








“Impulse buying tendency in online food delivery service among Muslims in Indonesia”

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IMPULSE BUYING TENDENCY IN ONLINE FOOD DELIVERY SERVICE AMONG MUSLIMS IN INDONESIA

Abstract

This study investigates the factors influencing impulse buying behavior in online food purchases in Indonesia. The research gathered data from 270 valid respondents from the Muslim community through an online survey (Google Forms). Demographic analysis revealed a predominantly young, single-student population, primarily from Central Java. The study employed the Structural Equation Modeling (SEM) technique to analyze the data and test the hypotheses. The impulse buying tendency scale included seven variables: religiosity, platform quality, social influence, intentions, self-control, consumer mood and Impulse buying tendency. The results indicate that self-control (β : -0.140, p-value: 0.024) plays a crucial role in mitigating impulse buying tendencies whereas religiosity (β : 0.304, p-value < 0.001) can increase the level of self-control. Additionally, platform quality (β : 0.488, p-value < 0.001) significantly impacts individuals' intention to engage in impulsive purchases. Consumer mood (β : 0.681, p-value < 0.001) is the highest cause of impulse buying behavior. Notably, self-control can reduce impulsive buying tendencies, which means that the higher the self-control ability, the lower the possibility of making impulse purchases. However, the social influence (β : -0.175, p-value: 0.026) has a negative effect on self-control.

Keywords

impulse buying behavior, online food purchases, religiosity, self-control, Indonesia

JEL Classification

M31, M21, P23, N35

INTRODUCTION

The burgeoning advancements in technology have revolutionized the food industry, particularly through the advent of online food delivery platforms. These platforms enable customers to effortlessly order food online and have it delivered directly to their doorstep. Notably, food ordering apps have surged in popularity, with platforms like GoFood, GrabFood, and ShoppeFood seamlessly connecting customers with a plethora of restaurants and food vendors in their vicinity. Through these platforms, customers can peruse various food options, access menus, track deliveries, and conduct online payments. The escalating demand for online food purchases can be attributed to the manifold conveniences they offer, including unrestricted access, time-saving benefits, comfort, and extensive array of food choices. Undoubtedly, the e-commerce landscape in Indonesia is experiencing exponential growth.

Problems arise regarding online shopping habits. Compared to traditional shopping, online shopping might cause more impulsive purchases. The rapid development of technology makes consumers often shop without prior planning, which is often called impulse purchase. Impulse buying is characterized as a hedonic action that arises from an unanticipated, intense, and enduring desire to make a hasty purchase, which might subsequently give rise to emotional turmoil. Around 90% of customers engage in spontaneous purchases, with 40% identifying

themselves as impulse purchasers. The increase in impulse buying is good for retailers, but it can also have negative long-term effects on consumers, including feelings of inferiority, guilt, shame, decreased self-esteem, and long-term negative mood esteem.

LITERATURE REVIEW

Five predominant patterns in online purchasing habits have pervaded Indonesia over the past decade. Firstly, there is a discernible trend towards the widespread utilization of smartphones for Internet access and product information retrieval. Secondly, online shopping is increasingly permeating various cities across Indonesia (Beldad & Citra Kusumadewi, 2015). Thirdly, online shopping demographics comprise both male and female consumers, indicating a broad spectrum of users. Furthermore, the propensity of customers to seek detailed information about desired products underscores another notable trend (Shankar et al., 2010). Lastly, the surge in e-money usage for purchases (Widayat et al., 2020) underscores the evolving nature of payment methods in the digital realm. This phenomenon leads to more impulsive purchases.

Impulse purchases are defined as spontaneous purchases without prior intention to buy something, either to fulfill a specific purchase task or acquire a certain category of products. This behavior stems from the impulse to make unplanned purchases. Impulse buying refers to hedonic buying behavior and rapid purchase, indicating that purchasing action is the result of impulse rather than thoughtful and intentional evaluation of options or their repercussions (Sharma et al., 2010). Therefore, impulse purchases are considered as irrational consumer behavior (Chung et al., 2017).

