

**THE INFLUENCE OF SALES PROMOTION AND HEDONIC SHOPPING MOTIVATION ON IMPULSE BUYING WITH POSITIVE EMOTION AS AN INTERVENING VARIABLE ON E-COMMERCE CUSTOMERS IN INDONESIA**

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**Abstract:**

This research aims to analyze the influence of sales promotion and hedonic shopping motivation on impulse buying with positive emotion as an intervening variable for e-commerce customers. The method used in this research is quantitative, with a questionnaire carried out regularly in accordance with the research objectives. The population in this study was Indonesian people who had used e-commerce for online shopping, with 120 respondents. This research uses 5 Likert scales to measure variables when testing the validity and reliability of variables. This research was analyzed using PLS-based SEM. The research results show that (1) Sales promotion has a significant effect on impulse buying. (2) Hedonic shopping motivation has a significant positive effect on impulse buying. (3) Sales promotion positive influence on positive emotions. (4) Hedonic shopping motivation has a positive influence on positive emotion. (5) Positive emotion has a positive effect on impulse buying. (6) Positive emotion is able to explain the reasons why sales promotions influence impulse buying perfectly. (7) Positive emotion partially explains the reasons why hedonic shopping motivation influences impulse buying. It is recommended for e-commerce to pay attention to psychological factors and consumer motivation in designing marketing strategies. It is recommended that future researchers add alternative constructs that influence impulse buying, such as celebrity endorsers, shopping lifestyle, and advertising.

**Keywords:** E-Commerce, Sales Promotion, Hedonic Shopping Motivation, Impulse Buying And Positive Emotion

**INTRODUCTION**

One of the businesses that uses the internet is e-commerce. E-commerce is all electronically mediated information exchange between organizations and external stakeholders (Chaffey, 2015:13). According to Alwafi & Magnadi (2016), one type of e-commerce that is currently developing rapidly in Indonesia is marketplace-type e-commerce, which is defined as a place where sellers can create accounts and sell various kinds of goods for sale. The use of e-commerce in Indonesia is increasing every year.



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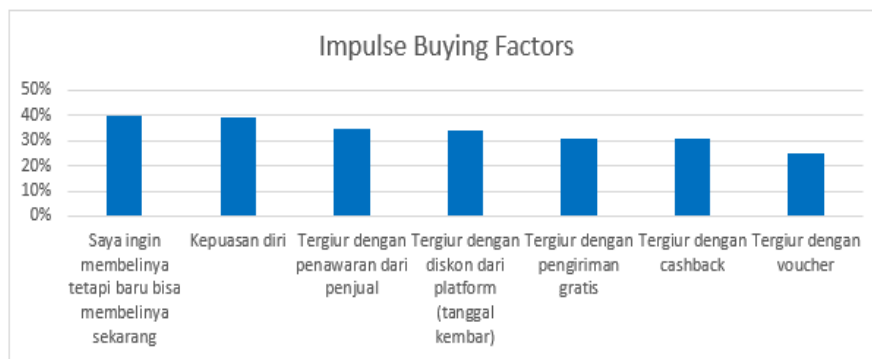
Source: DataIndonesia.id

**Figure 1.** E-commerce Users in Indonesia (2018 – 2023)

e-commerce users increases every year. The development of e-commerce users in Indonesia according to data from DataIndonesiaID noted that the number of e-commerce users in Indonesia in 2018 reached 93.42 million users, in 2019 e-commerce users in Indonesia were 118.8 million users, in 2020 e-commerce users -commerce 138.9 million users, in 2021 there will be 158.65 million e-commerce users, in 2022 there will be 178.94 e-commerce users, then in 2023 it is projected to reach 196.47 million users. Every e-commerce site has its own strategy to attract consumers. These strategies include free shipping, promotional services and flash sales. Of course, this is a competitive advantage for each e-commerce company.

Along with the high level of e-commerce competition, every e-commerce company is competing to provide easy services that can attract consumers to buy products. As a result of this ease of information, consumers will be more consumptive in meeting their needs and tend to make purchases without prior planning or what is known as impulse buying (Santini et al, 2019). Impulse buying is unplanned and unintentional purchasing behavior (Nghia et al, 2022). Consumers who do impulse buying usually make decisions without thinking first and act as a result of desires, not needs (Nato, 2018). Marketers can exploit a phenomenon like this by creating stimulus or stimulation to increase impulse buying, further increasing sales.

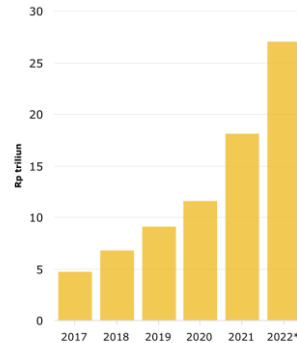
From a Populix survey (2023) involving 1086 respondents, it was found that Indonesians tend to purchase products outside their shopping list spontaneously, or what is known as impulse buying. The following are the results of a survey from Populix (2023) regarding the reasons why people engage in impulse buying.



