

The Influence of Price, Promotion and Positive Emotions on Online Impulse Buying with Hedonic Shopping Motivation as an Intervening Variable (Study: Women Fashion Product in Indonesia)

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Abstract

Internet users in Indonesia have been growing rapidly and have strong impacts on several aspects of life including the use of online shopping. In Indonesia, more than half of population are exposed to digital world and thus, the growth for online shopping in also increased and projected to reach 43.9 million of online shoppers in 2022. This online shopping can also trigger the consumptive behavior that satisfy the desires of instant gratification that promote consumer's impulse buying behavior. The purpose of this study is to investigate several factors that lead to impulse buying of online shoppers in Indonesia. We investigate the role of Price, Promotion and Positive Emotions that customer experience toward online impulse buying with Hedonic Shopping Motivation as an intervening variable. Total numbers of 200 female respondents are selected for online survey in capital city of Jakarta and surrounded area. Data were analyzed using Structural Equation Model (SEM). The results shows that Price and Positive Emotions do not affect Hedonic Shopping Motivation, while Promotion has significant effect on Hedonic Shopping Motivation. Price and Positive Emotions have influence on Impulse Buying, while Hedonic Shopping Motivation do not have significant impact on Impulse Buying and fail to act as an intervening variable using SEM. Furthermore, Price, Promotions, Positive Emotions and Hedonic Shopping Motivation as independent variables simultaneously affect Impulse Buying. Implications and limitations are further discussed.

Keywords

online impulse buying; hedonic shopping motivation; price; promotion; positive emotions



I. Introduction

The internet is now becoming an important shopping channel with remarkable growth exceeding all other forms of shopping (Brohan, 2007). In Indonesia, this is characterized by the growing number of online stores and an increasingly aggressive marketplace. Data E-commerce Association of Indonesia (IDEA) recorded 9 e-commerce companies in 2015 and 185 e-commerce members in 2018. The transaction value is expected to reach 8.59 billion USD and is expected to grow to 16.48 billion USD in 2021. This potential is coupled with the number of internet users reached 159 million, representing approximately more than 60% of the total population of more than 270 million people (BPS Report 2021).

Fashion and accessories category is still leading the online market as the most frequent purchase with the market share of 3.2 billion USD in Q3 2021, followed by Health and

Beauty, Toys, Hobby and DIY products with 1.82 billion USD in sales (Statista, e-commerce Indonesia).

This growth of online buying and multi-channel shopping has an immense impact on consumer's exposures to marketing stimuli that can promote impulse buying. The internet can also serve as a convenient shopping channel that allows the consumers to shop at their leisure 24/7 in the comfort of their home (Phau and Lo, 2004).

Kadence International Indonesia in 2015 (Lauria and Nugroho, 2017) found that 28% of Indonesian people have a consumptive lifestyle habits that are not healthy. That is, they are spending more than its income. There is a shift in the meaning of the consumption of a product which is no longer as the fulfillment of basic human needs, but as a means of satisfying the desire and as various symbols of the status, class, style, and the images consumer wants to show through the consumption. This is an indication of consumptive behavior and lead to hedonic shopping and impulse buying.

Previous literature has found that impulse buying consumers are affected by external and internal factors (Wansink, 1994). Increased exposure to certain external marketing stimuli might increase the likelihood of impulse buying (Iyer, 1989). Store environment, product categories (Shamdasani and Rook, 1989; Dittmar, Beattie, and Friese, 1995; Mai, Jung, Lantz and Loeb, 2003), price, promotional activities (Young and Faber, 2000; Zhou and Wong, 2003) are several external factors that influence consumer to purchase the product impulsively. Impulse buying behavior is also resulted from internal factors, such emotional state or mood (Park, Kim and Forney, 2006) and individual characteristic (see Ünsalan, 2016). From gender characteristic, Indonesian women are found to be more interested in shopping online or find stuff online sites than men based on a survey of Opera Software in 2017. The survey shows more than 37% of women are more interested in shopping online or find stuff on e-commerce compare to men with number of 34% (<https://bisnis.tempo.co>, 2017). With consideration of this greater segment, we focus only on women respondent for this study.