In particular, if a purchasing decision satisfies three requirements, it can be labeled as impulsive: first, it must be spontaneous and unplanned; second, customers do not consider the effects of their choices; third, consumers make selections about what to buy based on situational and dispositional temptations that are hard to resist. Thus, customers get immediate fulfillment, and their mood attachment to the desired goods strengthens, creating an intense, continuous, abrupt, and irresistible want to purchase something in the near future (Spiteri Cornish, 2020). Although impulse buying looks fun, there is evidence that people

make impulse purchases to avoid negative effects such as stress, depression, and unfavorable mood. Cutright (2012) argues that in situations of no control, people who are very religious will look to God for psychological solace, while people who are not very religious would look to their consumer choices for psychological solace.

Religiosity is the level of piety that individuals have, and they can be religious. Islam provides comprehensive ethical and moral guidelines for the behavior of Muslims, including those relating to impulse buying. Islam forbids the hoarding of property and advocates self-control. While 50% of Indonesians indulge in impulsive buying, 3.51% of the country's population claims to be religious. Beliefs and ways of thinking about the universe that influence how people behave in daily life are what define religiosity. Besides, religiosity is the absorption of religious principles that are consistent with people's lives and do not run counter to reason. Thus, a person's state of mind and motivation to think, act, behave, and act in accordance with his religion's teachings are all included in his religiosity (Khofifah et al., 2023).

Generally, the average expenditure of Indonesian residents is Rp 1.28 million/capita/month. Food consumption expenditure amounted to Rp 631.6 thousand/capita/month. According to data from the Central Statistics Agency (BPS), the Indonesian economy reached Rp 4.92 quadrillion in Gross Domestic Product (GDP) based on current prices (ADHB). Even though the community is Muslim, there are still many who make impulse purchases. These results are crucial for comprehending consumer behavior that results in resource waste and overconsumption. Besides, uncontrolled purchases are also harmful to individuals and society because they cause personal stress and financial incapacity.

Religiosity (religious commitment) is "the degree to which an individual's belief in certain religious values and goals is held and practiced". A person's

religious beliefs play a vital role in forming their value system, which in turn influences their attitudes and behaviors. It also makes the case of how religion affects people. Furthermore, perceived risk, materialism, consumer decision-making style, ethical behavior, environmental care, and consumption patterns are all influenced by religiosity. Fixing oneself to restrain impulsive action involves a certain amount of religiosity. A person will be wise in making decisions, patient, reliable and able to control himself by taking a religious approach (Maryati et al., 2020). A devout person will practice self-control and make sure that their actions are consistent with their religious principles. They will exercise self-control all the time to minimize the possibility of not living up to their religious principles (Mortimer et al., 2020). People who practice religion will live their lives according to their beliefs. They have good behavioral self-control and, therefore, possess greater self-control and are less prone to make impulsive purchases.

Consumers who act impulsively, without careful thought, and without considering if an item is necessary or just fulfills their curiosity are said to be engaged in impulse buying. Impulsive buying happens when someone buys something out of the blue, swiftly, aimlessly, and without prior planning (Febriandika et al., 2023). One of the things that determine whether or not customers would make an impulse purchase online is the platform quality. The impact of platform quality on impulsive purchases has been the subject of conflicting findings in certain earlier research. One of the most important ideas in e-commerce is platform quality. This is because users' inclination to utilize the platform is directly influenced by their perception of its quality (Rosillo-Díaz et al., 2020) and drives their purchase intent (Liang & Chen, 2009).

Platform quality can be defined as a consumer's overall assessment of an e-commerce platform's quality (Tandon et al., 2017). According to Wang and Zhang (2012), the platform serves as a marketing channel in addition to a type of information system. Regarding technology, the platform quality equates to that of an information system. Regarding services, the platform functions as a service provider that offers quality services (Febriandika et al., 2023). Information, system, and service quality are all included in platform

quality. The term "information quality" describes elements including timeliness, completeness, and data format. System quality pertains to interface design and functioning. Service quality involves the availability of timely communication channels. This is key in online customer satisfaction, which can directly affect one's impulse purchase intent (Akram et al., 2018).

The social environment is everyone who impacts a person, whether directly or indirectly, that is directly proportional to the opinion, which states that the social environment includes both direct and vicarious environments (observations about what others do or wear). Both are social interactions between communities. Therefore, social impact can be defined as the degree to which a person believes that other people will use what he wears (Loureiro et al., 2017). The social environment can be measured using several indicators presented by experts: social class, culture, family, situation, and personal influence. In the context of consumer vulnerability to interpersonal influence, social influence refers to the extent to which decisions made by consumers are influenced by others (Bearden et al., 1989). Interpersonal behavior is correlated with an assortment of consumer behaviors, particularly those that involve the expression of negative emotions and the lack of impulse control (Silvera et al., 2008).

