

THE IMPACT OF PSYCHOLOGICAL FACTORS AND MARKETING STRATEGIES ON IMPULSIVE CUSTOMER BEHAVIOR IN INDONESIAN E-COMMERCE

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Abstract:
 The development of e-commerce in Indonesia is increasing rapidly and has become an important part of people's lives. Based on a Populix survey (2023), Indonesian people tend to make unplanned purchases (impulse buying) which are influenced by external factors, such as sales promotions, and internal factors, such as hedonic shopping motivation. The positive emotion variable was chosen as a mediating variable to reflect the enthusiasm of the community that drives impulse buying. This study aims to analyze the effect of sales promotions and hedonic shopping motivation on impulse buying with positive emotions as a mediating variable in e-commerce customers. The research method uses a quantitative approach with a questionnaire to 120 respondents who have shopped online. Data analysis was carried out using PLS-based SEM. The results of the study showed that (1) sales promotions and hedonic shopping motivation have a significant effect on impulse buying, (2) both also have a positive effect on positive emotions, and (3) positive emotions mediate the effect of sales promotions and hedonic shopping motivation on impulse buying, both fully and partially. E-commerce is advised to pay attention to psychological factors and consumer motivation in marketing strategies. Further researchers are advised to add other constructs, such as endorsers, shopping lifestyles, and advertising.

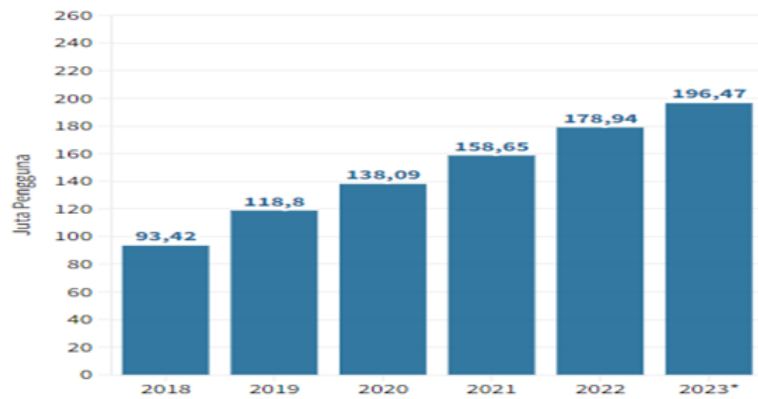
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INTRODUCTION

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). According to Alwafi & Magnadi (2016), one type of e-commerce currently developing rapidly in Indonesia is marketplace 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)

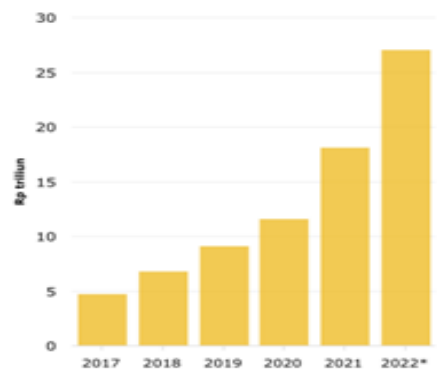
E-commerce users increase every year. The development of e-commerce users in Indonesia, according to data from DataIndonesiaID, the development of e-commerce users in Indonesia in 2018 reached 93.42 million users. In 2019, e-commerce users in Indonesia had 118.8 million users. In 2020, e-commerce users -will have 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; in 2023, it is projected to reach 196.47 million users. Every e-commerce company has a 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 competes to provide easy services that 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 buy impulsively usually make decisions without thinking first, resulting from desires, not needs (Nato, 2018). Marketers can exploit this phenomenon by creating stimulus or stimulation to increase impulse buying and sales.

