



The Role of Positive Emotion in Increasing Impulse Buying

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Abstract

The purpose of this study is to determine the direct and indirect influence of visual merchandising, sales promotion and shopping lifestyle toward impulse buying through positive emotion as an intervening variable. Positive emotion influence customers to make an impulse buying. The population in this research is customers of Duta Mode Purwokerto. The total sample in this research is 115 respondents with incidental sampling technique through a likert scale. Methods of collecting data using questionnaires and documentation. Data analysis using classic assumption test and hypothesis test (t test and path analysis) with SPSS Statistics version 21 programs. Based on the hypothesis test, the results show that visual merchandising has a positive and significant effect on impulse buying, sales promotion has a positive and significant effect on impulse buying, shopping lifestyle does not has a positive and significant effect on impulse buying, and positive emotion has a positive and significant effect on impulse buying. Mediation test shows that positive emotion mediates the effect of visual merchandising, sales promotion, and shopping lifestyle on impulse buying.

INTRODUCTION

Knowledge about customers is a key in planning the marketing strategy of a company, not the exception in the retail business. Customers can become the most valuable company assets so the company needs to create and maintain that equity. The retail business in Indonesia has developed quite rapidly in recent years with a variety of formats and types (Utami, 2012).

Reporting from CNBC Indonesia (2018), Asosiasi Pengusaha Ritel Indonesia (Aprindo) said that the retail industry growth in the first half of 2018 amounted to 7-7,5%. This figure is greater than the growth in the previous year which was only 5%. This is a challenge for retailers to create something creative and innovative in order to survive in business competition.

Consumers are the individual or groups

with different behavior. Consumer behavior is related with regard to all the activities, actions and psychological processes that drive actions before buying, when buying, using, spending products and services and evaluating activities (Sumarwan, 2011). Boost consumer behavior arising from factors unmet needs and desires as well as the desire of a person causing tension, and tension to onset of individuals to be have in achieving the desired objectives (Farida, 2014).

Shopping is fun. Pleasure, satisfaction and habits of consumers who cannot control themselves from the desire to buy goods triggers unplanned purchases or impulse buying (Kosyu, Hidayat & Abdillah, 2014). Impulse buying is an unplanned

purchase decision to buy goods or services made before making a purchase (Purwa & Yasa, 2014). Impulse buying occurs when consumers

buy spontaneously, do not think as a result and influenced by emotional states (Indraswari & Martono, 2017).

Emotions become one of the important aspects that need to be considered because emotionally consumers often become irrational in decision making (Purwa & Yasa, 2014). Positive emotion has a positive and significant effect toward impulse buying (Andani & Wahyono, 2018). This is line of the research by Rosyida and Anjarwati (2016). But, it is different the results of research by Ismayuni and Saraswati (2015) which states that positive emotion does not have a significant effect toward impulse buying.

The large selection of retail stores makes retailers competing in attracting consumers. One example is shopping activities that are influenced by visual merchandising. Visual merchandising is a technique in presenting the merchandise displays that is eye-catching and being shown to potential customers (Kaur et al 2013). Gudonavičienė and Alijosiene (2015) shows that there is a positive and significant influence of visual merchandising on impulse buying. In contrast to the research of Bashar and Ahmad (2012) which states there is no effect visual merchandising on impulse buying.

Visual merchandising can influence emotional reactions that direct consumers to make purchases more and more (Mopidevi & Lolla, 2013). The result of Sudarsono (2017) showed that visual merchandising has a positive effect on impulse buying through positive emotions. But, the results of Fitriyani and Khoiruddin (2015) stated that visual merchandising did not have a positive and significant influence on impulse buying through positive emotions.

Consumers often do impulse buying when the company provides sales promotion programs. Promotion is a form of communication designed to provide information about products or services (Mardiyani & Murwatiningsih, 2015). Sales promotion techniques can stimulate impulse buying because the level of consumer interest is getting higher with attractive offers (Kchaou & Amara, 2014). Weerathunga and Pathimini (2015) states that sales promotion has a positive and significant effect on impulse buying. In contrast to the results of the research Nagadeepa et al (2015) which states that sales promotion has no effect on impulse buying.

