

Locus of Control Mediates Impulsive Buying at Coffee Shops in Kendari City A Conceptual Paper

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ABSTRACT

This study focuses on exploring impulsive buying behavior among consumers, particularly in the context of the rapid growth of the coffee shop industry. This Conceptual Paper aims to understand the factors that influence this behavior, also integrates Locus of Control as an intervening variable, in order to analyze how these psychological as factors mediate the relationship between FoMO, peer groups, and impulsive buying tendencies. Using a quantitative approach and causality design, this study examines the relationship between the independent variables (FoMO and peer groups) and the dependent variable (impulse buying), focusing on the mediation mechanism played by Locus of Control. The study aims to benefit Kendari City's coffee shop industry by offering insights to develop marketing strategies that align with consumer behavior, ultimately enhancing customer loyalty.

INTRODUCTION

Coffee is one of the most well-known and loved beverages in the world. Several studies have shown that coffee consumption can improve human brain performance. (Damayanti et al., 2023), improve mental health (Maspul, 2023), and prolong human life (Salamon, 2022). Indonesia, as one of the largest coffee producers, understands the crucial role of coffee as a global commodity that is important to the industry. According to data from (Foreign Agricultural Service USDA, 2023), Indonesia is ranked fifth after Brazil, Vietnam, Colombia, and Ethiopia as the largest coffee producing country in the world with production reaching 8.15 million 60 kg bags in 2023/2024. Indonesian coffee production contributes around 5% of total global production, indicating that Indonesia has a significant role in the world coffee industry.

Indonesia has become one of the fastest growing coffee markets in the world. With a large, predominantly young population, rising urbanization and disposable income, coffee consumption in the country continues to increase (Riyantie et al., 2021). According to data released from (Databoks Katadata, 2024), the volume of coffee consumption per capita in Indonesia during the period 2019-2023 increased by 0.13 ounces per capita where in 2019 coffee consumption was 0.15 ounces per capita and in 2023 coffee consumption was 0.18 ounces per capita. Data on the volume of coffee consumption per capita in Indonesia is reinforced by research (Snapcart, 2023), stated that 79% of the Indonesian population are coffee consumers. The high consumption of coffee also has an impact on its serving pattern. (GoodStats, 2024), explains that as many as 71% of Indonesians prefer to buy coffee rather than brew their own coffee.

This high interest in coffee consumption encourages the development of business sectors that provide supporting facilities, one of which is the Coffee shop industry. Based on data obtained from (Statista, 2023) that cafe and bar outlets in Indonesia experienced quite rapid growth from 2019-2022, increasing by 57.42%. The rapid growth of coffee shops in Indonesia cannot be separated from the dominance of the productive age population, especially those aged 15-45 years (Imam et al., 2024). This trend is driven by changes in consumer behavior, so that coffee shops have become a lifestyle choice for modern society (Utama, 2018).

The existence of coffee shops is increasingly popular in Indonesian cities, including in Kendari. The coffee shop industry in Kendari City has witnessed astonishing rapid growth in recent years. The drastic increase in the number of coffee shops along the main roads and corners of the city reflects a dramatic shift in consumer behavior. no longer just drinking coffee, but has transformed into a public space, a gathering place, and even a place to work for some people (Sultra Informasi, 2024). The impact of coffee shops on young people in Kendari city can be seen clearly. For some young people, drinking coffee in coffee shops has become a lifestyle. They feel that something is missing if they don't drink coffee in that place. Following this trend also encourages consumer behavior among young people (Nurikhsan et al., 2019).