**Figure 2.** Impulse buying factors

The picture above shows that the factors that motivate people to shop without planning are that they already have a desire to buy but can only buy it now (40%), a form of self-appreciation or self-satisfaction (39%), being tempted by discounts from sellers 35%, tempted by discounts from the platform during the shopping festival momentum, such as twin date discounts (34%), free shipping (31%), getting cashback (31%), and getting shopping vouchers (25%). According to the Populix survey (2023), some respondents tend to make impulse purchases because there are shopping opportunities such as special days or beautiful dates 8.8. or 11.11 or what is often called National Shopping Day (Harbolnas), which triggers the majority of respondents to shop because at this time there are vouchers and lots of discounts. It is proven by the increase in the value of Harbolnas transactions in the last 5 years, namely:





Source: Katadata Media Network (2022)

**Figure 3.** Harbolnas Transaction Value 2017 – 2022

Based on data from NielsenIQ Indonesia and the Indonesian E-commerce Association (2022), the value of Harbolnas transactions is increasing every year. In 2017, the Harbolnas transaction value was 4.7 trillion, in 2018, the Harbolnas transaction value was 6.8 trillion, in 2019, the Harbolnas transaction value was 9.1 trillion, in 2020, the Harbolnas transaction value was 11.6 trillion, and then increased in 2021, namely 18.1 trillion. It indicates that the promotions offered during National Holidays to buyers can be a relevant trigger in motivating shopping and can trigger impulse buying.

Impulse buying in e-commerce is caused by several factors, where there are 2 main factors driving the emergence of impulse buying in consumers, namely internal factors originating from within the consumer and external factors originating from marketing characteristics, starting from marketing strategies such as sales promotions. According to Zahara (2019), the first reason someone buys goods impulsively is because of sales promotions. Kotler & Armstrong (2016) suggest that sales promotion is a collection of incentive tools, most of which are short-term, designed to stimulate faster and greater purchases of certain products and services by consumers or traders. Sales promotion is defined as a special offer that basically aims to stimulate consumer demand for a product (Fam et al, 2021). These offers can be in the form of discounts, coupons, prize draws and other things that can attract customers' attention to the products offered (Aragoncillo, 2018).

Studies conducted by Trifiyanto (2019), Evidayanti (2021), and Irfandi & Anggraeni (2021) found that sales promotions have a significant effect on impulse buying. Trifiyanto (2019) shows that sales promotion has a significant effect on impulse buying among Shopee e-commerce users in Kebumen. Evidayanti (2021) stated that the sales promotion variable has a significant and positive influence on impulse buying on Tokopedia by the people of Pekanbaru City. Irfandi & Anggraeni (2021) show that the sales promotion variable has a significant influence on impulse buying among students using Shopee e-commerce in Malang City. Apart from the above phenomenon, there is a gap between previous research, namely research conducted by Satrio (2020) and Widyawati (2023), which found that sales promotion had a negative and significant effect on impulse buying. Satrio (2020) stated that sales promotion had an insignificant negative effect on impulsive sales among Lazada e-commerce consumers in Indonesia. Widyawati (2023) found that sales promotion did not influence impulse buying of Shopee e-commerce fashion products in the city of Solo.

The emergence of impulse buying in consumers can occur due to internal factors originating from within the consumer, namely hedonic shopping motivation, which means the urge to carry out shopping activities because shopping itself is a pleasure, so they do not pay attention to the advantages of the product purchased (Aziza, 2017). Hedonic shopping motivation is a person's desire to get pleasure for themselves, which can be fulfilled by visiting a shopping center, enjoying



the atmosphere in the shopping center, even though they don't buy anything (Putri, 2023). The feeling of joy that arises from consumers who shop hedonically gives rise to a behavior of buying goods that are not really needed by consumers.

Studies conducted by Faisal et al (2019), Wahyuni & Setyawati (2020), and Irfandi (2021) found that the hedonic shopping motivation variable has a positive effect on impulse buying. Faisal et al (2019) stated that the hedonic shopping motivation variable had a positive and significant effect on impulse buying among Muhammadiyah University Surabaya students who were Shopee consumers. Wahyuni & Setyawati (2020) stated that hedonic shopping motivation has a positive and significant effect on impulse buying at Shopee e-commerce in Kebumen. Irfandi (2021) states that hedonic shopping motivation has a significant effect on impulse buying among students using Shopee e-commerce in Malang. Apart from the above phenomena, there is a gap between previous research, namely research conducted by Prasetya (2020) and Nurudin et al (2021), which stated that hedonic shopping motivation does not affect impulse buying. Prasetya (2020) found that hedonic shopping motivation had no effect on impulse buying among Muhammadiyah University Magelang students. Nurudin et al (2021) stated that hedonic shopping motivation had a negative effect on impulse buying among NU Mart Ngadisono consumers in Wonosobo Regency.

The positive emotion variable was chosen as a mediating variable for sales promotion and hedonic shopping motivation, with the consideration that positive emotion reflects how much an individual has a sense of enthusiasm, activeness and alertness related to positive emotion, which causes encouragement to carry out impulse buying. According to Park & Lennon (2016), stated that positive emotions are an effect of mood in the form of enthusiasm for shopping, which is one of the important factors for consumers in purchasing decisions. When individuals carry out impulse buying, they can be influenced by the emergence of positive emotions. Consumers with positive emotions show greater encouragement in making purchases because they have feelings that are not limited by the surrounding environment, have a desire to respect themselves, and have higher energy levels (Andriyanto et al., 2016).