Promotion positively influences the consumer emotions and encourages them to visit the store area so that it encourages consumers to do impulse buying (Kchaou & Amara, 2014). The results of the research Nindyakirana and Maf-

tukhah (2016) prove that sales promotion directly influences impulse buying through positive consumer emotions. However, the research by Rosyida and Anjarwati (2016) which shows that sales promotion does not have a positive and significant influence on impulse buying through positive emotion.

The number of new fashion makes consumers want to always follow its development. According to Levy and Weitz (2004) shopping lifestyle is a lifestyle that refers to how a person lives, how they spend time, money, purchasing activities carried out, their attitudes and opinions about the world in which they live. So to meet this lifestyle, people are willing to sacrifice something to achieve what they want. Rahmawati (2018) states that shopping lifestyle has a positive and significant effect on impulse buying. But the results of the study of Tirmizi et al. (2009) stated that shopping lifestyle does not significantly influence the impulse buying behavior.

Consumers will feel more excited and satisfied during shopping when influenced by emotional feelings. This is in accordance with research Riamukti and Arief (2017) which states that shopping lifestyle directly influences impulse buying through positive emotions. Different from the results of Darma and Japariato (2014) that shopping lifestyle has no effect and is significant on impulse buying through positive emotions.

According to Sakitri et al (2017) today many foreign businessmen have begun to do business and invest in Indonesia. However, this right did not diminish the enthusiasm of Indonesian youth to set up a business. The existence of the phenomenon of impulse buying will have a positive impact on business people in order to respond to consumer behavior by determining effective and efficient marketing strategies so that the company can achieve its desired goals.

One of the basic needs that are the target of consumer purchasing decisions is fashion products. These conditions make the fashion business a promising business opportunity to date. Duta Mode is a Purwokerto shopping center. Duta Mode is here to fulfill needs fashion at affordable prices. Duta Mode provides a variety of styles fashion that have many variants of motives, sizes and colors, ranging from men's clothing, women's clothing, children's clothing, school equipment, shoes, bags and accessories.

The author conducted preliminary observations by giving short questions to 10 Duta Mode consumers. The result is 7 respondents have made unplanned purchases, while 3 respondents purchase with prior planning. The number

of Duta Mode consumers making unplanned purchases is higher than planning purchases, so it can be assumed that the acquisition of Duta Mode sales turnover will increase every year.

Various efforts have been made by Duta Mode to face competition, retain old customers and get new customers. Duta Mode Purwokerto develops and improves stores such as using props that support product presentation, display the products in shop windows, providing lighting tailored to the store environment, providing sales promotions in the form of discounts, various discounts and gift vouchers and provide fashion that is in demand by consumers. But the efforts made by Duta Mode have not met the expected results. This can be seen from the sales of Duta Mode Purwokerto in 2018 which experiences fluctuations every month.

Table 1. Sales Data of Mode Purwokerto in 2018

No	Month	Sales Data (Rp)	Percentage
1	January	1,657,986,000	0
2	February	1,461,293,000	-12%
3	March	1,354,426,000	-7%
4	April	1,212,722,000	-10%
5	May	1,787,535,000	47%
6	June	2,256,755,000	26%
7	July	2,545,865,000	13%
8	August	2,123,457,000	-17%
9	September	1,324,959,000	-38%
10	October	1,310,290,000	-1%
11	November	1,426,980,000	9%
12	December	1,729,050,000	21%

Based on the phenomenon that occurs, this study aims to determine the effect of visual merchandising, sales promotion and shopping lifestyle on impulse buying through positive emotion. This study uses variables that have been examined by previous studies. The novelty of this research is to combine these variables in one model.

Hypotheses Development

Visual merchandising is the science and art of display the products in an attractive visual way, where the most emphasized thing is being able to communicate with customers through pictures and presentations and can be used as a differentiating factor of a store (Mehta & Chugan,

2013). Presentation of unique and unique products will make consumers curious and interested to see the product in more detail and make product purchases (Fam et al 2011). The research results of Yanthi and Japariato (2014) that visual merchandising has a positive and significant effect on impulse buying and visual merchandising has a positive and significant effect on impulse buying through positive emotions. Then the hypothesis is:

H₁: Visual merchandising positive and significant impact toward impulse buying.