A Populix survey (2023) involving 1086 respondents 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 do impulse buying: they already have the 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 make impulse purchases because of shopping opportunities such as special days or beautiful dates 8.8. Alternatively, 11.11 or what is often called National Shopping Day (Harbolnas), triggers the majority of respondents to shop because, at this time, there are vouchers and lots of discounts. This is proven by the increase in the value of Harbolnas transactions in the last 5 years, namely:



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Source: Katadata Media Network (2022)

Figure 2. 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 yearly. In 2017, the value of Harbolnas transactions was 4.7 trillion; in 2018, it was 6.8 trillion; in 2019, it was 9.1 trillion; in 2020, it was 11.6 trillion; and then increased to 18.1 trillion in 2021. This indicates that the promotions offered during National Holidays to buyers can be relevant in motivating shopping and can trigger impulse buying.

Several factors cause impulse buying in e-commerce. Two main factors drive the emergence of impulse buying in consumers: internal factors originating from within the consumer and external factors resulting from marketing characteristics, particularly marketing strategies like 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 a special offer 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 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 significantly affects 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 significantly influences impulse buying among students using Shopee e-commerce in Malang City. Apart from the above phenomenon, there is a gap between previous 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 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, which can be fulfilled by visiting a shopping center and enjoying the atmosphere in the shopping center even though they do not 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 substantially not 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 positively and significantly affected impulse buying among Muhammadiyah University Surabaya Shopee consumers. Wahyuni and Setyawati (2020) stated that hedonic shopping motivation positively and significantly affects impulse buying at Shopee e-commerce in Kebumen. Irfandi (2021) states that hedonic shopping motivation significantly affects impulse buying among students using Shopee e-commerce in Malang. Apart from the above phenomena, there is a gap between previous research conducted by Prasetia (2020) and Nurudin et al. (2021), which stated that hedonic shopping motivation does not affect impulse buying. Prasetia (2020) found that hedonic shopping motivation did not affect impulse buying among Muhammadiyah University Magelang students. Nurudin et al. (2021) stated that hedonic shopping motivation hurt 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, considering 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. Park & Lennon (2016) stated that positive emotions are an effect of mood in the form of enthusiasm for shopping; this 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 purchasing because they have feelings not limited by the surrounding environment, 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 consumers tend to buy an item. The feeling or emotion factor is a temporary construct related to a particular situation or object (Usvita, 2015). Therefore, e-commerce must be able to make customers' 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 and Sulistyawati (2019), Arfia (2022), and Putri and Andani (2023) found that positive emotions have a positive and significant effect on impulse buying. Mahadewi and 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 and 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 conducted by Mardiyah et al. (2021) and Andriani & Harti (2021), which found that the positive emotion variable did not significantly affect impulse buying. Mardiyah (2021) states that positive emotions do not significantly affect impulse buying on Shopee



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e-commerce in Mojokerto City. Andriani and 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 common in Indonesian society today by considering the variables of sales promotion, hedonic shopping motivation, impulse buying, and 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 influencing 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 that encourages sales or increases sales. According to Hermawan (2012), sales promotion is a form of direct persuasion through various incentives that can be arranged to stimulate immediate product purchases and 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 promotion carried out by the company
- e. Accuracy or suitability of promotional targets is necessary 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



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- 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 the frequency of promotions, discounts, coupons and cashback, because they are following 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, which can be fulfilled by visiting a shopping center and enjoying the atmosphere in the shopping center even though they do not buy anything (Putri, 2023). According to Utami (2010), hedonic shopping motivation is consumers' motivation to shop because shopping is a pleasure, so they must pay attention to the product's benefits. Various shopping centers deliberately create a hedonistic atmosphere, intended to attract visitors and satisfy them so they can spend their money at home in the shopping center for a long time. 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 carry out 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 overcoming 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 cheaper 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



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shopping can relieve the stress they experience because it follows 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 positively and significantly affects 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, with little thought about the consequences. Impulse buying is a purchasing action 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, buy a certain group of products, or 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 cheaper 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 follows the object of this research. Based on theory and several previous researchers, the following hypothesis was formulated:

H₃: Sales Promotion has a positive and significant effect on Positive Emotion

H₄: Hedonic Shopping Motivation has a positive and significant effect on Positive Emotion.