However, a person who has good self-control is not affected by the social environment (Zhao et al., 2021). Conversely, individuals with negative moods will increase impulsive behavior (Herman et al., 2018). Purchase intent refers to a customer's desire to make a purchase. The four components of purchase intent are action, purpose, situation, and timing. The more a customer intends to act in a specific way, the more likely it is that they will act in that way (Ashfahany et al., 2024). Some researchers analyze the moderating effect of social impact on the association between an individual's attitude and goals. According to Wang and Chang (2013), information and suggestions provided by the immediate environment affect the purchase intent.

Understanding a customer's purchase intent is crucial because it often allows for the prediction of their behavior. It is acknowledged that one aspect of behavioral intent is purchase intent. Purchase

intent is estimated to correlate with actual behavior (Wu & Jang, 2014), and earlier research has empirically tested this association. Understanding the attitudes, assessments, emotions, and internal variables that eventually result in purchase intent is necessary to predict customer behavior. Various marketing domains, including eco-friendly marketing, impact consumer behavior in addition to conventional marketing in physical stores (Nguyen et al., 2017), luxury brands and products (Yu et al., 2018), B2B transaction (Peña-García et al., 2020), and finally online purchases (Sundström et al., 2018). Online purchasing behavior is defined as the frequency with which customers make purchases through e-commerce. Consumer intent, which translates into impulsive purchase behavior online in the study, is a measure of a person's willingness to engage in a specific behavior. According to Bilal et al. (2023), customer mood significantly affects impulsive purchasing intent.

The ability to restrain one's thoughts, feelings, and actions in the face of unwelcome cravings and temptations is known as self-control. Individuals seek to control their thoughts, emotions, plans, and performance. People with self-control can sustain rational psychological behavior, which ultimately causes them to choose long-term benefits over temporary ones (Inzlicht et al., 2021). Three things that determine one's capacity for self-control are self-control, breaking bad habits, and avoiding temptation. The capacity to regulate one's thoughts, emotions, and behavior in accordance with established guidelines is referred to as self-discipline. Resisting temptation is the ability to avoid and dismiss temptation, whereas breaking a habit is the capacity to think outside the box (Rahman, 2023). Superior self-control is associated with deliberate and premeditated behavior that demonstrates a degree of foresight and planning. Therefore, self-control is a crucial factor that enables an individual to transition from their present condition to their desired condition. By extrapolating the same reasoning to consumer behavior, it becomes evident that self-restraint influences a multitude of purchase choices. When self-control capacity is depleted, consumers exhibit imprudent and impulsive purchase behavior.

Individuals exhibiting limited self-discipline are more likely to get caught up in momentary thoughts and make impulse purchases. Effective

self-control entails the capacity to inhibit automatic, habitual, and impulsive actions by maintaining regulated psychological behavior (Muraven & Baumeister, 2000). Effective self-control is characterized as a cold system that is more robust than a hot system. The heat system pertains to the affective cognitive representation that elicits an impulsive reaction, whereas the cold system pertains to the emotionally and cognitively neutral condition.

Wertenbroch (1998) stated that self-control is successful, in making decisions for long-term, not short-term, results. In other words, the capacity to forgo short-term rewards (like eating chocolate cake) in favor of long-term objectives (like losing weight) is known as self-control. When someone lacks self-control, they take acts that become automatic, habitual, rash, and short-term to get what they want. Mood offers a means of generating a more consistent feeling. According to self-control theory, a poor attitude causes one to lose self-control (Tice & Bratslavsky, 2000). Similar to the opinion of Tice et al. (2001), when someone is experiencing emotional discomfort (such as anger, fear, or loneliness), they tend to prioritize short-term objectives to avoid difficult situations, which leads to more impulsive behavior. When consumers have self-control goals, self-control can be an alternative therapy to improve mood to avoid impulsive behavior tendencies.