H₂: Visual merchandising has a positive and significant effect toward impulse buying through positive emotion.

Promotion is a corporate communication tool with consumers and a tool to influence consumers to make purchases (Purnamasari & Murwatiningsih, 2015). Sales promotion aims to create consumer interest in the products offered (Nindyakirana & Maftukhah, 2016). Submission of promotions that are persuasive will affect consumers emotions encouraging to make a purchase. This is supported by Kurniawan and Kunto (2013) that sales promotion has a positive influence on impulse buying and sales promotion has a positive effect on impulse buying through positive emotion. Then the hypothesis proposed is as follows:

H₃: Sales promotion has a positive and significant effect toward impulse buying.

H₄: Sales promotion positive and significant impact toward impulse buying through a positive emotion.

Shopping lifestyle is defined as the behavior of a consumer regarding the purchase decision of a product that is associated with their personal responses or opinions (Tirmizi et al 2009). When most people have shopping lifestyle a high, this will encourage them to do impulse buying. This happens because there is a desire to fulfill their lifestyle needs for fashion that is increasingly developing, so that when they do shopping, behavior will emerge impulse buying. Rahmawati (2018) shows that shopping lifestyle has a positive and significant on impulse buying and the research of Riamukti and Arief (2017) showed that shopping lifestyle affected states impulsive buying behavior through positive consumer emotion. Then the hypothesis proposed is as follows: H₅: Shopping lifestyle has a positive and significant effect toward impulse buying.

H₆: Shopping lifestyle has a positive and significant effect toward impulse buying through positive emotion.

Emotion act as a stimulus in making purchasing decisions (Rahmawati, 2018). The emotional state of the buyer will lead to an increase or decrease in the level of planned purchases. If positive emotions felt by consumers such as feeling happy, satisfied, relaxed, excited, it will encourage consumers to buy goods and can trigger impulsive purchases. Research conducted by Rosyida and Anjarwati (2016) proves that positive emotions felt by consumers encourage impulse buying. Then the hypothesis proposed is as follows:

H₇: Positive emotion has a positive and significant effect toward impulse buying.

METHOD

This type of research is quantitative research and causality research design. The population in this study are all consumers of Duta Mode Purwokerto whose unknown numbers. The total sample of 115 respondents was calculated using the iteration formula. The sampling technique used incidental sampling technique.

The data collection method uses the questionnaire and documentation method. The variables used are independent variables consisting of variables visual merchandising, sales promotion and shopping lifestyle. The dependent variable is impulse buying and the intervening variable is positive emotion. Data analysis used classical assumption test analysis, hypothesis test (t test and path analysis) using SPSS Statistics version 21.

RESULTS AND DISCUSSION

Normality Test

The results of the normality test of variables visual merchandising, sales promotion, shopping lifestyle and positive emotion towards impulse buying on the P-plot graph indicate the points spread around or follow the direction of the diagonal line, which means the data is normally distributed. Test for normality through the non-parametric statistical test Kolmogorov-Smirnov (KS) which shows the data are normally distributed because Asymp values are obtained Sig (2-tailed) of 0.610 > 0.05.

Multicollinity Test

The results of the multicollinity test showed that each independent variable had a val-

ue tolerance > 0.10. Variable visual merchandising is 0,758, sales promotion is 0,609, shopping lifestyle is 0,495 and positive emotion is 0,537. Each independent variable has a value of Variance Inflation Factor (VIF) < 10. Variable visual merchandising is 1,320, sales promotion is 1,643, shopping lifestyle is 2,020, and positive emotion is 1,864. There is no multicollinearity between independent variables in the regression model.

Heteroscedasticity Test

Heteroscedasticity test results through scatterplot graphs, the points spread randomly both above and below the number 0 and the Y axis. Based on the results of the Glejser test all independent variables have a probability value sig. > 0.05. Variable visual merchandising is 0.057, sales promotion is 0.779, shopping lifestyle is 0.191 and positive emotion is 0.058. There are no interdependent variables between each other and heteroscedasticity does not occur.

