

THE EFFECT OF CONSUMER BEHAVIOR ON POSITIVE EMOTIONS AND THE IMPULSIVE BUYING WITH SALES PROMOTION AS THE MODERATE VARIABLE: MATAHARI.COM**Muhamad Ridwan Fauzi ¹, Anton Wachidin Widjaja ²**¹President University, muhamadridwan.fauzi@student.president.ac.id²President University, wachidin.anton@president.ac.id

ABSTRACT

This research aims to assess how hedonism, price consciousness, and positive emotions influence impulsive purchasing and its consequent impact on real transactions within the E-The objective of this study is to examine how hedonism, price consciousness, and positive emotions impact impulsive purchasing and subsequently influence real transactions on E-Commerce platform Matahari.com. The primary data for this research is derived from Matahari.com customers who have used the platform for less than 3 months. The collection of data employed incidental sampling and was distributed to 215 Matahari.com respondents. The data were analyzed using the Structural Equation Modelling (SEM) method with SPSS and Amos Statistic Ver. 23 software. The findings of this investigation reveal the following: (1) Hedonism has a positive relationship with the positive emotion on online shopping in the context of Matahari.com. (2) Price Consciousness has a positive relationship with the positive emotion on online shopping in the context of Matahari.com. (3) Fashion Interest has a positive relationship with the positive emotion in online shopping in the context of Matahari.com. (4) Positive Emotion has a positive relationship with impulsive buying on online shops within Matahari.com. (5) Sales promotions play a constructive role in moderating the connection between impulsive purchasing and actual transactions on the Matahari.com online shopping platform E-commerce platform Matahari.com.

Keywords: Hedonism, Price Consciousness, Fashion Interest, Positive Emotion, and Impulsive Buying.

1. Introduction

According to Nurcahyadi (2021) in today's modern era, the growth of various business activities is increasing rapidly. One of the factors is the existence of highly developed information technology, especially the internet, in various business activities, there are no limitations on distance, time and costs. So that the business is easier to grow and can reach more potential buyers.

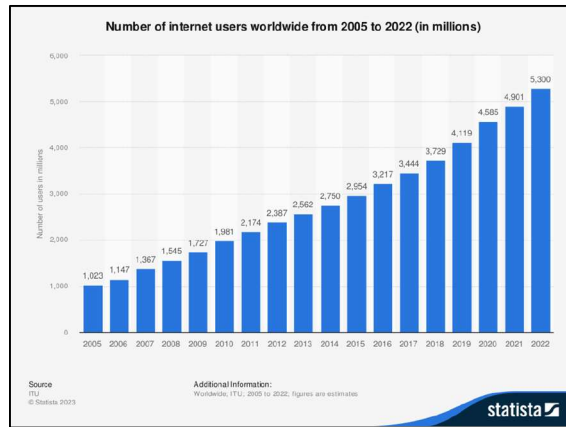


Figure 1. Number of internet users worldwide at 2022
(Source: Statista.com)

Based on data released by Petrosyan, A. (2023), it shows that as of November 2022 the number of internet users worldwide is 5.3 billion users out of a total world population of more than 8 billion people, meaning 66.2% of the world's population use the internet. until 2022. This figure is not impossible to continue to increase from year to year. Indonesia is ranked fifth highest in the world with 224 million internet users out of a total Indonesian population of 282.4 million people or equivalent to 79.3% of the entire population in Indonesia in 2022.