Positive Emotions. Park & Lenno (2016) stated that positive emotions are an effect of mood in the form of enthusiasm for shopping; this 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.



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- b. Arousal. Refers to an individual's feelings when interested, alert or active in a situation with 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 is 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:

H₅: Impulse Buying has a positive and significant effect on Positive Emotion.

H₆: Sales Promotion for Impulse Buying can be mediated through Positive Emotion

H₇: Hedonic Shopping Motivation for Impulse Buying can be mediated through Positive Emotion

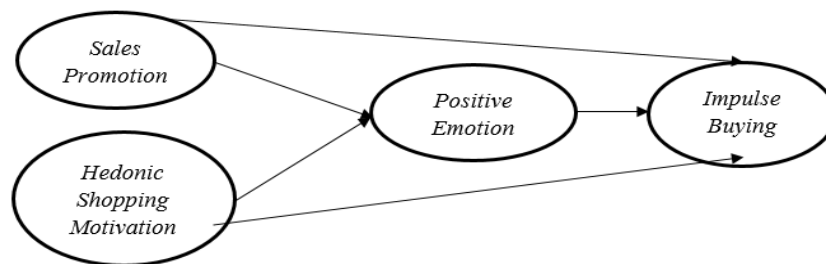


Figure 3. Conceptual Framework

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 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 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



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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 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 quantitative design.

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

RESULT AND DISCUSSION

Validity and Reliability Test. Table 1 displays the results of the construct validity test. It 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. Thus, the 17 construct indicators used in the research are valid.

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Table 1. Construct Validity Test Results

Construct	Indicators / Items	P value	Loading factors	AVE	CR
Sales promotion (X1)	X1.1 e-commerce often carries out promotions	<0.001	0.72	0.702	0.903
	X1.2 E-commerce often provides discounts	<0.001	0.871		
	X1.3 E-commerce often provides coupons	<0.001	0.88		
	X1.4 e-commerce often provides cashback	<0.001	0.869		
Hedonic shopping motivation (X2)	X2.1 cannot 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		
Impulse buying (M1)	M1.1 feels comfortable when shopping online in e-commerce	<0.001	0.793	0.711	0.925
	M1.2 feels satisfied when shopping online in e-commerce	<0.001	0.762		
	M1.3 Happy mood when shopping online in e-commerce	<0.001	0.891		
	M1.4 feels excited when shopping online at e-commerce	<0.001	0.893		
	M1.5 feels interested when shopping online in e-commerce	<0.001	0.868		



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Positive emotions (Y1)	Y1.1 did online shopping in e-commerce without planning	<0.001	0.791		
	Y1.2 does not think about the consequences that occur after shopping online in e-commerce	<0.001	0.886		
	Y1.3 does online shopping because he gets an attractive offer on e-commerce	<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 e-commerce 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. This shows that all variables have good discriminant validity.

Table 2. Discriminant Validity Test Results

Construct	AVE	\sqrt{AVE}	Sales promotion	Hedonic shopping motivation	Impulse buying	Positive emotions
Sales promotion	0.702	0.838				
Hedonic shopping motivation	0.706	0.84	0.14			
Impulse buying	0.711	0.796	0.173	0.705		
Positive emotions	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 done to determine if a perfect mediating role 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 positively affects Positive emotion, and this relationship is significant at the 0.05 level. Thus, H3 is accepted. Hedonic shopping motivation positively affects Positive emotion, and this relationship is significant at the 0.001 level. Thus, H4 is accepted. Positive emotion positively affects 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 insignificant ($p = 0.32$; $\beta =$



0.04). This 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 ($p < 0.01$; $\beta = 0.39$). This shows the partial mediating role of Positive emotion in this relationship, so H7 is accepted.