Hypothesis Test

Statistics t test

Based on the SPSS Statistics version 21 program, the result of multiple linear regression models are shown in table 2:

Table 2. The Effect of Visual Merchandising, Sales Promotion, Shopping Lifestyle and Positive Emotion to Impulse Buying

Variables	Beta	T	Sig.
(Constant)		1.519	.132
Visual Merchandising	.179	2.578	.011
Sales Promotion	.257	3.309	.001
Shopping Lifestyle	.078	0.910	.365
Positive Emotion	.439	5.322	.000

a. Dependent Variable: Impulse Buying

Effect of Visual Merchandising Toward Impulse Buying

The results showed that visual merchandising had a positive and significant effect on impulse buying. T value of 2.578 > 1.981 and sig value of 0.011 < 0.05. H₁ which states that visual merchandising has a positive and significant effect toward impulse buying be accepted. This

means that the better implementing visual merchandising of Duta Mode, the greater consumers opportunity to do impulse buying.

This result is supported by previous research conducted by Yanthi and Japariato (2014) that visual merchandising has a positive and significant effect toward impulse buying.

Effect of Sales Promotion Toward Impulse Buying

The results showed that sales promotion had a positive and significant effect on impulse buying. T value of $3.309 > 1.981$ and sig value of $0.001 < 0.05$. H_3 stating that sales promotion positive and significant impact on impulse buying be accepted. This means that the more frequent sales promotions that are given by Duta Mode Purwokerto, the more consumers will make impulse buying.

These results support the research of Kwan (2016) that sales promotion has a positive and significant effect on impulse buying.

Effect of Lifestyle Shopping Toward Impulse Buying

The results showed that shopping lifestyle had no significant effect on impulse buying. T value calculated $0.910 < 1.981$, and sig value $0.365 > 0.05$. H_5 which stated that shopping lifestyle had a positive and significant effect on impulse buying rejected. These results indicate that the higher or increased shopping lifestyle will not increase the impulse buying of consumers, if the increase has an impact on the decrease in impulse buying, then the effect is not too large or significant.

These results are not in accordance with research conducted by Japariato and Sugiharto (2011) which states that shopping lifestyle has a significant effect on impulse buying. Lifestyle shopping does not directly make consumers do impulse buying but is also supported by various reasons such as economics, pleasure, emotional satisfaction and other factors.

The results of this study are supported by research conducted by Tirmizi et al. (2009) which states that shopping lifestyle does not affect impulse buying.

Effect of Positive Emotion Toward Impulse Buying

The results showed that positive emotion had a positive and significant effect on impulse buying. T value calculated $5.322 > 1.981$ and sig value $0.000 < 0.05$. H_7 stating positive emotion positive and significant impact on impulse buying

be accepted. This means that the better the positive emotions felt by consumers, the better the opportunity for impulse buying.

These results support the research of Rosyida and Anjarwati (2016) that positive emotion has a positive and significant effect on impulse buying.

Path Analysis

Table 3. Model 1 R Square

Model Summary			
R	R Square	Adjusted R Square	Std. Error of the Estimate
.681 ^a	.463	.449	3.983

Predictors: (Constant), Visual Merchandising, Sales Promotion, Shopping Lifestyle

Based on the data in the table above it was revealed that the R square value was 0.463. The value of R^2 can be used to calculate the value of e_1 by the formula:

Table 4. Model 1 The Effect of Visual Merchandising, Sales Promotion and Shopping Lifestyle Toward Positive Emotion

Variables	Beta	T	Sig.
(Constant)		2.271	.025
Visual Merchandising	.096	1.215	.227
Sales Promotion	.241	2.800	.006
Shopping Lifestyle	.460	5.185	.000

a. Dependent: Positive Emotion

Based on the tables 3 and 4 it can be seen regression equation as follows:

$$\text{Positive Emotion} = 6,933 + 0,096 + 0,241 + 0,460 + 0,732$$

Every increase visual merchandising will be followed by an increase positive emotion by 0.096 if other variables are assumed to be fixed. Every increase sales promotion will be followed by an increase positive emotion by 0.241 if others are assumed to be fixed. Every increase shopping lifestyle will be followed by an increase positive emotion by 0.460 if others are assumed to be fixed.