Behind the rapid growth of coffee shops, there is a worrying consumer behavior, namely uncontrolled consumer behavior, even worse, this consumer

behavior can lead to Impulsive Buying. Impulsive Buying is characterized by unplanned, spontaneous purchases, and driven by strong desires without considering the consequences (Usman, 2021). It is important to know what factors influence Impulsive Buying and how these factors can influence Impulsive Buying. (Muharam et al., 2023), previous research explained the influence of Fear of Missing Out (FoMO) and Peer Conformity on Impulsive Buying in Semarang City Students (Study on TikTok Shop Consumers). This study offers innovation by making Locus of Control an intervening variable in examining the relationship between FoMO and Peer Groups on Impulsive Buying behavior. By using Locus of Control as a mediating variable, this study adds a deeper psychological aspect to the analysis of consumer purchasing decisions. This approach is expected to produce more diverse findings and provide new understanding of how FoMO and Peer Groups influence Impulsive Buying tendencies in consumers.

LITERATURE REVIEW

FoMO

Fear of Missing Out (FoMO) is a phenomenon related to marketing and is defined as the feeling of anxiety that one might miss out on something valuable or enjoyable that someone else is experiencing (Przybylski et al., 2013) in (Tanhan et al., 2022). The high intensity of social media use in people's lives has had a significant impact. Addiction to this platform makes users feel anxious about the possibility of missing or losing information. This condition has triggered the emergence of the Fear of Missing Out (FoMO) phenomenon, especially among generations born after the 1990s (Wang et al., 2021). (Cambridge, 2024) defining FoMO translated into Indonesian, FoMO as a state of anxiety that occurs when people are unaware of the pleasant and interesting events shared by their friends on social media platforms.

The aspects that influence the Fear of Missing Out from Przybylski et al. (2013) were developed by (Reagle, 2015) into four components as follows:

1. Comparison with friends, Negative feelings arise a result of comparing yourself with friends or other people, especially regarding achievements or experiences.
2. Being left out, Feeling uncomfortable because you feel you are not included in certain activities or conversations.
3. Missed experiences, Feelings of disappointment or sadness due to missing the opportunity to participate in an activity.
4. Compulsion, the habit of repeatedly checking other people's activities, with the aim of avoiding the worry of missing out on the latest information or news.

According to (Przybylski et al., 2013) revealed 3 indicators regarding the Fear of Missing Out (FoMO) experienced by someone, namely:

1. Fear, this dimension describes a condition in which an individual feels threatened when unable to participate or connect in an activity with other people.

2. Worry. refers to a situation when a person knows that others are enjoying a pleasant experience without his presence, resulting in feelings of discomfort and worry about not having a similar opportunity.
3. Anxiety is an unpleasant state experienced by individuals, whether they are connected or not connected to an event or interaction with other people.

In practice, individuals can use various ways to fulfill their psychological needs in achieving happiness. One of these efforts is by following the growing trends on social media. This allows them to stay connected with others, including peers, thus strengthening social relationships and a sense of involvement.

Peer Group

The influence of peer groups plays an important role in shaping adolescent behavior and attitudes. According to (Susanti et al., 2022) Peer groups consist of individuals of the same age who have similar status, with whom a person often interacts and establishes social relationships. Over time, this group becomes an important reference in shaping the attitudes and behavior of individuals, playing a central role in a person's social and personality development. The social environment and strong peer pressure play a major role in influencing adolescent behavior, especially when they have difficulty controlling themselves (Rahmayanti, 2017). The tendency to always look the same, the desire to stay in line with the group, and peer pressure can push someone to experience conformity. Mehrabian and Stefl (1995) in (Krisdayanti et al., 2024) to reveal aspects of conformity include several things, namely, the desire to imitate the group, where individuals follow the behavior of the dominant group to form a trend, the decision to join a group, which is done by individuals to avoid conflict, and becoming a group follower, namely making group behavior a personal guideline, accompanied by the belief that this behavior is the right thing.

Indicators of conformity between friends put forward by Sears (1985) in (Mahrunnisya et al., 2018) as follows:

1. Solidarity, conformity is influenced by the closeness of the relationship between individuals and groups. This solid relationship becomes an attraction that encourages someone to join a group. The stronger the individual's desire to connect with other group members, the greater the expectation of benefits from that membership, and the higher their level of loyalty, the stronger the group's cohesion.
2. Agreement, in this context, it is expected that individual in the group can adapt and obey the rules that have been set by the group.
3. Obedience, peer conformity involves the pressure exerted by a reference group on adolescents, which encourages them to act even when it is against their will. Individuals are expected to obey the group, meet the demands of its members, and contribute to maintaining cooperation and building mutual trust among group members.