Semuel (2005) found that emotional value has a direct positive impact on impulse buying behavior tendencies. When consumers feel positively enthusiastic, they will spend more time in shopping places, so they tend to buy an item. The feeling or emotion factor is a temporary construct because it is related to a particular situation or object (Usvita, 2015). Therefore, e-commerce must be able to make consumers' emotions more positive so that the level of impulse buying becomes even higher. Consumers with positive emotions show greater encouragement to make purchases (Andriyanto, 2016).

Studies conducted by Mahadewi & Sulistyawati (2019), Arfia (2022), and Putri & Andani (2023) found that positive emotions have a positive and significant effect on impulse buying. Mahadewi & Sulistyawati (2019) stated that positive emotion has a positive and significant effect on consumer impulse buying for Zara Beachwalk products. Arfia (2022) states that positive emotion has a positive and significant effect on impulse buying of Muslim fashion products in e-commerce. Putri & Andani (2023) stated that positive emotions have a positive and significant effect on impulse buying among Lazada customers in Denpasar City. Apart from the above phenomena, there is a gap between previous research, namely research conducted by Mardiyah et al (2021) and Andriani & Harti (2021), which found that the positive emotion variable did not have a significant effect on impulse buying. Mardiyah (2021) states that positive emotions do not have a significant effect on impulse buying on Shopee e-commerce in Mojokerto City. Andriani & Harti (2021) state that partially, the positive emotion variable does not have a significant influence on the impulse buying variable.

This research examines the tendency to make sudden purchases that are common in Indonesian society today, by considering the variables sales promotion and hedonic shopping motivation, impulse buying, as well as mediation by positive emotion. By looking at previous findings that show different results, this research becomes increasingly important to provide a deeper understanding of the factors that influence impulse buying behavior among e-commerce customers in Indonesia.

**Sales promotion.** Kotler & Armstrong (2016) suggest that sales promotion is a collection of incentive tools, most of which are short-term, designed to stimulate faster and greater purchases of certain products and services by consumers or traders. Utami (2010) suggests that sales promotion is a retail promotion program in order to encourage sales or to increase sales. According to Hermawan (2012), sales promotion is a form of direct persuasion through the use of various incentives that can be arranged to stimulate immediate product purchases and/or increase the number of items customers purchase. Based on several definitions from these experts, sales promotion is an incentive tool designed to stimulate the purchase of products and services to encourage sales and increase sales. Machfoedz (2010) said that the objectives of sales promotions can be stated in the following points:

- a. Identify and attract new consumers.
- b. Communicate new products
- c. Increase the number of consumers for products that are widely known
- d. Inform consumers about improving product quality
- e. Inviting consumers to go to the shop where the product is sold
- f. Motivating consumers to buy a product

According to Kotler and Keller (2007:272), there are five indicators of sales promotion, namely:

- a. Promotion frequency is the number of sales promotions carried out at one time through sales promotion media
- b. Promotion quality is a measure of how well sales promotions are carried out.
- c. Promotion quantity is the value or number of sales promotions given by consumers
- d. Promotion time is the length of the promotion carried out by the company
- e. Accuracy or suitability of promotional targets is a factor needed to achieve the company's desired targets.

Sales promotion indicators are:

- a. Sample
- b. Coupon
- c. Discount
- d. Cashback
- e. Premium
- f. Special advertising items or promotional products
- g. Support awards
- h. Point of sale promotions (point of purchase)
- i. Raffle contests and games.

Meanwhile, according to Leba (2015), sales promotion can be measured using indicators, namely:

- a. Discounts
- b. Coupon
- c. Direct Sales



#### d. Frequent Shopper Program

In this research, combined indicators from Kotler and Keller (2007), Rosaliana (2018) and Leba (2015) are used, namely frequency of promotions, discounts, coupons and cashback, because they are in accordance with the object of this research.

**Hedonic shopping motivation.** Hedonic shopping motivation arises from the desire to buy from someone who can easily influence the latest models, and shopping becomes a way of life to meet daily needs. Hedonic shopping motivation is a person's desire to get pleasure for themselves, which can be fulfilled by visiting a shopping center, enjoying the atmosphere in the shopping center, even though they don't buy anything (Putri, 2023). According to Utami (2010), hedonic shopping motivation is consumers' motivation to shop because shopping is a pleasure in itself, so they do not pay attention to the benefits of the products purchased. Various shopping centers deliberately create a hedonistic atmosphere, intended to attract visitors and make them satisfied so that they feel at home in the shopping center for a long time and can spend their money. According to Anggia (2022), hedonic shopping motivation is classified into six categories, namely:

- a. Adventure Shopping
- b. Social Shopping
- c. Gratification Shopping
- d. Shopping Ideas
- e. Role Shopping
- f. Value Shopping

Hedonic shopping motivation reflects the attitude or experience of pleasure, excitement, and curiosity that consumers experience when shopping. According to Anggia (2022), there are indicators of hedonic shopping motivation, namely:

- a. Shopping is a very interesting experience
- b. Shopping is an alternative to overcome boredom
- c. Consumers prefer to shop for themselves
- d. Consumers prefer to look for shopping places that offer discounts and low prices
- e. Trust in shopping will be created when they spend time with family or friends
- f. Consumers who shop tend to follow trends

Meanwhile, according to Sawitri (2016), measuring hedonic shopping motivation can use the following 4 indicators:

- a. Shopping as entertainment suggestions
- b. Shop to forget problems
- c. Shop to please yourself
- d. Feel the adventure

According to Arnold & Reynolds (2004), the indicators of hedonic shopping motivation are:

- a. Special shopping experience
- b. Shopping can relieve the stress he experiences
- c. Someone chooses a lower price
- d. There is shopping pleasure created with relatives, friends and family
- e. With the latest model trends, people want to shop.

In this research, we use combined indicators from Anggia (2022), Sawitri (2016), and Arnold & Reynolds (2004), namely shopping is a very interesting experience, shopping to please yourself, shopping as a means of entertainment, shopping is an alternative to overcome boredom, and shopping can relieve the stress they experience because it is in accordance with the object of this

research. Based on theory and several previous researchers, the following hypothesis was formulated:

H1: Sales Promotion has a positive and significant effect on Impulse Buying

H2: Hedonic Shopping Motivation has a positive and significant effect on Impulse Buying.

**Impulse Buying.** Mowen & Minor (2005) state that impulse buying is an act of buying that was previously not consciously recognized as a result of consideration, or a buying intention that was formed before entering a shop, or it could be said to be an impulse that is full of strength, and is not planned to buy something directly, without much thought about the consequences. Impulse buying is a purchasing action that is made without prior planning or a purchasing decision that comes spontaneously from a consumer. Impulse buying refers to a strong and sudden urge or desire to buy something and the tendency to buy a product without prior intention, immediately or to buy a certain group of products or to fulfill certain needs (Mamuaya & Pandowo, 2018). According to Cahyono et al (2018), impulsive purchases can be classified into 4 types, namely:

- a. Pure impulse buying
- b. Impulse buying reminder
- c. Impulse buying suggestions
- d. Planned impulse buying

According to Sawitri (2016), to measure impulse buying using indicators:

- a. Spontaneous purchase
- b. Purchase without thinking about the consequences
- c. Attractive offers influence purchases
- d. Purchases influenced by emotional states

According to Hursepuny & Oktafiani (2018), indicators of impulse buying are:

- a. Special shopping experience
- b. Shopping can relieve the stress he experiences
- c. Someone chooses a lower price
- d. There is shopping pleasure created with relatives, friends and family
- e. With the latest model trends, people want to shop

This research uses combined indicators from Sawitri (2016) and Hursepuny & Oktafiani (2018), namely spontaneous purchases, purchases without thinking about the consequences, purchases influenced by attractive offers, purchases influenced by emotional states, and the presence of the latest fashion trends makes someone shop. because it is in accordance with the object of this research. Based on theory and several previous researchers, the following hypothesis was formulated:

H 3: Sales Promotion has a positive and significant effect on Positive Emotion

H 4: Hedonic Shopping Motivation has a positive and significant effect on Positive Emotion.

**Positive Emotions.** According to Park & Lenno (2016), stated that positive emotions are an effect of mood in the form of enthusiasm for shopping, which is one of the important factors for consumers in purchasing decisions. According to Rachmawati (2009), positive emotions can be generated through a person's effective nature and reactions to a supportive environment, such as interest in a product. A person's pre-existing feelings, affective traits and responses to the environment can give rise to positive emotions. According to Hawkins and Mothersbaugh (2014), positive emotions are moods or feelings that can be controlled and always influence consumer behavior. According to Semuel (2005), 3 factors can influence positive emotions, including:

- a. Pleasure. Refers to an individual's feelings when in the store, namely feelings of comfort, joy, happiness or satisfaction measured by assessing verbal reactions to the shopping environment.

- b. Arousal. Refers to an individual's feelings when interested, alert or active in a situation where there is stimulation from the learning environment and is measured based on the level of interest in environmental stimuli
- c. Dominance. Refers to the degree of feeling a consumer responds to when controlling or being controlled by the shopping environment

According to Nugraheni (2013), to measure indicators of positive emotions, use:

- a. Feelings of Attraction. A situation where a person is interested in a particular product
- b. Happy Atmosphere. A form of emotional state that includes a feeling of satisfaction and relief because something desired has been achieved
- c. The atmosphere when you need the item. Mood, which includes pleasure, a person's enthusiasm for having things

According to Mahfud (2014), the dimensions of positive emotions are:

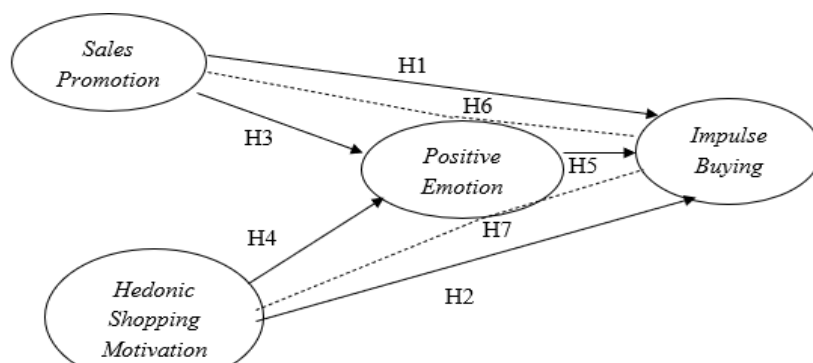
- a. Comfortable Feeling When Shopping. A condition where individual basic human needs have been fulfilled due to several environmental factors.
- b. Feeling of Satisfaction When Shopping. Feeling happy (relieved, happy, full, etc. because his heart's desires have been fulfilled.
- c. Feelings of Joy When Shopping. Feelings resulting from the fulfillment of desired needs.