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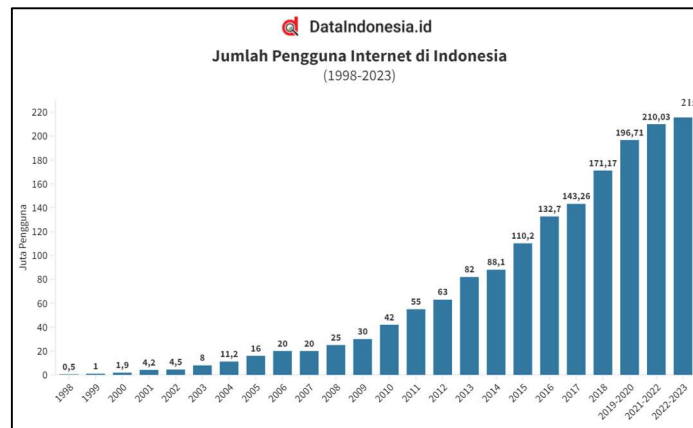


Figure 2. Number of internet users in Indonesia at 2023
(Source: APJII)

According to findings from a study conducted by the Indonesian Internet Service Providers Association (APJII), the count of internet users in Indonesia stood at 215.63 million individuals during the period of 2022-2023. This figure saw a rise of 2.67% when compared to the prior period's count of 210.03 million users. These internet users make up approximately 78.19% of Indonesia's total population of 275.77 million. This percentage reflects an increase of 1.17% in contrast to the 77.02% recorded in 2021-2022. Based on gender, the internet penetration rate for men in Indonesia is 79.32%, this figure is higher than the internet penetration rate for women which is 77.36%. Meanwhile, the internet penetration rate in urban areas is 77.36% in 2022-2023. The percentage is also better than in rural areas which is 79.79%. For information, APJII together with SRA Consulting conducted a survey of 8,510 respondents throughout Indonesia from 10-27 January 2023. This survey was conducted using the multistage random sampling method with a margin of error of 1.14% and a 95% confidence level.



Figure 3. Estimate of E-Commerce transaction in Indonesia from 2021-2023 (Source: databoks.katadata.co.id)

According to Nurcahyadi (2021) with the increase in internet users, this has affected changes in buying behavior which is usually done offline to buying online. An alternate phrase for online business activities is E-Commerce. As stated by the World Trade Organization, E-Commerce encompasses the electronic methods of producing, distributing, marketing, selling, or delivering goods/services. According to information disclosed by Bank Indonesia in 2022, digital trade dealings in Indonesia are experiencing rapid growth. The data illustrating the swift progression of technology has revolutionized people's spending habits by shifting trade transactions into the electronic realm (E-Commerce). In the past, trade occurred in person, involving face-to-face interactions between traders and buyers, which is no longer the case. Nowadays, consumers view products solely on the seller's website, placing orders and making payments via bank transfers or electronic funds, or even opting for payment upon receipt of goods (Cash on Delivery/COD). The value of E-Commerce transactions in Indonesia hit US\$86 billion in 2022, marking a 27% surge from the preceding year. And, this is estimate will be increase in the future.

Merchant	Monthly Web Visits	App Store Rank	Play Store Rank	Twitter	Instagram	Facebook	Number of Employees
1 Tokopedia	158,346,667	#2	#5	1,000,000	5,263,104	6,517,950	7,976
2 Shopee	131,296,667	#1	#1	842,900	8,727,742	25,778,184	6,781
3 Lazada	26,640,000	#3	#2	475,900	3,156,231	32,137,440	1,506
4 Bukalapak	21,303,333	#7	#6	252,500	3,110,525	2,505,675	2,962
5 Bibit	19,736,667	#5	#3	613,700	2,258,064	6,489,266	2,952
6 Orami	16,176,667	#NA	#NA	5,685	20,085	350,042	251
7 Ralali	10,830,000	#24	#NA	3,736	50,778	90,396	204
8 Zalora	2,990,000	#4	#9	69,400	772,558	8,021,418	258
9 Klik Indomaret	2,846,667	#8	#8	NA	443,893	79,369	NA
10 JD ID	2,343,333	#9	#7	62,100	649,624	1,036,192	1,566
11 Sociolla	1,426,667	#6	#4	9,868	1,028,400	18,498	934
12 Bhinneka	1,370,000	#20	#10	65,800	42,138	1,025,652	608
13 Matahari	1,108,550	#10	#NA	90,600	779,264	1,555,262	700
14 Jakmall	848,913	#17	#14	3,564	53,754	98,727	155
15 Jakarta Notebook	783,440	#16	#NA	10,100	47,115	46,360	115