Mood is a general tendency that can be categorized as either positive or negative. Mood states are typically low-intensity, involuntary, unrelated to anything particular, and less closely associated with behavioral tendencies. Therefore, research on consumer mood and behavior usually investigates the influence of both positive and negative mood states. Some researchers state that negative moods lead to more impulse buying tendencies. For example, Baumeister (2002) argues that consumers are more likely to feel happy by making impulse purchases when they are in a sour mood. On the other hand, positive attitudes are typically associated with sensible choices, problem-solving, taking risks, and persuading. It has been suggested that people in good moods are known to appreciate their current and prospective assets more than people in bad moods, and individual variances also affect them. Previous studies have shown that con-

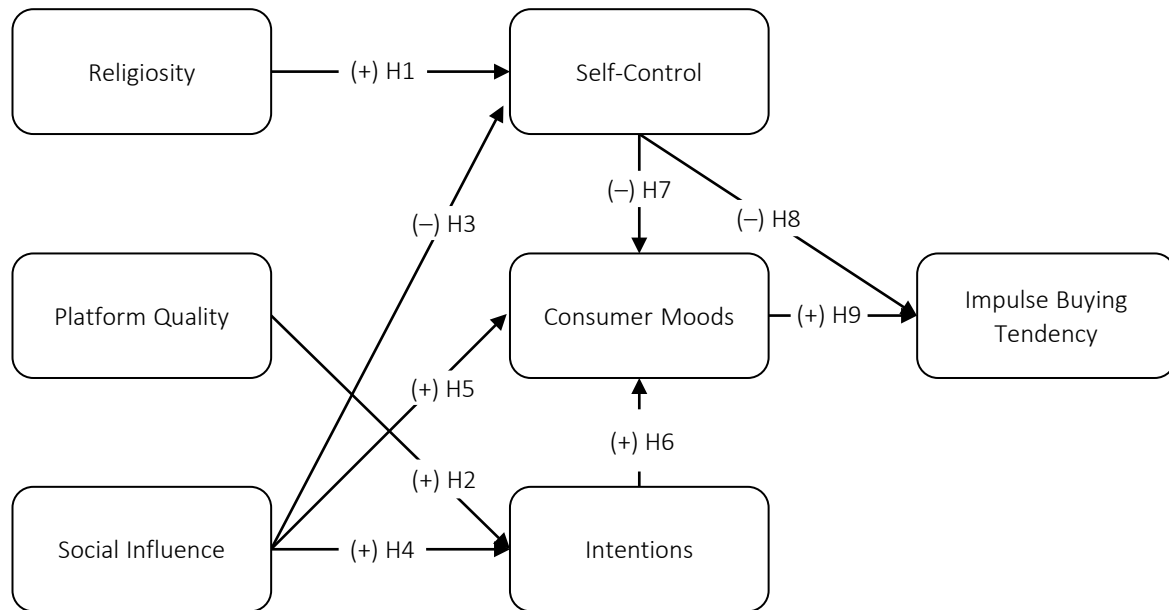


Figure 1. Conceptual model

sumer mood significantly influences the likelihood of impulsive purchases (Pornpitakpan et al., 2017). Consumer mood is an important factor influencing impulse buying decisions online (Karimi & Liu, 2020).

This study aims to examine the factors that influence impulse buying tendencies in online food through religiosity, self-control, platform quality, social influence, intention, and customer moods. The conceptual model of this study is shown in Figure 1. The following hypotheses are offered based on the literature review:

- H1: Religiosity has a positive impact on self-control.*
- H2: Platform quality has a positive impact on intention.*
- H3: Social influence has a negative impact on self-control.*
- H4: Social influence has a positive impact on intention.*
- H5: Social influence has a positive impact on customer moods.*
- H6: Intention has a positive impact on customer moods.*

H7: Self-control has a negative impact on customer moods.

H8: Self-control has a negative impact on customer moods.

H9: Consumer mood has a positive impact on impulse buying tendency.

1. METHODOLOGY

A questionnaire was created by lifting scale items from previous measurements to collect empirical data. Closed-ended questions on a 4-point Likert scale, with 1 denoting “strongly disagree” and 4 denoting “strongly agree,” are included in the questionnaire. The scale of religiosity is adopted from Singh et al. (2021), platform quality is from Febrilia and Warokka (2021), social influence is from Brillianty and Indrawati (2022), intentions from Gunden et al. (2020), self-control is from Gulfranz et al. (2022), and consumer mood is from Febrilia and Warokka (2021). Finally, the impulse buying tendency scale is lifted from Lahath et al. (2021) (see Table 1). Personal data collection is carried out, and convenience sampling is used to select the respondents. Google Forms were used to distribute questionnaires to 270 respondents, the Indonesian Muslim community, and the results for each variable ranged from good to ex-

cellent. Data were obtained from participants' responses to questionnaires that were distributed and processed statistically. Based on validity and reliability testing, models were also developed using AMOS and SPSS. However, statistical analysis was employed to overview the data and investigate the respondents' profiles. Structural Equation Modeling (SEM) and quantitative methodologies were used in this study. Six items were eliminated from the Exploratory

Factor Analysis (EFA) due to the low or invalid probability of the variable.