The indicators used in this research refer to the opinions of Premananto (2007) and Nugraheni (2013), which include feelings of comfort when shopping, feelings of satisfaction when shopping, feelings of pleasure when shopping, the atmosphere when you need the item and feelings of interest because it matches the object being studied. Based on theory and several previous researchers, the following hypothesis was formulated:

H 5: Impulse Buying has a positive and significant effect on Positive Emotion.

H 6: Sales Promotion for Impulse Buying can be mediated through Positive Emotion

H 7: Hedonic Shopping Motivation for Impulse Buying can be mediated through Positive Emotion



**Figure 4.** Research Thinking Framework

**METHODS**

This research was conducted in e-commerce with audiences domiciled in Indonesia who live in West Java, DKI Jakarta, Banten, East Java, Central Java, North Sumatra, South Sumatra, Bali, South Sulawesi, and the Special Region of Yogyakarta, taking into account that 10 provinces It has the largest number of consumers using e-commerce according to data from Kredivo (2022). People use e-commerce as a place to shop online on applications such as Tokopedia, Shopee, Lazada, Bukalapak and Blibli. These 10 provinces are the right areas to observe consumer purchasing behavior in order



to obtain an accurate and comprehensive picture of consumer impulse buying behavior in developing e-commerce. Determining the minimum sample size in this research refers to the statement by Hair et al (2018) that the number of samples as respondents must be adjusted to the number of question indicators used in the questionnaire, assuming  $n \times 5$  indicators up to  $n \times 10$  indicators. In this study,  $n \times 7$  was used. The number of questions was 13 question items used to measure 4 variables, so the number of samples used was 17 statement items multiplied by 7, which equals 119 samples. This product design uses a quantitative design.

Meanwhile, the process of searching for data uses a survey method using instruments in the form of questionnaires that have been prepared previously and distributed via social media such as WhatsApp and Instagram, with a link created in the form of a Google form for filling in the data, which will later be connected to Google Drive as a place for data collection. The measuring instrument used to measure variables in this research is the Likert scale. Sampling to determine the sample that will be used in this research is based on purposive sampling.

**RESULT AND DISCUSSION**

**Reliability Test.** The results of the construct validity test are displayed in Table 1, which shows that item values generated by the constructs of sales promotion, hedonic shopping motivation, impulse buying, and positive emotion have met the convergent validity standard value because the loading factor value is greater than 0.5. However, the indicators can thus be concluded that the 17 construct indicators used in the research are valid.

**Table 1.** Construct Validity Test Results

Construct	Indicators / Items	P value	Loading factors	AVE	CR
<b>Sales promotion (X1)</b>	X1.1 <i>e-commerce</i> often carries out promotions	<0.001	0.72	0.702	0.903
	X1.2 <i>e-commerce</i> often provides discounts	<0.001	0.871		
	X1.3 <i>e-commerce</i> often provides coupons	<0.001	0.88		
	X1.4 <i>e-commerce</i> often provides cashback	<0.001	0.869		
<b>Hedonic shopping motivation (X2)</b>	X2.1 can't resist online shopping	<0.001	0.843	0.706	0.922
	X2.2 feels happy when shopping online	<0.001	0.671		
	X2.3 Online shopping is entertainment	<0.001	0.905		
	X2.4 Online shopping is a way to overcome boredom	<0.001	0.888		
	X2.5 Online shopping can relieve the stress I experience	<0.001	0.871		
<b>Impulse buying (M1)</b>	M1.1 feels comfortable when shopping online in <i>e-commerce</i>	<0.001	0.793	0.711	0.925
	M1.2 feels satisfied when shopping online on an <i>e-commerce</i> site	<0.001	0.762		
	M1.3 Happy mood when shopping online in <i>e-commerce</i>	<0.001	0.891		
	M1.4 feels excited when shopping online at an <i>e-commerce</i> site	<0.001	0.893		



<b>Positive emotions (Y1)</b>	M1.5 feels interested when shopping online in <i>e-commerce</i>	<0.001	0.868		
	Y1.1 did online shopping in <i>e-commerce</i> without planning	<0.001	0.791		
	Y1.2 does not think about the consequences that occur after shopping online in <i>e-commerce</i>	<0.001	0.886		
	Y1.3 does online shopping because he gets an attractive offer on <i>e-commerce</i>	<0.001	0.568	0.633	0.894
	Y1.4 does online shopping because emotional states influence it	<0.001	0.878		
	Y1.5 does online shopping in <i>e-commerce</i> because he wants to follow the latest trends	<0.001	0.814		

The results of the discriminant validity test in Table 2 show the Cronbach's Alpha value. The research results show that the AVE root ( $\sqrt{AVE}$  or Square root Average Variance Extracted) of the hedonic shopping motivation, sales promotion, impulse buying and positive emotion variables is greater than the correlation value between the variables in the research model. It shows that all variables have good discriminant validity.