Therefore, this study aims to understand online impulse buying on women fashion product in Indonesia. We focus and analyze key factors, external marketing stimuli and internal factors resulting impulsive online buying. This study explores two external marketing stimuli that often apply in online context to persuade consumer, namely price and promotion, and internal factor such as emotion and hedonic motivation on female impulse buying respondents in capital city, Jakarta and its surrounded area.

II. Review of Literature

2.1 Impulse Buying

Impulse buying can be defined as shopping behavior without planning and characterized by a strong urge to buy product. This temptation to purchase is often difficult to endure, which triggered spontaneously when dealing with products, and accompanied by feelings of fun and passionate (Herabadi, 2003). An in-depth analysis from impulse buying literature suggested four components of this purchasing behavior: unplanned, the result of exposure to a stimulus, on-the spot decision, and involvement of emotion (Piron, 1991). Kacen and Lee (2002) stated the indicators to measure impulse buying are as follows: (a) there is no plan to buy the product, (b) does not require long consideration to make a purchase, (c) the purchase occurs because the stimulation of the product, labeling, color, and so on. Muruganatham and Bhakat (2013) study developed an impulse buying framework by employing external and internal stimuli with situational and demographic factors suggested in the future study.

This unplanned, sudden, and spontaneous buying behavior of the consumers have been found shifted to online purchase with the emerging field of e-commerce worldwide (Floh and Madlberger, 2013). Previous research finds that roughly eighty percent of consumer retail purchases are impulsive (Wu et al., 2016) and interestingly, consumers online are more impulsive than those offline (Mwenca et al., 2014). According to Chen et al (2015), impulse buying is purchase as the result of a mental reaction to external stimuli from the online environment. External stimuli in the e-commerce platform is crucial and should be exploited by formulating effecting marketing strategies. Many researchers have focus to examine online impulse buying, where virtual atmosphere (Akram et al., 2018), price, discount and bonuses (Park et al., 2012; Xu and Huang, 2014; Young and Faber, 2000; Zhou and Wong, 2003); emotional state or mood (Park, Kim and Forney, 2006) play significant role in leading customer impulse buying.

2.2 Price

According to Kotler and Keller (2012: 48), price is the amount of money that customer pay to obtain the product or service. According Sangadji and Sopiah (2013: 206), the price is one of the most important attribute evaluated by consumers, and companies should be completely aware of price role in the formation of consumer attitudes. Price is also the only element of the marketing mix that produces revenue, while other elements creates or involves costs. The price should be measured by the perceived value of the offer. According to Stern (in Diah et al., 2013) the appeal of low price or price discount may change such goods into impulsive goods. It happens because the price is a factor that affects the impulse buying. Goods at low prices suddenly can make buyers feel that they have spent less money than planned. Thus, e-tailers need to develop pricing strategies to inflict emotional excitement in shopping on the web site (Mazaheri et al., 2010; Park et al., 2011).

2.3 Promotion

Promotion is all kinds of marketing activities shown to encourage consumer demand for the products offered (Sangadji and Sopiah, 2013) According to Kwok (2005) promotion are able to increase the sale of short-term sales volume for the company by creating an attractive appearance and activity and will eventually lead to a purchase decision (Adhyta Wulan, 2013). Previous study found that promotion also affect impulse buying (Sulthan 2018; Rani and Ida, 2016).

2.4 Positive Emotions

According to Baron and Byrne (2003) Positive Emotions can be defined as the positive influence that reflects the extent to which a person feels enthusiastic, active and alert. Positive emotion actually can lead to excitement, enjoyment, relaxation, and inspiration (Verhagen and van Dolen, 2011). It is a condition of high energy, concentration, and the engagement of fun (Marianty, 2014). Emotion are classified into two dimensions positive and negative. When compared with the negative emotion, postive emotions exhibited consumers with greater impulsive buying due to not being restricted, the desire for self respect consumers themselves, and a higher energy level (Marianty, 2014). Impulsive buying occur when consumers feel happiness or joy for shopping, with this situation more conducive to consumers to buy on impulse than with negative mood. Using online platform can bring the sense of pleasure and the possibility of impulse buying also increases. Study shows that consumers' positive emotional states impacted their impulse buying decision significantly (Sohn and Lee, 2017; Hasima et al., 2020; Karim et al., 2021)