2. RESULTS

In this study, 270 valid responses from the Indonesian Muslim community were gathered via an online survey. The demographics of the respondents are presented in Table 2.

Table 1. Scale summary

Variable	Item
Religiosity	I think that Muhammad is Allah's messenger and that there is only one God, the Quran and the sunnah.
	I pray five times a day.
	I believe in the pillars of faith and the pillars of Islam.
	I tried hard to live my life according to my religion.
Platform quality	My entire approach to life is based on my religion.
	I like to buy food online on platforms that provide reliable information.
	A quality platform is one that is not outdated.
Social influence	A good platform shows the reputation of the online food store in question.
	When people buy on food online, then I also buy.
	I like to follow people who often buy food online.
	People around me recommend food online.
Intentions	Many people ask me to buy food online.
	In the future, I plan to use an online meal delivery service.
	I will make an effort to order dinner online every time.
	In the future, I would advise people to use an online meal delivery service.
Self-control	One of my favorite technological innovations will be online meal delivery services.
	I refrained from the habit of buying food online.
Consumer mood	I often refrain from buying food online because I still have a lot to buy.
	I occasionally order food online to cheer myself up.
	One method to lessen stress in daily life is to purchase meals online.
	The more food I ordered online, the more content I became.
	I enjoy ordering food online more when I'm feeling good.
Impulse buying tendency	I am glad and excited when I purchase groceries online.
	I made an impulse purchase (unplanned) because of online food discounts.
	I often buy food online spontaneously.
	I often buy food online without any prior planning.
	I don't plan most of my online food purchases.
	Sometimes I am a bit frivolous with the online food I buy.
	"Just do it" describes how I buy food online.
	"I saw it, I bought it" describes me.

Note: * The articles that have been struck through have been eliminated.

Table 2. Demographics

	No.	%
Gender		
Men	75	27.8
Women	195	72.2
Age		
17-24 years	259	95.9
25-34 years	7	2.6
35-44 years	1	0.4
45-54 years	3	1.1

Table 2 (cont.). Demographics

	No.	%
Marital status		
Divorced	2	0.7
Single	263	97.4
Married	5	1.9
Parental status		
No children	265	98.1
With children	5	1.9
Region		
Banten	3	1.1
Bengkulu	1	0.4
Yogyakarta Special Region	3	1.1
DKI Jakarta	4	1.5
Jambi	5	1.9
West Java	26	9.6
Central Java	171	63.3
East Java	30	11.1
South Kalimantan	1	0.4
Central Kalimantan	1	0.4
East Kalimantan	3	1.1
Lampung	6	2.2
North Maluku	1	0.4
West Nusa Tenggara	2	0.7
Riau	3	1.1
West Sulawesi	2	0.7
South Sulawesi	2	0.7
Central Sulawesi	2	0.7
Southeast Sulawesi	1	0.4
South Sumatra	3	1.1
Employment		
Teachers/lecturers	5	1.9
Employers	3	1.1
Private employees	10	3.7
Students	198	73.3
Others	54	20
Education		
Undergraduate	67	24.8
High school	203	75.2
Revenue		
Less than 1,500,000	216	80
1,500,000 to 3,500,000	39	14.4
3,501,000 to 5,500,000	8	30
More than 5,500,000	7	26.6

Table 3. Exploratory Factor Analysis

Source: Own calculations.

Variables	Component							Cronbach's Alpha	CR	AVE	Variance Extracted Explained	KMO
	1	2	3	4	5	6	7					
SC1							.854	0.735	0.738	0.586	79.058	.500
SC2							.843					
CM2			.680					0.886	0.887	0.611	68.876	.817
CM3			.821									
CM4			.742									
CM5			.737									
CM6			.706									