**Table 2.** Discriminant Validity Test Results

Construct	AVE	$\sqrt{AVE}$	<i>Sales promotion</i>	<i>Hedonic shopping motivation</i>	<i>Impulse buying</i>	<i>Positive emotions</i>
<i>Sales promotion</i>	0.702	0.838				
<i>Hedonic shopping motivation</i>	0.706	0.84	0.14			
<i>Impulse buying</i>	0.711	0.796	0.173	0.705		
<i>Positive emotions</i>	0.633	0.843	0.304	0.704	0.714	

**Hypothesis Testing.** Sales promotion has no significant effect on impulse buying. Thus, H1 is rejected. However, testing the mediating role of positive emotion in the relationship between sales promotion and impulse buying needs to be carried out to find out if there is a perfect mediating role that causes the direct relationship between sales promotion and impulse buying to be insignificant. Hedonic shopping motivation has a significant positive effect on impulse buying, and this relationship is significant at the 0.001 level. Thus, H2 is accepted. Sales promotion has a positive effect on Positive emotion, and this relationship is significant at the 0.05 level. Thus, H3 is accepted. Hedonic shopping motivation has a positive effect on Positive emotion, and this relationship is significant at the 0.001 level. Thus, H4 is accepted. Positive emotion has a positive effect on impulse buying, and this relationship is significant at the 0.001 level. Thus, H5 is accepted. (Explain the adjusted R-square value. Positive emotion perfectly mediates the influence of sales promotion on impulse buying. Tested separately, the effect of sales promotion on impulse buying showed significant results ( $p < 0.01$ ;  $\beta = 0.21$ ). When Positive emotion was included in the model as a



mediator, the path coefficient for the influence of Sales promotion on Impulse buying decreased until the relationship was not significant ( $p = 0.32$ ;  $\beta = 0.04$ ). It shows the perfect mediating role of Positive emotion in this relationship, so H6 is accepted. Positive emotion partially mediates the influence of Hedonic shopping motivation on impulse buying. Tested separately, the influence of Hedonic shopping motivation on Impulse buying showed significant results ( $p < 0.01$ ;  $\beta = 0.71$ ). When Positive emotion was included in the model as a mediator, the path coefficient for the influence of Hedonic shopping motivation on Impulse buying decreased but remained significant ( $p < 0.01$ ;  $\beta = 0.39$ ). It shows the partial mediating role of Positive emotion in this relationship, so H7 is accepted.

The R2 value of impulse buying is 0.59, based on the criteria of Ghozali and Latan (2012: 85). This model includes moderate and strong model criteria, meaning that variations in sales promotion and hedonic shopping motivation explain impulse buying by 59 percent, and the remaining 41 percent is explained by variations in other variables outside the model. Meanwhile, positive emotion has an R-square value of 0.535 or is included in the moderate model and tends to be strong, meaning that variations in sales promotion, hedonic shopping motivation, and impulse buying are able to explain variations in positive emotion of 54 percent. The remaining 46 percent is explained by variations in other constructs outside the model.

**Table 3. Hypothesis Test Results**

Construct	Path Coefficient	P value	Information
<i>Sales promotion -&gt; Positive emotions</i>	0.2	<0.05	Significant
<i>Hedonic shopping motivation &gt; Positive emotions</i>	0.676	<0.001	Significant
<i>Sales promotion -&gt; Impulse buying</i>	-0.011	0.45	Not significant
<i>Hedonic shopping motivation - &gt; Impulse buying</i>	0.396	<0.001	Significant
<i>Positive emotions -&gt; Impulse buying</i>	0.445	<0.001	Significant

**The Influence of Sales Promotion on Impulse Buying.** Based on the test results between sales promotion and impulse buying, it shows that sales promotion has no significant effect on impulse buying. Thus, H1 is rejected, but testing the mediating role of positive emotion on the relationship between sales promotion and impulse buying shows perfect mediation. Because it is perfectly mediated by positive emotion, the effect of sales promotion on impulse buying does not appear significant. But if positive emotions are removed from the model, the effect of sales promotion on impulse buying is significant. So, sales promotion has a positive and significant effect on impulse buying. Kotler and Armstrong (2006) state that sales promotion consists of short-term incentives to encourage the purchase or sale of products or services. This definition explains that sales promotion is related to short-term incentives to encourage the purchase or sale of products and services. The existence of sales promotions carried out by e-commerce can encourage consumers to do impulse buying. Sales promotions such as discounts, cashback, vouchers and free shipping provided by customers directly influence consumers to make purchases, including impulse purchases. These results are in line with research conducted by Badgaiyan & Verma (2015), Chasanah & Mathori (2021), and Masitoh et al (2022), which stated that sales promotion has a significant effect on impulse buying.