2.5 Hedonic Shopping Motivation

Hedonic shopping motivation is a drive associated with emotional arousal when making the purchase process. In other words, the Hedonic shopping motivation occurs in situations of high involvement, where people have a deep fall of the level of engagement and these turn out to be a positive influence. Hedonic shopping motivation is the drive of consumers to shop for a pleasure and do not pay attention to the benefits of the product purchased and most of consumers who have emotional arousal often have a shopping experience as Hedonic (Erni and Citra, 2016: 636). According to Mehrabian and Russel (1974) that emotion (affective aspect) selects quality shopping environments in terms of perceived pleasure (enjoyment), being interested as a result of the eye (visual appealed) and relief (escapism). The feeling of making someone happy that the affective response raises Hedonic shopping motivation (Laura and d Edwin, 2015).

2.6 Hypotheses

Based on previous literature, it can be hypothesized as follows:

1. H1: Price has positive effect on Hedonic Shopping Motivation
2. H2: Promotion has positive effect on Hedonic Shopping Motivation
3. H3: Positive Emotion has positive effect on Hedonic Shopping Motivation.
4. H4: Price has positive effect on Impulse Buying
5. H5: Positive Emotion has positive effect on Impulse Buying
6. H6: Hedonic Shopping Motivation has positive effect on Impulse Buying
7. H7: Price, Promotion, Positive Emotions, Hedonic Shopping Motivation simultaneously affect on Impulsive buying.

The proposed conceptual model in this study can be seen in Figure 1:

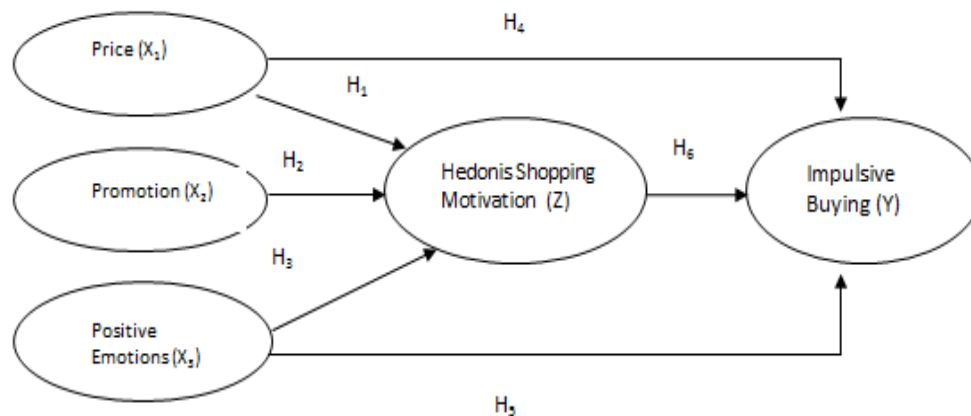


Figure 1. Research Paradigm

III. Research Methods

3.1 Data Collection

The research method used in this study is quantitative using survey questionnaires. Purposive sampling technique is applied to obtain 200 respondents with the characteristic (1) consumers who have made impulsive buying (unplanned purchase) for online women's fashion products minimal 2 times in a month, and (2) are located in Jakarta and surrounding areas. Characteristic respondents are as follows:

Table 1. Characteristics of Respondents

Fashion Women Online Impulse Buying	Frequency	%	Last education	Frequency	%
2 times	72	36	SMA / equal	64	32
More than 2 times	128	64	S1	130	65
			Postgraduate	6	3
TOTAL	200	100	TOTAL	200	100
Visited Online Shop	Frequency	%	Work	Frequency	%
Lazada	22	11	Student / Student	74	37
Tokopedia	12	6	Entrepreneur	6	3
Mataharimall	12	6	Private employees	96	48
Shopee	120	60	Teacher	24	12
Zalora	20	10			
Instagram	14	7			
TOTAL	200	100	TOTAL	200	100
Age	Frequency	%	Income	Frequency	%
18-28 Years	182	91	<Rp 3.000.000, -	112	56
			3.000.000- Rp Rp		
29-38 Years	18	9	5,000,000	62	31
			> Rp 5,000,000	26	13
TOTAL	200	100	TOTAL	200	100