The level of conformity in a group tends to increase when its members frequently engage in similar activities, such as certain purchasing patterns. This can encourage individuals to follow the group's behavior, which ultimately

triggers Impulsive Buying (Pertiwi et al., 2013). In this context, peer pressure to conform makes a person more susceptible to making purchasing decisions without careful consideration.

Locus of Control

Locus of Control describes a person's tendency to be the party that controls or is controlled by an event, and to play a role as the cause of an event occurring (Amanah et al., 2016). Rotter divides Locus of Control into two types, namely internal and external. Individuals with internal Locus of Control believe that their skills, abilities, and efforts are the main factors that determine their achievements in life. In contrast, individuals with external Locus of Control tend to believe that factors outside themselves, such as fate, luck, or the influence of others, play a greater role in determining their life journey (Rotter, 1966). Quoted by Seeman 1976, Leftcourt 1982, and Phares 1976 in (Lina & Rosyid, 1997) Individuals who have an internal Locus of Control have the following characteristics:

1. More independent, tenacious, has strong endurance, and is more resistant to facing social influences.
2. More able to delay gratification, less easily influenced, and better able to deal with failure.
3. Be more active and persistent in seeking and using relevant information to master the situation.

While Petri (1980) in (Lina & Rosyid, 1997), explains the characteristics of individuals with external Locus of Control, namely:

1. Have an obedient nature.
2. More comfortable with existing authority or influences.
3. More easily influenced and dependent on the guidance of others.

The characteristics of Internal and External Locus of Control influence an individual's tendency to behave and respond to a stimulus. Based on this, Locus of Control is used as a variable that will be analyzed for its relationship with Impulsive Buying behavior.

Impulsive Buying

Impulsive Buying can be interpreted as a purchase made without planning, characterized by decisions taken quickly and a tendency to see something subjectively, thus encouraging the desire to have the item immediately. Usually, this purchase is triggered by various factors, including mood, environment, and marketing stimuli (Rook & Gardner, 1993). Study (Verplanken & Herabadi, 2001) reveals the concept of Impulsive Buying which is formed by 2 main aspects, namely cognitive and affective. The Cognitive Aspect is related to the lack of planning of an individual who often does Impulsive Buying without careful planning or evaluation before buying a product. While the affective aspect is related to the emotions of an individual where Impulsive buying is often based on pleasure and joy when seeing a product. According to (Rook, 1987) Impulsive Buying behavior has the following characteristics: (1) Spontaneity, (2) Strength, (3) Compulsions, (4) Intensity, (5) Excitement, (6) Stimulus, (7) Indifference will emerge.

Theory of Plan Behavior (TPB)

Grand Theory uses the Theory of Plan Behavior (TPB). where the Theory of Plan Behavior (TPB) is a development of the Theory of Reasoned Action (TRA), which was later revised and refined by Icek Ajzen and Martin Fishbein (2015). TPB is designed to explain and predict behavior that is not fully under the control of individuals that can be applied to understand Impulsive Buying behavior (Ajzen, 2015). TPB states that a person's intention to perform a behavior, in this case Impulsive Buying, is influenced by:

- a. Behavioral Beliefs, encompass an individual's views about the positive or negative consequences of Impulse Buying. If a person believes that buying goods impulsively will provide satisfaction or happiness, then they are likely to have a positive attitude toward the behavior.
- b. Subjective Norms, related to the influence of people close to them, such as friends and family, on the decision to buy goods impulsively. If individuals feel that people around them support or do Impulsive Buying, they are more likely to follow the behavior.
- c. Perceived Behavioral Control reflects an individual's perception of their ability to make Impulse Buying. If a person feels they have a high level of control over their shopping decisions, they are more likely to make impulsive purchases.