Table 3 (cont.). Exploratory Factor Analysis

Variables	Component							Cronbach's Alpha	CR	AVE	Variance Extracted Explained	KMO
	1	2	3	4	5	6	7					
PQ3						.651		0.773	0.791	0.565	69.407	.656
PQ5						.813						
PQ6						.826						
SI1					.561			0.817	0.810	0.522	64.542	.690
SI2					.673							
SI3					.810							
SI4					.780							
IBT1	.686							0.894	0.896	0.554	61.389	.875
IBT2	.826											
IBT3	.846											
IBT4	.817											
IBT5	.590											
IBT6	.666											
IBT7	.572											
RG1		.860						0.893	0.896	0.636	71.009	.830
RG2		.786										
RG3		.888										
RG4		.791										
RG5		.799										
IT1				.758				0.869	0.872	0.630	72.093	.814
IT2				.730								
IT3				.812								
IT4				.789								
Total											70.062	.876

The KMO index of this model as a whole is 0.876, and the resulting value is more than 0.5, which has above the threshold, according to the results of the variables investigated in Table 3. As a result, the sample size is enough and the factor analysis model's conclusions are trustworthy. A total variance of 70.062% can be derived by factoring the obtained data with a p-value of 0.00.

Following the results of Exploratory Factor Analysis (EFA), which excluded six items with a factor load of less than 50%, the validity and reliability of the remaining items and related constructs were tested using Confirmatory Factor Analysis (CFA). Table 5 displays the good and dependable conformance obtained from the CFA model ($\chi^2/df = 1.75$, GFI = 0.863, CFI = 0.940, TLI = 0.931, and RMSEA = 0.053). Furthermore, each construct has a Cronbach's Alpha value greater than 0.6, which denotes a sufficient degree of reliability (Cronbach, 1951). However, the allowed range for the composite reliability value on each construct is between 0.7 and 0.8. The AVE coefficient of each construct also corresponds to a standard value of 0.5 or higher (see Table 3), so it is acceptable.

According to Peter (2012), the discriminant validity test aids in determining how much a construct differs from its size. By comparing a construct's AVE square root with the correlation between that constructs, the discriminant validity is evaluated. However, according to Teo et al. (2009), the square root of AVE must be bigger than its correlation value. Table 4 demonstrates that the diagonal values, which are the square root of the AVE, and the correlation values found for the construct satisfy the defined conditions for discriminant validity.

Table 6 displays the results for all directly connected hypotheses. Every theory is validated. First, the results revealed that constructs (i.e. religiosity and social influence) significantly influence self-control (*H1*, *H3*). Secondly, the study's findings indicate that social influence and consumer confidence in the realm of e-commerce platforms affect people's intentions to make impulsive purchases of food products online (*H2*, *H4*). Third, social influence, one's intentions, and self-control can affect an individual's mood when making impulse purchases (*H5*, *H6*, and *H7*). Fourth, a person's self-control and mood also influence his or

her tendency to make impulse purchases (*H8* and *H9*). Therefore, self-control, one's intentions, and the tendency of consumers to make impulsive purchases of food online are strongly influenced by their mood.

Table 4. Discriminant validity

Source: Own calculations.

Construct	SC	RG	IT	CM	IBT	PQ	SI
SC	0.766						
RG	0.347	0.797					
IT	-0.002	0.121	0.794				
CM	-0.232	-0.004	0.638	0.782			
IBT	-0.274	-0.084	0.492	0.637	0.744		
PQ	0.259	0.424	0.370	0.212	0.097	0.752	
SI	-0.211	-0.224	0.515	0.574	0.637	0.103	0.723

Table 5. Confirmatory Factor Analysis (CFA)

Source: Own calculations.

GOF index	Acceptable value	CFA model	Result
χ^2 (Chi-squared)		664.092	Good fit
Df (degree of freedom)		380	
χ^2/df	< 3	1.75	Good fit
GFI	> 0.8	0.863	Good fit
CFI	> 0.9	0.940	Good fit
TLI	> 0.9	0.931	Good fit
RMSEA	< 0.06	0.053	Good fit

Table 6. SEM results for testing the hypotheses

Source: Own calculations.

Hypothesis	Path	β	S.E.	p-value	Result
H1	RG \rightarrow SC	0.304	0.107	***	Accepted
H2	PQ \rightarrow IT	0.488	0.119	***	Accepted
H3	SI \rightarrow SC	-0.175	0.092	.026	Accepted
H4	SI \rightarrow IT	0.451	0.105	***	Accepted
H5	SI \rightarrow CM	0.311	0.119	***	Accepted
H6	IT \rightarrow CM	0.507	0.090	***	Accepted
H7	SC \rightarrow CM	-0.133	0.081	.025	Accepted
H8	SC \rightarrow IBT	-0.140	0.068	.024	Accepted
H9	CM \rightarrow IBT	0.681	0.064	***	Accepted

Note: * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$.