Sources: Primary data

3.2 Measures

Five constructs in this study were measured using Likert Scale drawn and modified from previous studies that have been tested as valid and reliable instruments. Variable Price was adapted from Park et al. (2011) using 3 item measurements, namely (1) Product price in the online shop of women's fashion affordable, (2) Their rebates on certain promotions, and (3) Online shopping for women's fashion products are more economically. Five item measurements for Promotion were drawn from Lo Shih et al. (2016) namely: (1) Online promotions that do attract, (2) The timing and amount of products sold certain limited time promotion, (3) Buying products online for women's fashion during their promotion program, (4) Promotion offered to give a bonus prize, (5) The promotion of women's fashion products new release. Variable Positive Emotion were adapted from Chang et al. (2011), namely (1) Shopping online can lead to enjoyment, pleasure and satisfaction, (2) Shopping online makes active / passionate in finding products, and (3) Having the desire to buy attractive product although it was not planned. Five item measurement for Hedonic Shopping Motivation were adapted from Gultekin and Ozer (2012), namely (1) Can find something new and interesting, and enjoy shopping online, (2) Their pleasure were generated when there are promo at online shop, (3) With the online shop becomes aware of new trends and new fashion, (4) When shopping online can interact with friends / family who is close to me to assess the product to be purchased, (5) By shopping online can cope with stress and negative mood change in a positive mood. Further, item measurement for Impulse Buying were adapted from Kacen and Lee (2002).

IV. Results and Discussion

4.1 Results

a. Validity and Reliability

Item measurements that have loading factor above 0.50 are considered valid. From validity test, all item measurements used in this study in accordance with this criteria and all item from five variables considered as valid instruments. Based on the reliability test using Construct Reliability (CR) and Variance Extracted (VE) can be concluded that all variables in this study, namely Price, Promotions, Postive Emotions, Hedonic shopping motivation and Impulse Buying are reliable. This can be seen by the whole $CR \geq 0.70$ dan $VE \geq$ (Ghozali, 2008).

Further the result of model fit test shows that GFI 0.801 (less than 0.90 criteria); RMSEA 0.084 (supposed to less than 0.08 criteria); RMR 0.055 (0.05 criteria), it means that model proposed in this study fit marginally.