Overall, TPB suggests that the more positive a person's attitude toward Impulse Buying, the greater the subjective norm supporting the behavior, and the higher the perceived control, the greater their intention to engage in Impulse Buying. Thus, TPB provides a comprehensive framework for understanding the factors influencing Impulse Buying decisions.

METHODOLOGY

This study is planned to use a quantitative approach with a causal design. This approach aims to analyze the causal relationship between variables, both in terms of the influence of independent variables on dependent variables and how mediating variables play a role in the relationship (Sugiyono, 2017). This study is planned to be analyzed using SmartPLS. This study involves several variables, namely independent variables or variables that have an influence, namely FoMO and Peer Groups. Meanwhile, the dependent variable, namely the variable that is influenced, is Impulsive Buying, with Locus of Control acting as an intervening variable that bridges the relationship between the independent and dependent variables. The data collection process in this study is planned to use a questionnaire containing number of questions to collect information from respondents. This study uses a Likert scale as a response format, which is designed to measure opinions or responses to the questions asked. Respondents can provide answers by choosing a score on the following scale: (1) strongly disagree, (2) disagree, (3) undecided, (4) agree, and (5) strongly agree (Sugiyono, 2017).

RESEARCH RESULT AND DISCUSSION

The high intensity of social media use in people's lives has had a significant impact. Addiction to this platform makes users feel anxious about the

possibility of missing or losing information. This condition has triggered the emergence of the Fear of Missing Out (FoMO) phenomenon, especially among generations born after the 1990s (Wang et al., 2021). Study finds that FoMO influences Impulsive Buying during online shopping events (Andriansah et al., 2022) and among skin care users (Dewi et al., 2023). This relationship extends into adolescence (Handayani & Haryadi, 2023) and female students who buy discounted items (Safitri & Rinaldi, 2023). FoMO has been proven to influence Impulsive Buying behavior among paylater application users. (Harahap et al., 2023) and can lead to consumer satisfaction in purchases driven by social media (Ilyas et al., 2022). While not directly addressing FoMO, related factors such as shopping lifestyle, fashion engagement, and discounts have also been found to have a positive impact on impulse buying (Mahmudah, 2020; Welsa et al., 2021). These findings suggest that FoMO plays a significant role in driving Impulsive Buying decisions across industries, including food and beverage.

H1: There is a significant positive influence between Fear of Missing Out (FoMO) on Impulsive Buying.

Peer groups, consisting of individuals of the same age with similar status, serve as a reference in the formation of adolescents' attitudes and behavior, with significant social pressure influencing their behavior, especially when self-control is difficult (Rahmayanti, 2017; Susanti et al., 2022). Peer conformity and social pressure can lead to increased Impulsive Buying, especially in the context of online shopping (Khafida & NRH, 2020; Prameswari et al., 2020). Factors such as online stores, peer environment, and financial literacy also contribute to the tendency for impulsive buying (Suratno et al., 2021). In addition, self-esteem, fashion involvement, and shopping lifestyle were found to influence Impulsive Buying behavior (Nafeesa & Novita, 2021; Welsa et al., 2021). Peer conformity is positively correlated with online purchase intention (Atrizka et al., 2020). Advertisements, discounts, and peer influence significantly influence Impulsive Buying of fashion products (Harpepen, 2022). These findings suggest that peer relationships play an important role in shaping self-concept which can indirectly influence consumer behavior.

H2: There is a significant positive influence between Peer Association on Impulsive Buying.