Tabel 5. Model 2 R Square

Model Summary			
R	R Square	Adjusted R Square	Std. Error of the Estimate
.773 ^a	.598	.583	2.818

Predictors : (Constant) Visual Merchandising, Sales Promotion, Shopping Lifestyle, Positive Emotion

Based on the data in the table above it was revealed that the R square value was 0.598. The value of R² can be used to calculate the value of e₁ by the formula:

Table 6. Model 2 The Effects of Visual Merchandising, Sales Promotion, Shopping Lifestyle and Positive Emotion Toward Impulse Buying

Variables	Beta	T	Sig.
(Constant)		1.519	.132
Visual Merchandising	.179	2.578	.011
Sales Promotion	.257	3.309	.001
Shopping Lifestyle	.078	0.910	.365
Positive Emotion	.439	5.322	.000

a. Dependent Variabel: Impulse Buying

Based on the tables 5 and 6 it can be seen regression equation as follows:

$$\text{Impulse Buying} = 3,357 + 0,179 + 0,257 + 0,078 + 0.439 + 0.634$$

Every increase visual merchandising will be followed by an increase impulse buying by 0.179 if other variables are assumed to be fixed. Every increase sales promotion will be followed by an increase impulse buying by 0.257 if others are assumed to be fixed. Every increase shopping lifestyle will be followed by an increase impulse buying by 0.078 if others are assumed to be fixed. Every positive emotion increase will be followed by an increase impulse buying by 0.439 if other variables are assumed to be fixed.

Based on the calculation of the regression equation, it can be concluded regression research as follows:

$$\text{Positive Emotion} = 6,933 + 0,096 + 0,241 + 0,460 + 0.732 \dots \dots \dots (1)$$

$$\text{Impulse Buying} = 3,357 + 0,179 + 0,257 + 0,078 + 0.439 + 0.634 \dots \dots \dots (2)$$

Effect of Visual Merchandising Toward Impulse Buying Through Positive Emotion

The the direct effect of visual merchandising on impulse buying (B₁) is 0.179. The indirect effect of visual merchandising to impulse buying through a positive emotion is calculated by multiplying coefficient lines visual merchandising (B₂) with a path coefficient positive emotion (B₇), namely (0.096) x (0.439) = 0.042. The total effect of the path coefficient is by adding up the direct effect and indirect effect of the variable, visual merchandising namely B₁ + (B₂x B₇) = 0.179 + (0.096 x 0.439) = 0.221.

The results of the total effect indirect coefficient of variables visual merchandising on impulse buying through positive emotion is equal to 0.221. While the path coefficient of the direct influence of visual merchandising on impulse buying is 0.179. This means that the total effect of the indirect path coefficient > the effect of the direct path coefficient. Then H₂ which states visual merchandising a positive and significant effect on impulse buying through positive emotion is received. That means positive emotion is able to mediate the effect of visual merchandising with impulse buying.

This result is supported by Yanthi and Japariato (2014) research that visual merchandising has a positive and significant effect on impulse buying through positive emotion.

Effect of Sales Promotion Toward Impulse Buying Through Positive Emotion

The direct effect of sales promotion on impulse buying (B₃) is 0.257. The indirect effect of sales promotion on impulse buying through positive emotion is calculated by multiplying the path coefficient of sales promotion (B₄) by the path coefficient positive emotion (B₇), namely (0.241) x (0.439) = 0.105. The total influence of the path coefficient is to add up the direct effect and indirect effect of the variable, sales promotion namely B₃ + (B₄x B₇) = 0.257 + (0.241 x 0.439) = 0.362.

The results showed that sales promotion influences impulse buying through positive emotion. The results of this study are proven by the total effect of the indirect path coefficient 0.362 > the effect of the direct path coefficient 0.257. Then H₄ indicates sales promotion effect on the impulse buying through positive emotion received. This

means that positive emotions streng then the influence of sales promotion on impulse buying.

The results of this study are supported by Kwan (2016) research that sales promotion has a positive and significant effect on impulse buying through positive emotion.