The R^2 value of impulse buying is 0.59, based on the criteria of Ghazali 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, the remaining 41 percent is explained by variations 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 can 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
Sales promotion -> Positive emotions	0.2	<0.05	Significant
Hedonic shopping motivation -> Positive emotions	0.676	<0.001	Significant
Sales promotion -> Impulse buying	-0.011	0.45	Not significant
Hedonic shopping motivation -> Impulse buying	0.396	<0.001	Significant
Positive emotions -> Impulse buying	0.445	<0.001	Significant

The Influence of Sales Promotion on Impulse Buying. The test results between sales promotion and impulse buying show 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. However, positive emotions are removed from the model, and 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 involves short-term incentives to encourage purchasing or selling products or services. This definition explains that sales promotion is related to short-term incentives to encourage purchasing or selling products and services. The existence of sales promotions carried out by e-commerce can encourage consumers to make impulse purchases. 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 show 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. This can be seen from the research results, which 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 influencing purchasing decisions. Hedonic shopping motivates consumers to shop because it is a pleasure in itself, so they do not pay attention to the benefits of the products. 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 be encouraged to buy impulsively. 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 show 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. This 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 influencing consumer behavior, as marketing stimuli can influence consumers' thoughts and feelings through positive emotions. Kotler (2008) also states that elements of sales promotion include frequency programs, coupons, samples, products and prizes, which can impact 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 and see goods on sale or at a discount or promotion; this 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 Positive Emotion on Impulse Buying. The test results between positive emotion and impulse buying show that positive emotion positively affects impulse buying. The research results indicate that the greater the positive emotion consumers feel, the greater the consumer's impulse buying when shopping online in e-commerce. This can be seen from the research results, which show that positive emotion affects 0.445 on impulse buying, and this relationship is significant at the 0.001 level. Thus, H5 in this study is accepted. This research results align with the consumer analysis wheel theory put forward by Peter and Olson (2013). Changes in thoughts and feelings can lead to changes in consumer purchasing decisions. These changes in thoughts and feelings refer to positive emotions. This 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



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and 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 Influence of Hedonic Shopping Motivation on Positive Emotion. The test results between hedonic shopping motivation and positive emotion show that hedonic shopping motivation has a positive and significant effect on positive emotion. The research results indicate that hedonic shopping motivation felt by consumers can generate positive emotions when shopping online in e-commerce. This 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 align with the consumer behavior theory put forward by Kotler (2008), where the main factors influencing purchasing behavior are cultural, social, personal, and psychological factors. Motivation is a psychological factor. Impulse buying itself is a form of purchasing behavior. Utami (2010) also states that hedonic shopping motivates consumers to shop because shopping is a pleasure, so they do not pay attention to the benefits of the products. 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 buy impulse when motivated by hedonic desires or beyond economic reasons, such as pleasure, fantasy, and social or emotional satisfaction.

The Role of Positive Emotion in Mediating Sales Promotion on Impulse Buying. The test results show 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 can 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 the intensity of the consumer's shopping. 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 align with research conducted by Andini and Wahyono (2018) and Febria and 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 show 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. This research indicates that positive emotion is important 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



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feel positive emotions while shopping, they are likely to make impulse purchases. Utami (2020) states that the hedonic aspect is related to consumers' emotions, so when shopping, consumers 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 could 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 be encouraged to buy impulsively. The more a customer has hedonic shopping motivation, the more it encourages them 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 and see goods on sale or at a discount or promotion; this 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 emotions. Hedonic shopping motivation consumers feel 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 consumers feel, the greater the consumer's impulse buying 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 emotional condition. Positive emotion is a mediating variable that connects sales promotion variables with impulse buying. Positive emotion can 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. However, positive emotions are removed from the model, and 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 to focus on products and prices and 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 still needs to be improved 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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