Figure 4. The map of e-commerce in indonesia Q2 2022 (Source: <https://iprice.co.id/insights/mapofecommerce/en/>)

As per information provided by ipriceinsight.com in 2023, Indonesia hosts a total of 36 renowned E-Commerce labels. Specifically, within the realm of fashion, data sourced from the same platform for the

second quarter of 2022 discloses a number of prominent E-Commerce brands operating in Indonesia's fashion sector. These include notable names like Matahari, Berrybenka, Orami, Zalora, Watches, Sociolla, iStyle, Mapemall, Hijup, Bro. do, Sorabel, and several others. Matahari ranks 13th out of all E-Commerce in Indonesia with monthly visitors of 1,108,550 people. Even though at first Matahari only served direct purchase transactions to its stores, now there is a new policy that consumers can order goods through applications and websites to better reach all groups. In this research, the author will examine the existence of the online store Matahari.com, and how these e-commerce players can maintain their existence amidst the intense competition.

Matahari has a long history in the Indonesian retail world. Starting its journey on 24 October 1958 by opening its first outlet as a children's fashion store in Jakarta's Pasar Baru area, Matahari took a step forward by opening Indonesia's first modern department store in 1972. Since then, Matahari has established itself as a genuine national brand.

Matahari is the largest retail platform in Indonesia, with 155 outlets in 81 cities across Indonesia, as well as online through Matahari.com. For more than 60 years, Matahari has provided quality, fashionable and affordable clothing, beauty, and shoe products for Indonesia's growing middle class. Matahari employs more than 30,000 employees (including consigned SPG products) and partners with around 600 local and international suppliers.

The Company received several awards from the industry – national and international – including Top 100 Most Valuable Brand by Brand Finance, Most Improved Investor Relations and Top 5 Best Senior Management IR Support in 2022 from Alpha Southeast Asia, Top 10 CSR Donor from Indonesia Stock Exchange, Best Non-Financial Sector and Top 10 Mid-Cap Issuers ASEAN Corporate Governance Awards 2022, Top Digital Company & Best Excellent Service Experience Index Award 2022 from Marketing Magazine, Top 50 Most Valuable Brand Awards 2021 from Brand Finance Indonesia, Top 500 Retail Asia Pacific from Retail Asia, Euromonitor & KPMG; Brand Asia 2018 – Top 3 Most Powerful Retail Brands in Indonesia from Nikkei BP Consulting, Inc. and WoW Brand Award 2019 – Gold Champion from MarkPlus Inc. In addition, the Company also won the 2018 Indonesia Netizen's Brand Choice Award from Warta Ekonomi. All of these awards, support and strengthen the Company's reputation as one of the leading, dynamic, and trusted companies in Indonesia.

In carrying out sales promotion strategies, Matahari.com is an E-Commerce that always provides discounts and various promotions every day. Usually, Matahari uses a discount system for its discounts, later on its web page, namely, <https://www.matahari.com/promo>, any ongoing promos will be displayed with the applicable T&C. Apart from that, Matahari.com also collaborates with other products such as MS Glow, Natasha, Optik Melawai, and many more. So, when you have registered as a Matahari Member, you will receive a discount for transacting on the partner's products.

Matahari in delivering its products to consumers uses paper bags or plastic bags made from cassava, so they are environmentally friendly because they are easily decomposed. In addition, the impression is exclusive and in it are souvenirs and discounted vouchers for further purchases, however this depends on the total amount of spending by consumers.

According to Jakarta KOMPAS on September 10th, 2021 Matahari Department Store has started to introduce one of the most effective sales promotion strategies, called Omni-Channel. The purpose of this sales promotion strategy is to combine the convenience of shopping online through websites or applications and offline through Matahari's 155 stores in 81 cities throughout Indonesia. The success of this sales strategy has become the foundation for Matahari to take this strategy more seriously in achieving a stable growth target. This is proven, they have recorded gross sales of IDR 12.4 trillion, up 20.7% from last year. EBITDA in 2022 reached IDR 2.0 trillion, 50.9% higher than last year and above consensus, this was conveyed through their official website (Matahari, 2022).