One aspect of personality that can influence a person's tendency to make impulsive purchases is the locus of control, both external and internal. The majority of Unisba students have an internal Locus of Control, which is related to a low tendency to make Impulsive Buying. However, there are also some students with an external Locus of Control, which shows a higher tendency to Impulsive Buying (Hardanis & Sita, 2015). According to Asmayana's 2018 research in (Putri & Kaloeti, 2019), individuals with high Impulsive Buying tendencies tend to have an external Locus of Control, which is the belief that their actions are more influenced by external factors such as luck or environmental pressure. In contrast, individuals with an internal Locus of Control, who feel they have control over their decisions, show lower levels of Impulsive Buying. The study shows that Simultaneous Flash Sale and Locus of Control together have a significant influence on online Impulsive Buying behavior on the Shopee

platform. Partially, Flash Sale has a significant impact on online Impulsive Buying, while Locus of Control does not show a significant influence when tested separately. This indicates that Flash Sale is more dominant in influencing consumer behavior compared to the role of Locus of Control (Nurchoiriah et al., 2022).

H3: There is a positive relationship between external Locus of Control and Impulsive Buying behavior.

The relationship between Fear of Missing Out (FoMO) and Locus of Control (LOC) reflects a complex dynamic, whereby an individual's perception of control over their life influences their level of susceptibility to FoMO. Locus of Control refers to an individual's belief about the extent to which they have control over the events that occur in their life. Individuals with an external Locus of Control tend to be more prone to anxiety and stress, which are often associated with higher levels of Fear of Missing Out (FoMO) (Amar et al., 2023; Becker et al., 2010; Inozu et al., 2012). This suggests that those who feel their lives are more influenced by external factors may be more susceptible to FoMO because they rely on validation from others and social interactions to fulfill their emotional needs. FoMO is negatively related to self-esteem and positively related to the tendency to engage in social comparison. It is understandable that external Locus of Control may contribute to increased levels of FoMO, as individuals with an external LOC tend to feel less in control of their circumstances, which exacerbates anxiety and dependence on social validation (Fabris et al., 2020).

H4: There is a significant positive influence between FoMO and external Locus of Control.

The relationship between peer groups and Locus of Control is complex and influenced by a variety of factors. These interactions can shape individuals' perceptions of control over their lives and influence their decisions and behaviors in a variety of contexts. Internal Locus of Control had a significant influence on peer relationships and social status among Caucasian students. However, it had a smaller impact on students from Asian, Hispanic, and African American backgrounds, suggesting cultural variation in the importance of perceived personal control in social interactions (Kang et al., 2015). Students who have involvement in a wider social circle tend to have better self-control abilities. This reflects elements of the internal Locus of Control, where they feel more able to manage and direct their behavior in a social context (Battaglini et al., 2017). Peer support can increase students' motivation and academic achievement. This indirectly affects Locus of Control by strengthening the sense of responsibility and control over academic achievement (You, 2011). On the other hand, association with peers who have deviant behavior can contribute to low self-control, which is often associated with increased negative behavior, such as delinquency (Chapple, 2005; McGloin & O'Neill Shermer, 2009).

H5: There is a significant positive influence between peer groups and Locus of Control.

FoMO has a close relationship with increased impulsivity and impulsive buying behavior (Aydin et al., 2021). Locus of Control, as an aspect of personality, influences the tendency of Impulsive Buying, where individuals show different

patterns depending on their Locus of Control (Sadikoglu et al., 2024). Previous research shows that individuals with external Locus of Control are more easily influenced by external factors such as advertising, marketing messages, and social comparison. This influence can increase susceptibility to Fear of Missing Out (FoMO), which ultimately drives impulsive buying behavior (Akyürek et al., 2024; Sadikoglu et al., 2024). In addition, factors such as self-control and emotional regulation play an important role in Impulsive Buying behavior. This suggests that Locus of Control may act as a mediator in the relationship between FoMO and Impulsive Buying, by influencing the extent to which a person is able to control their impulses and emotional responses (Jain et al., 2023; Sun et al., 2021; Zhang et al., 2024).

H6: Locus of Control acts as a mediating variable in the relationship between fomo and Impulsive Buying.