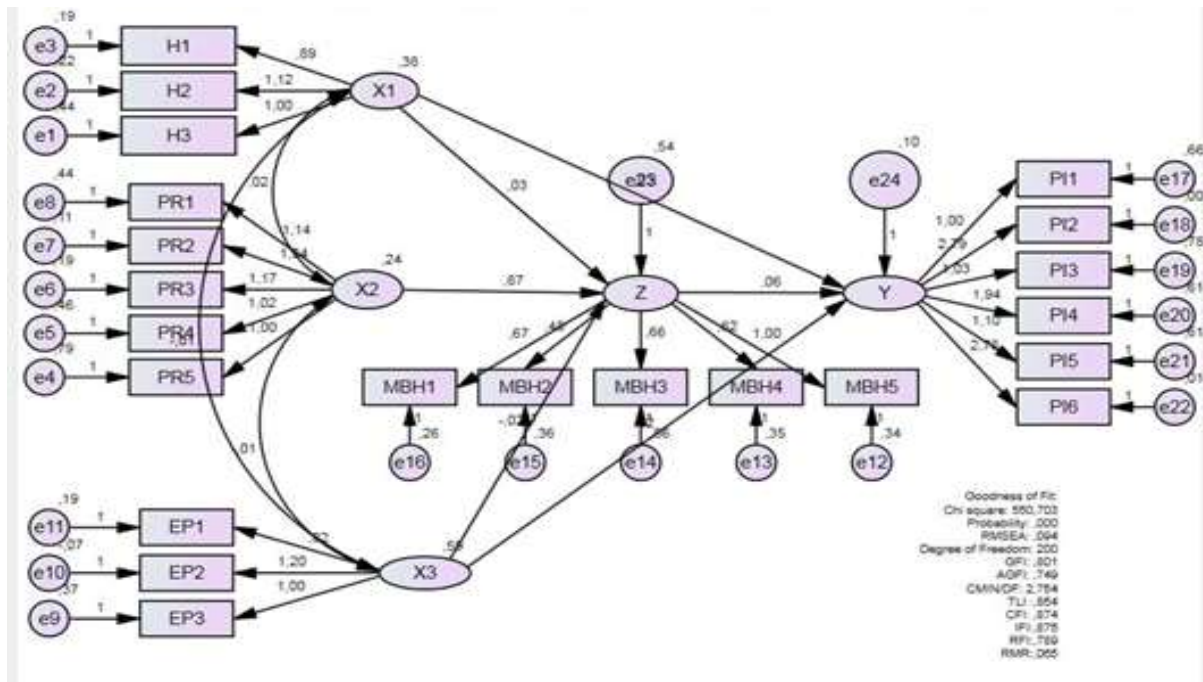


Figure 2. SEM Results

b. Hypothesis Testing

From the result of Structural Equation Model (SEM), we can test the hypotheses in Table 2. Price has no significant effect on Hedonic shopping motivation ($CR=0.271$; $P=0.787$; $R^2=0.021$), therefore Hypothesis 1 is rejected. Hedonic Shopping Motivation impact has been coming from Promotion ($CR=4.88$; $P=0.000$; $R^2=0.504$). Hypothesis 2 is supported by data. Meanwhile, Positive Emotions has no direct and significant effect on Hedonic Shopping Motivation ($CR=0.33$; $P=0.741$; $R^2=0.022$). Hypothesis 3 is not supported in this study.

Table 2. Hypotheses Test Results

			Estimate	CR	P	Conclusion
Hedonic Shopping Motivation	←	Price	0.029	0.271	0.787	Rejected
Hedonic Shopping Motivation	←	Promotion	0.866	4.88	***	Accepted
Hedonic Shopping Motivation	←	Positive Emotion	-0.024	-0.33	0.741	Rejected
Impulse Buying	←	Hedonic Shopping Motivation	0.056	1.789	0.074	Rejected
Impulse Buying	←	Price	0.173	2.262	0.024	Accepted
Impulse Buying	←	Positive Emotion	0.343	3.432	***	Accepted

Sources: Primary data

Furthermore, Price has significant effect on Impulse Buying (CR= 2.262; P=0.024; $R^2=0.347$), so Hypothesis 4 is accepted in this study. The influence of Positive Emotions on Impulse Buying is significant (CR=3,342; P= 0.000; $R^2=0.158$). Hypothesis 5 is supported with data in this study. Hedonic Shopping Motivation seemed to have insignificant effect on Impulse Buying (CR= 1.789; P= 0.074; $R^2 =0.147$). Hypothesis 6 in this study is rejected with $\alpha=0.05$. Finally, if we regressed simultaneously, Price, Promotion and Positive Emotions has significant effect on Hedonic Shopping Motivation with Square Multiple Correlation of 0.257, while Price, Promotion, Positive Emotions and Hedonic Shopping Motivation has significant effect on Impulse Buying with Square Multiple Correlation of 0.427. Hypothesis 7 is accepted and supported in this study.

Since the direct influence of Hedonic Shopping Motivation toward Impulse Buying in this study cannot be supported with data ($\alpha > 0.05$), therefore this variable of Hedonic Shopping Motivation failed to act as intervening variable between Price, Promotion and Positive Emotions to Impulse Buying.

4.2 Discussion

Price and Positive Emotions do not have influence on consumer hedonic motivation to buy product. We fail to prove this relation in this study. Stock returns can be measured by the current stock price minus the previous stock price and then divided by the previous stock price (Helia, 2020). One of the reasons for the decline in prices is the wrong marketing strategy, while the marketing strategy plays an important role in achieving business success (Sitepu, 2020). This is evident that the variable price cut has a positive and significant effect (Tumanggor, 2020). One possible explanation that we can propose is their impact spontaneously on consumer impulse directly without influence on consumer hedonic shopping motivation as mediating variable. As one important stimulus in marketing action, price acts as external cues to consumer which can lead to spontaneous desire to buy and acquire the product. Previous study (Diah et al., 2013) also found that the appeal of low price or the price may change the strategy of such goods into impulsive goods. Goods at low prices suddenly make buyers feel that they have spent less money than planned.