**The influence of hedonic shopping motivation on impulse buying.** Based on the test results between hedonic shopping motivation and impulse buying, it shows that hedonic shopping motivation has a positive and significant effect on impulse buying. The research results indicate that hedonic shopping motivation encourages consumers to impulse buy among e-commerce users. It can be seen from the research results that show that hedonic shopping motivation has a positive



effect of 0.396 on impulse buying, and this relationship is significant at the 0.001 level. Thus, H2 in this study is accepted. Kotler (2008) suggests that hedonic shopping motivation can influence impulse buying because motivation is one of the psychological factors that can influence purchasing decisions. Hedonic shopping motivation is the motivation of consumers to shop because shopping is a pleasure in itself, so they do not pay attention to the benefits of the products purchased. Purchasing goods can be incidental when shopping, so that more impulse purchases result (Utami, 2010). The more customers have hedonic shopping motivation, the more they will encourage customers to do impulse buying. These results are in line with research conducted by Lestari & Oetomo (2014), Andani & Wahono (2018), Faisal et al (2019), Wahyuni & Setyawati (2020), and Irfandi (2021), who found that the hedonic shopping motivation variable had a positive effect on impulse buying.

**The Influence of Sales Promotion on Positive Emotion.** Based on the test results between sales promotion and positive emotion, it shows that sales promotion has a positive and significant effect on positive emotion. The research results indicate that the more attractive the sales promotion carried out by e-commerce, the more positive emotions it will trigger in customers. It can be seen from the research results, which show that sales promotion has a positive effect of 0.2, and this relationship is significant at the 0.05 level. Thus, H3 in this research is accepted. Sales promotion is one of the main factors that influences consumer behavior as a marketing stimulus that can influence consumers' thoughts and feelings in the form of positive emotions. Kotler (2008) also states that elements of sales promotion include frequency programs, coupons, samples, products and prizes, which are able to have an impact on consumer emotions in the form of positive emotions. Sales promotion will capture consumer attention and create positive feelings in consumers. This condition can occur when consumers open e-commerce sites and see goods that are on discount or promotion, which makes consumers interested in buying because they feel it is profitable, and consumers become happy and satisfied when shopping. The results of this research are in line with research conducted by Kwan (2016), Devi & Jatra (2020), and Sudyasjanati & Lie (2022), which states that sales promotion has a positive and significant effect on positive emotions.

**The influence of hedonic shopping motivation on positive emotion.** Based on the test results between hedonic shopping motivation and positive emotion, it shows that hedonic shopping motivation has a positive and significant effect on positive emotion. The research results indicate that hedonic shopping motivation felt by consumers is able to generate positive emotions when shopping online in e-commerce. It can be seen from the results of hedonic shopping motivation research, which shows a positive effect of 0.676, and this relationship is significant at the 0.001 level. Thus, H4 in this research is accepted. The results of this research are in line with the consumer behavior theory put forward by Kotler (2008), where the main factors that influence purchasing behavior are cultural factors, social factors, personal factors, and psychological factors. Motivation is a psychological factor. Impulse buying itself is a form of purchasing behavior. Utami (2010) also states that hedonic shopping motivation is consumers' motivation to shop because shopping is a pleasure in itself, so they do not pay attention to the benefits of the products purchased. Purchasing goods can be incidental (occur by chance) when shopping. The results of this research are also in line with Andani & Wahyono (2018), Nurlinda & Christina (2020), and Lestari & Oetomo (2014), who stated that hedonic shopping motivation has a significant and positive effect on impulse buying. The more customers have hedonic motivation to shop, the more it will cause a positive response from consumers and can increase impulse buying. Consumers are more likely to engage in impulse buying when they are motivated by hedonic desires or beyond economic reasons, such as pleasure, fantasy, and social or emotional satisfaction.



**The Influence of Positive Emotion on Impulse Buying.** Based on the test results between positive emotion and impulse buying, it shows that positive emotion has a positive effect on impulse buying. The research results indicate that the greater the positive emotion felt by consumers, the greater the consumer's impulse buying will be when shopping online in e-commerce. It can be seen from the research results, which show that positive emotion has an effect of 0.445 on impulse buying, and this relationship is significant at the 0.001 level. Thus, H5 in this study is accepted. The results of this research are in line with the consumer analysis wheel theory put forward by Peter & Olson (2013). Changes in thoughts and feelings can lead to changes in consumer behavior in making purchasing decisions. These changes in thoughts and feelings refer to positive emotions. It is reinforced by the opinion of Setiadi (2003), who states that positive emotion is a mood that influences and determines the intensity of consumer decision-making. Apart from that, Rohman (2012) stated that impulsive buying is an individual's internal problem; in other words, impulsive buying is more about the consumer's impulsive nature and the individual's emotional condition. The results of this research are in line with research conducted by Anggoro (2013), Naentiana & Setiawan (2014), Adiputra (2015), and Budiharta & Santika (2015), which stated that positive emotions have a positive and significant effect on impulse buying.