Of the various types of sales promotion strategies implemented by Matahari, it gives a signal that to compete in the world of E-Commerce, it must be carried out with vigorous sales promotions to increase short-term

sales volume. Even though Matahari has made promotional efforts, the results are still not optimal. It is proven that Matahari has not become the top performing online consumer goods retailer in Indonesia. Based on the data obtained from the table of the map of e-commerce in Indonesia Q2 2022 above, it can be seen that even Matahari is not included in the top 10 retail, unlike Zalora which is already in the top 10 which is also in the same sector as Matahari.

With increasing E-Commerce competition in Indonesia, Matahari must have innovations and strategies on how to attract consumers to make transactions. According to Peter and Olson (2013) because consumers are the purchasing decision makers, knowledge about consumer decision-making behavior needs to be known by business actors to increase the intensity of purchases of products or services sold. Therefore, we must study how consumer behavior to get the right strategy.

According to Wahid (2012), Indonesian consumers have 10 unique characteristics, namely having a short memory, not planning, likes gathering, not adaptive to new technologies, tends to focus on context and not content, likes foreign products, is religious, likes to show off, influenced by subcultures and do not care about the environment.

One observed trait among Indonesian consumers is their tendency for unplanned purchases, often referred to as impulsive buying. Sultan (2012) explains impulsive buying as a strong emotional urge to make immediate purchases, driven more by emotions than rational thinking. Should Matahari be able to discern the influential factors behind impulsive buying and devise an appropriate strategy, this behavior could be harnessed to augment Matahari's sales.

In the view of Arifin (2014), marketing advancements in the post-industrial era have significantly facilitated impulsive buying for consumers. The advent of platforms like the internet has increased the accessibility of products and services to impulse buyers. This includes easy product availability, simplified purchasing processes, reduced social pressures, and the elimination of delivery hassles. Consumer evaluation and assessment of a product has an effect on buying behavior. According to Arifin (2014), positive emotions will have an impact on positive evaluations and negative emotions will have an impact on negative evaluations. According to Tirmizi (2009), positive emotion is defined as a mood that influences and determines the intensity of consumer decision making. So, it can be concluded that positive emotions can influence impulsive purchases. Eysenck (1985), said that consumer emotions have a role in impulsive purchases.

The catalyst impacting favorable feelings is the attraction towards fashion. As per Dhurup's research in 2014, fashion interest stands for the extent of a customer's interaction with trendy garments. This involvement signifies an individual's keenness for stylish items like clothes. The study by Park, Kim, and Forney in 2006 highlighted that fashion interest tightly associates with individual traits and familiarity with fashion, influencing the assurance a shopper has in their buying choices. Furthermore, a constructive correlation between engagement levels and clothing acquisition patterns was observed, with intensely fashion-involved consumers showing a preference for spontaneous apparel purchases. Another factor that influences positive emotion is due to a shift in the shopping function to a lifestyle. According to Anastasia (2008) in the past shopping was only done to make ends meet, but now shopping has become a lifestyle. Shopping is not only to buy the basic necessities needed, but shopping can also show one's social status, because shopping means one has material possessions. Kim (2006) argues that hedonism is synonymous with fulfilling non-functional aspects of consumers. Hedonism is the key to successful impulse buying. According to Park, Kim and Forney (2006), Hedonism has an important role in impulsive purchases. Therefore, consumers often experience impulsive purchases when driven by hedonic desires or other reasons outside of economic reasons, such as because they like a product, are happy, social or because of emotional influences.