3. DISCUSSION

H1 demonstrated a favorable relationship between religiosity and self-control in online impulse food purchases, with a standardized coefficient (β) value of 0.304 and a p -value < 0.001 . Higher levels of religious conviction are associated with greater self-control over impulsive food purchases made

online. A person's attitude toward practicing religion, adhering to its precepts, and participating in worship is referred to as their religiosity. Theoretically, the religious convictions of most Muslim civilizations play a significant role in influencing their dietary and behavioral patterns. Consequently, such ideas may influence a person's behavior regarding impulsive purchases. These findings support the findings of Watterson and Giesler (2012) who demonstrated that a person's self-control is impacted by their strong religious convictions.

The platform quality variable positively and significantly affected the intentions, according to *H2* results, which produced a standardized coefficient (β) of 0.488 and a p -value of less than 0.001. One of the things that influence someone's decision to make an impulsive online food purchase is the platform quality. An individual's intention to use a platform is encouraged by its higher quality. These findings support the claim made by Wells et al. (2011) that platform quality influences intentions.

H3 showed that social influence negatively affected self-control, resulting in a standardized coefficient (β) of -0.175 and a p -value of 0.026. People who are in control of themselves are not susceptible to the effects of their social surroundings. In agreement with VanDellen and Hoyle (2010), who claim that social influence has no bearing on self-control, *H4* produces a p -value of less than 0.001 and a standardized coefficient (β) of 0.451, indicating that social influence positively and substantially affects the intentions. The degree to which customers affect someone's intention to make a purchase is referred to as social influence. Gunawan et al. (2023) argue that social influence influences a person's purchase intent. *H5* shows that social influence positively affects consumer moods by producing a p -value of less than 0.001 and a normalized coefficient (β) of 0.311, indicating that social influence has a beneficial impact on consumer moods. Several factors affect impulsive buying, including social influence. Social influence can influence a person to make impulse purchases, especially if someone is in a negative mood. According to Silvera et al. (2008), social influence positively affects consumer moods.

H6 shows that intentions positively affect consumer moods by yielding a p-value of less than 0.001 and a normalized coefficient (β) of 0.507. In accordance with Kothandapani (1971), who shows a positive relationship between a person's intention and individual mood, a person's intentions can be influenced by mood in impulse purchases. A bad mood encourages a person's intention to do things that make the mood better by making unplanned purchases.

H7 shows a standardized coefficient (β) value of -0.133 and a p-value of 0.025, indicating that self-control negatively affects consumer mood. Self-control is a therapy to stabilize mood to avoid impulsive behavior. This is in harmony with Muraven and Baumeister (2000) who argue that self-control reduces consumer mood.

H8 shows a p-value of 0.024 and a normalized coefficient (β) of -0.140. In line with the findings of De Ridder and Gillebaart (2017), which show a negative correlation between impulse buying tendency and self-control, good self-control leads to long-term planning and the use of sensible behavior to prevent impulsive actions. Effective self-control can stop habitual, impulsive, and instinctive behavior. So, having strong self-control can lead to happiness in life. The results of *H9* demonstrated how customer moods influence their propensity to make impulsive purchases, with a standardized coefficient (β) value of 0.681 and a p-value of less than 0.001. Those who are in a bad mood frequently make impulsive purchases. Thus, a major factor contributing to the rise in impulsive purchases is consumer mood (Parsad et al., 2021).

CONCLUSION

This research aimed to examine the elements that impact impulsive buying tendencies in online food delivery services. This study reveals that self-control is crucial to preventing impulse buying inclinations. Furthermore, platform quality affects a person's intention to use it. Social influence also affects a person's intention and one's mood to buy things on impulse. Furthermore, a person's intention and customer mood are favorably correlated where the mood will drive the intention to make uncontrolled purchases, which is also a major factor contributing to the rise in impulsive purchases in this study.

This study has several constraints. Future research needs to use a comparative study across different cultural contexts to explore how factors influencing online impulse buying vary across diverse populations. This could provide insights into cultural nuances and differences in consumer behavior. A longitudinal study is needed to examine changes in impulse buying behavior over time among the users of online food delivery platforms in Indonesia.

AUTHOR CONTRIBUTIONS

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