**The role of positive emotion in mediating sales promotion on impulse buying.** Based on the test results it shows that positive emotion perfectly mediates the influence of sales promotion on impulse buying with a P value ( $p < 0.01$ ;  $\beta = 0.21$ ). Thus, H6 in this study is accepted. The results of this research explain that positive emotion is able to perfectly mediate between sales promotion and impulse buying among e-commerce users. Attractive sales promotions offered by e-commerce will have a positive influence on the emotions of e-commerce visitors, which will then lead consumers to behave impulsively. Positive emotion is a consumer's mood that can influence consumer shopping intensity. This statement is supported by Park & Lennon (2006), who state that positive emotion is an effect of mood, which is one of the important factors for consumers in purchasing decisions. The more positive the mood, the higher the tendency to buy impulsively (Diany et al, 2019). These results are in line with research conducted by Andini and Wahyono (2018) and Febria & Oktaviano (2020), which states that sales promotion has a positive and significant effect on impulse buying through positive emotion.

**The Role of Positive Emotion in Mediating Hedonic Shopping Motivation on Impulse Buying.** Based on the test results it shows that positive emotion partially mediates the influence of hedonic shopping motivation on impulse buying. with a P value ( $p < 0.01$ ;  $\beta = 0.39$ ). Thus, H7 in this study is accepted. The results of this study explain that there is a partial role of positive emotion in mediating hedonic shopping motivation on impulse buying among e-commerce users. The results of this research indicate that positive emotion has an important role in mediating the relationship between hedonic shopping motivation and impulse buying among e-commerce users. When customers are motivated to shop hedonically (e.g., seeking pleasure or emotional satisfaction), this tends to increase impulse buying. In this research, some of the influence of hedonic shopping motivation on impulse buying can be explained by positive emotion. The influence of hedonic shopping motivation on impulse buying can be explained by the positive emotions that arise during the shopping process. When consumers feel positive emotions while shopping, their likelihood of making impulse purchases is higher. Utami (2020) states that the hedonic aspect is related to consumers' emotions, so that when shopping, consumers really have feelings such as happiness or feel that shopping is an adventure. These results are in line with research conducted by Pratiwi & Isa (2023), Aprilia (2023), and Barona et al (2023), which stated that positive emotion can act as a

significant mediating variable between the influence of hedonic shopping motivation on impulse buying.

## CONCLUSION

The research results found that sales promotion had a positive and significant effect on impulse buying. The more attractive the sales promotion provided by e-commerce is, the more it can encourage consumers to make purchases, including impulsive purchases. The more attractive the sales promotion provided by e-commerce will directly influence consumers to make purchases, including impulse purchases. Hedonic shopping motivation has a significant positive effect on impulse buying. The more customers have hedonic shopping motivation, the more they will encourage customers to do impulse buying. The more a customer has hedonic shopping motivation, the more it will encourage customers to do impulse buying. Sales promotion has a positive effect on positive emotions. The more attractive the sales promotion carried out by e-commerce, the more positive emotions it will trigger in customers. Sales promotion will capture consumer attention and create positive feelings in consumers. This condition can occur when consumers open e-commerce sites and see goods that are on discount or promotion, which makes consumers interested in buying because they feel it is profitable, and consumers become happy and satisfied when shopping. Hedonic shopping motivation has a positive effect on positive emotion. Hedonic shopping motivation felt by consumers can cause positive emotions when shopping online in e-commerce. The more customers have hedonic motivation to shop, the more it will cause a positive response from consumers and can increase impulse buying. Positive emotion has a positive effect on impulse buying. The greater the positive emotion felt by consumers, the greater the consumer's impulse buying will be when shopping online in e-commerce. Positive emotion is a mood that influences and determines the intensity of consumer decision-making. Impulse buying is an individual's internal problem; in other words, impulsive buying is more about the consumer's impulsive nature and the individual's emotional condition. Positive emotion is a mediating variable that connects sales promotion variables with impulse buying. Positive emotion is able to perfectly explain the reasons why sales promotions influence impulse buying. Attractive sales promotions offered by e-commerce will have a positive influence on the emotions of e-commerce visitors, which will then lead consumers to behave impulsively. Testing the mediating role of positive emotion in the relationship between sales promotion and impulse buying shows perfect mediation.

Because it is perfectly mediated by positive emotion, the effect of sales promotion on impulse buying does not appear significant. But if positive emotions are removed from the model, the effect of sales promotion on impulse buying is significant. Positive emotion is a mediating variable that connects the hedonic shopping motivation variable with impulse buying. Positive emotion partially explains the reasons why hedonic shopping motivation influences impulse buying. When customers have the motivation to shop hedonically, this tends to increase impulse buying. In this research, some of the influence of hedonic shopping motivation on impulse buying can be explained by positive emotion. The influence of hedonic shopping motivation on impulse buying can be explained by the positive emotions that arise during the shopping process. It is important for e-commerce not only to focus on products and prices, but also to pay attention to psychological factors and consumer motivation in designing marketing strategies. The limitations of the variables in the research only involve sales promotion, hedonic shopping motivation, impulse buying and positive emotion variables. It is hoped that further research can add other variables such as celebrity endorsers, shopping lifestyle, and advertising. The suggestion for this research is that the number of respondents is only 122 throughout Indonesia, which is still insufficient to know the real situation



of the respondents. Future research is expected to increase the number of respondents to make it more accurate.

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