the relationship between content marketing and the formation of impulsive shopping behavior are 0.958 which is greater than the significant level of 5% or 0.05, thus it can be concluded that the hypothesis H5, namely Demographics has a positive effect on the relationship of sales promotion. online sales with the formation of impulsive shopping behavior cannot be accepted or rejected so that it can be said that the demographic moderating variable does not affect the strength or weakness of the relationship between online sales promotion variables on the formation of impulsive shopping behavior.

H6: Demographics have a positive effect on the relationship between online sales promotion and the formation of impulsive shopping behavior

Based on table 4.2, the results of the P values for the demographic influence variable on the relationship between online sales promotion and the formation of impulsive shopping behavior are 0.814 which is greater than the significant level of 5% or 0.05, thus it can be concluded that hypothesis H6, namely Demographics has a positive effect on the relationship of sales promotion. online sales with the formation of impulsive shopping behavior cannot be accepted or rejected so that it can be said that the moderating demographic variable does not affect the strength or weakness of the relationship between online sales promotion variables on the formation of impulsive shopping behavior.

This shows that the demographic variables used in this study using gender data have no correlation in strengthening or weakening impulsive shopping behavior, in other words, it can be said that both male and female gender have the same effect in the use of gamification, content marketing and online sales promotion on the formation of shopping behavior. impulsive.

V. CONCLUSION, LIMITATION OF RESEARCH, AND SUGGESTION

Conclusion

Based on the results of the research, it was found that out of the six hypotheses proposed, only two hypotheses were accepted, namely the effect of gamification on impulsive shopping behavior and the influence of online sales promotion on impulsive shopping behavior, while what was not accepted was content-based marketing on impulsive shopping behavior, demographics on the relationship between gamification and the formation of impulsive shopping behavior, demographics on the relationship of online sales promotion with the formation of impulse shopping behavior, and demographics on the relationship of content-based marketing with the formation of impulsive shopping behavior.

This shows that the combination of the use of gamification and the right online sales promotion will have an impact on increasing the use of gamification to get rewards which will later be used by application users in making shopping transactions in the application, while content-based marketing does not significantly affect shopping behavior. impulsive because the function of content-based marketing is related to the formation of brand awareness. Regarding gender, it can be concluded that men and women have the same tendency in impulsive shopping behavior when it is associated with the use of gamification and promotion of online shopping.

Limitation of research

This study has used a data processing method that follows the established procedure, but in relation to the variables and parameters used, it has several limitations as follows:

1. Respondents who filled out this questionnaire were dominated by the majority of the millennial generation, who indeed used online applications as the dominant users, but in terms of purchasing power, the generation above them actually had better purchasing power.
2. The limited location for distributing questionnaires which is dominated by the DKI Jakarta area so that it is not able to describe the real demographics.
3. The variables used are limited to gamification, online sales promotion, content-based marketing and impulsive shopping behavior.
4. Very short duration of time in distributing questionnaires so that the number of respondents who were successfully obtained was less than the maximum.

Suggestion

Based on the limitations stated previously, the suggestions for further research are as follows:

1. Future research is expected to be able to compare the results of the analysis for different generations in relation to the use of gamification and the formation of impulsive shopping behavior.
2. Previous research can expand the research location so that it is not only limited to the DKI Jakarta area.
3. Further research can add to the variables used or use other variables in relation to the use of gamification in the formation of impulsive shopping behavior.
4. Further research should be carried out in a fairly long period of time and reach a larger number of respondents.
5. For the gender moderating variable, it can be replaced by using the Bem Sex Role Inventory (BSRI) which is based on 4 four personality classifications according to Sandra L. Bem in 1974. The total score obtained in the Bem Sex Role Inventory BSRI will categorize individuals in one of the following categories: The four gender roles are masculine, feminine, androgynous and undifferentiated.

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