In addition to Hedonism, as stated by Lichtenstein et al. (1993), price consciousness refers to the degree to which consumers focus solely on obtaining products at lower costs. According to Jin et al. (2003), consumers perceive money as a valuable resource that necessitates sacrifices. Consequently, they adopt a

price-conscious approach during purchase activities, actively seeking the most economical options. This behavior prompts them to extensively compare prices across stores for optimal deals. Research by Brown (1978) and Magi & Julander (2005) reveals that price-conscious customers possess both factual and subjective knowledge of store prices, which is linked to frequent store visits and purchasing experiences. From the factors that support this positive emotion, it is also necessary to have a driving factor for impulsive buying. Promotion can encourage this because sales promotions also have an influence on actual purchases. According to Tjiptono (2002), sales promotion serves as a means for companies to not only attract fresh clientele and induce product trials but also to bolster purchase volumes, counter rivals' promotions, augment actual buying instances, and foster retailer collaborations. A constituent of the promotional mix, sales promotion encompasses diverse incentive strategies aimed at expediting or amplifying consumer or trader purchases (Kotler, 2000). Effective communication mandates adept creation of appealing promotional initiatives and astute selection of the fitting promotion tools. To maximize profit, Companies are required to be able to optimize all potential for attract consumers to make actual purchases of their products. Giving discounts at certain events, discounts at certain time ranges, flash sales, and others, are tips for conducting sales promotions so that buyers are motivated to make purchases immediately so they don't miss existing promotions.

Based on the explanation above, and the interrelationships between the problems with one another, it is interested to conducting research about the effect of consumer behavior on positive emotions and the impulsive buying with sales promotion as the moderate variable with matahari.com as the study case.

2. Literature Review

2.1 Hedonism

Hedonism is needs that have psychological factors such as satisfaction, prestige, emotions, and other subjective feelings. This need often arises to meet social and aesthetic demands and is also called an emotional motive (Setiadi, 2003:96). Kim (2006) argues that Hedonism is synonymous with fulfilling non-functional aspects of consumers. Delle Fave, A., Massimini, F., Bassi, M. (2011) explain that hedonism can activate the positive emotion, because the hedonic view equates happiness with pleasure, comfort, and enjoyment. According to Arnold and Reynolds (2003), hedonism is a buying activity that is driven by behavior related to the five senses, imagination, and emotions making pleasure and material enjoyment the main goal of life. To et al. (2007) developed previous research by eliminating satisfaction and role aspects to measure hedonism in online purchases. Due to the use of the senses in traditional shopping, it is difficult to experience shopping via the Internet. Based on this premise, the following hypothesis is formulated:

H1 Hedonism has a positive relationship with the positive emotion on online shop.

2.2 Price Consciousness

Price consciousness is a crucial factor influencing consumer behavior, especially in the context of the fashion industry and e-commerce. It refers to consumers' sensitivity towards the price of products and their inclination to seek the best value for their money. In the highly competitive and fast-paced fashion e-commerce landscape, understanding price consciousness is vital for businesses to devise effective marketing strategies and pricing policies.

Several factors contribute to consumers' price consciousness in the fashion industry. One such factor is the economic environment. During periods of economic uncertainty or recession, consumers tend to be more price-sensitive as they look for cost-effective alternatives (Dholakia et al., 2010). Additionally, individual characteristics such as income level, age, and shopping habits play a role in shaping price consciousness. Research by Nguyen and Nguyen (2019) found that younger consumers exhibited higher price consciousness due to their limited disposable income and preference for trendy but affordable fashion items. Price consciousness has a significant impact on consumer behavior in the fashion industry and e-commerce. According to Kim and Kim (2018), price-conscious consumers are more likely to engage in extensive

information searches, compare prices across different platforms, and wait for promotional offers or discounts before making a purchase, because they will feel happy when they can get the lower prices. This behavior is particularly prevalent in the e-commerce setting, where consumers have easy access to multiple retailers and can quickly compare prices.