Effect of Shopping Lifestyle Toward Impulse Buying Through Positive Emotion

The direct influence of shopping lifestyle on impulse buying (B_5) is 0.078. The indirect effect of shopping lifestyle on impulse buying through positive emotion is calculated by multiplying the path coefficient of shopping lifestyle (B_6) with the path coefficient positive emotion (B_7), namely $(0.460) \times (0.439) = 0.201$. The total influence of the path coefficient is to add up the direct effect and indirect effect of thevariable, shopping lifestyle namely $B_5 + (B_6 \times B_7) = 0.078 + (0.460 \times 0.439) = 0.279$.

The results showed that shopping lifestyle influences impulse buying through positive emotion. The results of this study are evidenced by the total effect of the indirect path coefficient $0.279 >$ the effect of the direct path coefficient 0.078. So that H_6 stating shopping lifestyle influence on impulse buying through positive emotion received. This means that positive emotion is able to mediate the influence of shopping lifestyle on impulse buying.

This result is supported by Riamukti and Arief (2017) research that shopping lifestyle has a positive and significant effect on impulse buying through positive emotions.

Based on the discussion above, the full model path analysis figure is as follows:

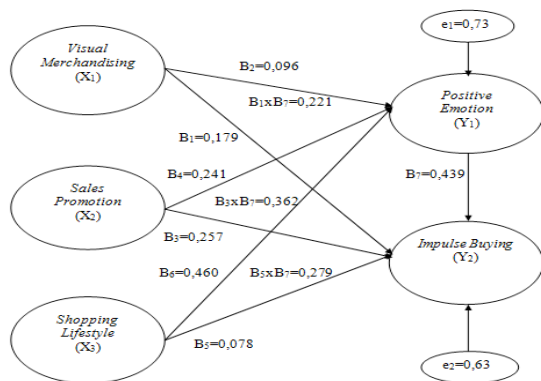


Figure 1. Full model path analysis

CONCLUSSION AND RECOMMENDATIONS

Based on the results of research and discussion, the conclusion is that visual merchan-

dising has a positive and significant effect on impulse buying. The better the application of visual merchandising Duta Mode Purwokerto, the better the impulse buying of consumers. Visual merchandising has a positive and significant effect on impulse buying through positive emotion. This means that positive emotion can mediate the effect of visual merchandising on impulse buying. The better visual merchandising Duta Mode Purwokerto will form a positive emotion that will affect the impulse buying of consumers.

Sales promotion has a positive and significant effect on impulse buying. This means that the better the sales promotion given by Duta Mode Purwokerto, the better the consumer will be in doing impulse buying. Sales promotion has a positive and significant influence on impulse buying through positive emotion. This means that positive emotion can mediate the effect of sales promotion on impulse buying. The better sales promotion offered by Duta Mode will increase positive emotions that will affect impulse buying consumers.

Shopping lifestyle does not have a significant positive effect on impulse buying. This is caused by other factors that can change the lifestyle behavior of consumers when shopping at Duta Mode Purwokerto so as not to encourage impulse buying. Shopping lifestyle has a positive and significant influence on impulse buying through positive emotion. This means that positive emotion can mediate the influence of shopping lifestyle on impulse buying. The higher the shopping lifestyle of consumers, it will increase positive emotions that will help consumers to make impulse buying

Positive emotion has a positive and significant effect on impulse buying. This means that the better the positive emotions of consumers, the better consumers will do impulse buying.

Suggestions for Duta Mode Purwokerto: 1) pay more attention to in-store lighting and more product displays must comply with standard operating procedures so as to make a good impression for consumers. 2) sales promotion is Duta Mode further enhanced, for example by providing lottery coupons with a certain minimum purchase that will be drawn at the specified time. 3) Duta Mode Purwokerto better understands consumer behavior related to the lifestyle of shopping about fashion that is in demand so that Duta Mode can meet the needs and desires of consumers. 4) Duta Mode parties must create and maintain positive consumer emotions, for example by improving services to consumers and adding facilities such as providing seats for consumers.

Suggestions for future researchers to be able to develop research using other variables that can influence impulse buying consumer such as situational factors (availability of time and money) on different objects such as supermarkets or purchases online. Consumers who have the availability of time and money will be more likely to do product searching and browsing in stores.

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