Consumer positive emotion at the time of buying also leads consumer to purchase product as an impulse. This finding is in line with previous study (Xu, 2007; Mohan et al., 2013). At the other hand, promotion has a significant influence on Hedonic shopping motivation and this finding is in line with the results of research conducted by Maymand and Ahmadinejad (2011), in which the results show that sales promotion and advertising

significantly influence the Hedonic shopping motivation (Mamuaya and Pandowo, 2018).. This is because consumers seem in a hurry to buy the product and makes consumer motivated to shop as hedonic. Marketer for online women fashion product should be more active, creative, and innovative in terms of promotion so as to compete. This can be beneficial for the company and one of them is able to attract consumers even consumers with a positive atmosphere has a Hedonic shopping motivation according to the study.

Hedonic shopping motivations have impact on Impulsive buying insignificantly and fail to act as mediating variable in this study. This finding is in line with the results of research conducted by Lizamary and Edwin (2014) that Hedonic shopping motivations do not have a significant direct effect on Impulsive buying. Consumer internal motivational factor, in some cases, does not directly make consumers make impulsive buying but it can be driven by other factors such as economic reasons (price) and pleasure / emotional satisfaction (Postive Emotions) as the results of this study.

Furthermore, Price, Promotion, Postive Emotions, Hedonic shopping motivation when regressed simultaneously have an impact on Impulsive buying significantly. Results of testing the hypothesis above is in line with the results of research conducted by Diah, et al (2013) that pricing policies have a positive and significant impact on the impulse buying behavior. In the previous study by Hyo Jung Chang et al. (2011), Hedonic Motivation, Postive Emotions have positive and significant relationship to the Impulse Buying. That consumers in making Impulsive buying or shopping behavior without planning, characterized by a strong urge to buy that appear suddenly and are often difficult to endure, which triggered spontaneously when dealing with products on price and promotions offered, and accompanied by pleasant feeling and passion that most consumers who have this kind of emotional arousal often experience Hedonic shopping experience.

V. Conclusion

5.1 Conclusion

This study aimed to investigate the effect of Price, Promotion and Positive Emotions on impulsive buying behavior for online women's fashion products with Hedonic shopping motivation as an intervening variable. After testing the effect through structural equation model, here are some of the conclusions of this research:

1. Promotion has significant influence on Hedonic shopping motivation, while the price and Positive Emotions does not have significant impact on Hedonic shopping motivation.
2. Price and Positive Emotions directly impact consumer impulse buying.
3. Hedonic shopping motivations do not have significant effect on Impulsive buying.
4. The effect of price, promotions, Positive Emotions, Hedonic shopping motivation regressed simultaneously on Impulsive buying were positive and exhibited significantly. That consumers in making Impulsive buying or shopping behavior without planning, characterized by a strong urge to buy that appear suddenly and are often difficult to endure, which triggered spontaneously when dealing with products on price and promotions offered, and accompanied by pleasant feeling and passion that most consumers who have this kind of emotional arousal often experience Hedonic shopping experience.

5.2 Implication

The findings have practical implications as follows:

1. Pricing strategy can be a key competitive advantages such as product prices in the online shop of women's fashion should be affordable and desirable to their target market. In addition, marketers can also bring up consumer emotions when shopping for fashion products. This can lead to enjoyment, pleasure and satisfaction, thus enhance the likelihood of consumer make impulse buying.
2. The bundles of right promotion, such as sales promotion and advertising can induce consumers hedonic shopping motivations, thus can also increase the likelihood of consumer impulse purchase.
3. In the digital era with the constant change, the company engaged in the sale of online fashion women product must quickly grasp the desires and needs of consumers for the goods offered into goods that bought as an impulse. To achieve this, we need to look at various factors such as pricing, promotion, Positive Emotional and Hedonic shopping motivations.

5.3 Limitations and Recommendations

This research has its limitations. First, we derived samples from the capital city of Jakarta and its surrounded area. We need to derive more samples from other city and rural areas in Indonesia to generalize the finding. Second, we focus our respondents from specific gender only, and future research should encompass all gender to gain the robustness of the finding and also can test differences between genders towards impulse buying behavior. Third, our study tests the hypothesis in specific category product- women fashion, thus future research should broaden product category that can lead to consumers' impulse buying, such as health and beauty, hobby, foods and drinks etc.

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