Locus of Control describes a person's tendency to be the party that controls or is controlled by an event, and to play a role as the cause of an event occurring (Amanah et al., 2016). Locus of Control can function as a mediator in the relationship between peer influence and Impulsive Buying behavior. Individuals with an internal Locus of Control tend to feel in control of their own actions, so they are better able to avoid the influence of peer pressure and tend to engage in Impulsive Buying with a lower frequency (Akyürek et al., 2024; Sadikoglu et al., 2024). In contrast, individuals with an external Locus of Control, who feel that their behavior is more determined by external factors such as peer influence, are more prone to impulsive buying behavior (Akyürek et al., 2024; Sadikoglu et al., 2024).

H7: Locus of Control acts as a mediating variable in the relationship between peer groups and Impulsive Buying.

In this study, the researcher plans to test the relationship between FoMO and Peer Groups on Impulsive Buying with Locus of Control as a mediating variable. The Conceptual Framework is shown in Figure 1.

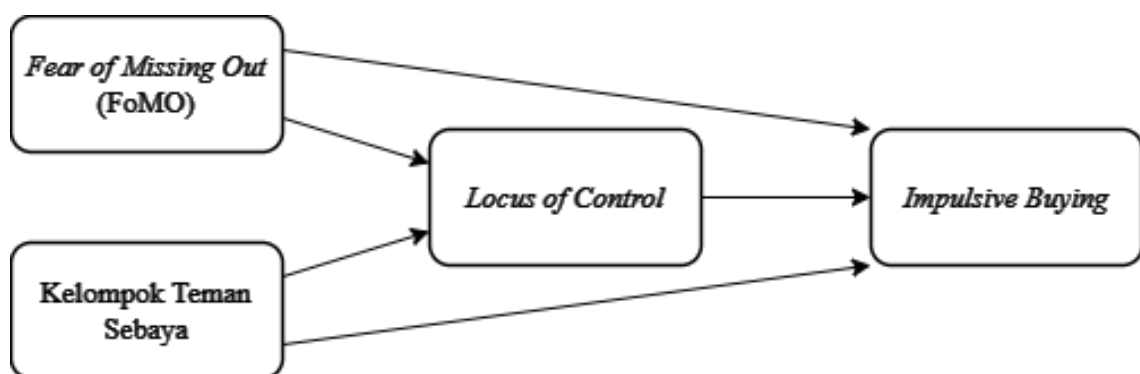


Figure 1. Conceptual Framework

CONCLUSION AND DISCUSSION

The rapid growth of the coffee shop industry reflects the increasing interest in public consumption of coffee products, which requires a deep

understanding of consumer consumption behavior. Social factors, such as Fear of Missing Out (FoMO) and Peer Groups, have great potential in influencing consumer behavior, especially in the form of Impulsive Buying. With Locus of Control as a mediating variable, this conceptual model offers new insights into how internal and external factors influence consumer decisions.

This conceptual paper aims to provide a positive contribution to the coffee industry, especially in Kendari City, by providing measurable variables that can be used by business actors to develop more effective marketing strategies. By understanding these consumption patterns, coffee shops can create relevant and engaging experiences, thus not only increasing sales but also building consumer loyalty.

ADVANCE RESEARCH

The rapid expansion of coffee shops in Kendari City underscores the importance of dissecting consumer behavior to optimize business strategies in a highly competitive market. This research delves into the roles of Fear of Missing Out (FoMO) and peer group influences as key social drivers of impulsive buying behavior, with Locus of Control serving as a pivotal mediating variable. FoMO, often amplified by social media and peer interactions, heightens the urgency to participate in popular trends, while peer groups reinforce behavioral norms and preferences. The Locus of Control further differentiates consumer tendencies, where individuals with an internal locus perceive greater personal control over decisions, potentially mitigating impulsivity, unlike those with an external locus, who may attribute decisions to external influences. This conceptual framework provides actionable insights for coffee businesses to design targeted marketing campaigns, such as creating exclusive, time-sensitive offers or leveraging peer-driven promotions to appeal to diverse consumer profiles. By aligning strategies with these psychological and social dimensions, coffee shops can enhance customer engagement, drive impulsive purchases, and cultivate long-term brand loyalty.

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