Moreover, price consciousness influences brand loyalty and perception. Research by Jang and Nam (2017) suggests that price-conscious consumers may switch their allegiance to cheaper alternatives, it means the consumers will have positive emotion/ happy if they can buy the cheaper product in a good brand and stuffs. This poses challenges for fashion e-commerce retailers who need to strike a balance between offering competitive prices and maintaining brand value. Fashion e-commerce retailers can adopt various strategies to address price consciousness and cater to price-sensitive consumers. Implementing dynamic pricing, where prices are adjusted based on demand and market conditions, can attract price-conscious shoppers seeking the best deals (Chen et al., 2019). Additionally, offering loyalty programs and targeted promotions can incentivize consumers to make purchases without compromising on perceived value (Chan et al., 2021). Furthermore, transparent pricing policies and clear communication about the value proposition can build trust and enhance brand perception among price-conscious consumers (Nguyen and Nguyen, 2019). For instance, highlighting the use of sustainable materials or ethical production practices may justify a higher price point for eco-conscious shoppers. In this sense, the following hypothesis can be formulated:

H2 Price Consciousness has a positive relationship with the positive emotion on online shop.

2.3 Fashion Interest

Fashion has been an integral part of human culture for centuries, serving as a means of self-expression and reflecting societal values. The interest in fashion spans across diverse demographics and has evolved with changing times.

Fashion interest is deeply rooted in human psychology, with individuals seeking to showcase their identity, personality, and social status through clothing choices. According to Gifford (2016), clothing and fashion choices can become an extension of an individual's self-concept, providing a medium to express oneself and signal social identity. This self-expression can be influenced by cultural background, peer groups, and personal preferences. Moreover, fashion interest is often associated with self-esteem and confidence. In a study by Taylor et al. (2018), it was found that individuals who had a higher interest in fashion tended to exhibit increased levels of self-assuredness and positive body image will give the positive emotion if they can buy the good fashion stuff. This correlation suggests that fashion interest can act as a psychological boost for many individuals. Numerous factors contribute to the cultivation of fashion interest among individuals. One of the primary influences is media, particularly through celebrities and influencers. As asserted by Williams (2017), celebrities play a crucial role in shaping fashion trends, as their styles are extensively covered by the media, leading to widespread imitation among fans.

Additionally, social media platforms have revolutionized the fashion landscape. According to a report by Statista (2020), Instagram and TikTok are among the most influential platforms for fashion interest, with users seeking inspiration from fashion influencers and sharing their own styles with the world. The rise of these platforms has democratized fashion, enabling ordinary individuals to become trendsetters and influencers.

Fashion interest is intricately linked to societal values and cultural norms. As highlighted by Davis (2019), fashion trends are often influenced by global events, cultural shifts, and movements, as designers and consumers seek to respond to prevailing sentiments. For example, during periods of economic downturn, there is a noticeable shift towards more minimalist and sustainable fashion choices.

Furthermore, inclusivity and diversity have become increasingly essential considerations in the fashion industry. Nielsen (2021) states, Fashion brands are now under pressure to cater to diverse body types and embrace various cultural aesthetics to be perceived as socially responsible and inclusive. This has led to the rise of body-positive and gender-neutral fashion movements, reflecting the changing values of contemporary society. From these explanations, a hypothesis can be formulated:

H3 Fashion Interest has a positive relationship with the positive emotion on online shop.

2.4 Positive Emotions

Emotion constitutes the result of mood, a pivotal aspect for consumers when making purchasing choices. Traditionally, emotions are divided into two independent dimensions positive and negative (Park et al., 2006). Positive emotions encompass moods that intricately shape and dictate the intensity of consumer decision-making (Tirmizi 2009). As outlined by Laros and Steenkamp (2005), emotions are assessments of an individual's intricate nervous system responses to both internal and external stimuli, often simplified into overarching dimensions like positive and negative affect. Essentially, emotions stand as evaluative responses stemming from an individual's nervous system in reaction to internal or external triggers and are frequently conceptualized as a general spectrum, impacting both positively and negatively. The study by Laros and Steenkamp (2005) aims to outline a Consumer Emotions Hierarchical Model, encapsulating adverse and favorable sentiments to do impulsive buying. Not all emotions can be used to measure consumer behavior. Therefore, the decoration of positive and negative feelings is carried out. The following are positive feelings (positive effect) according to Laros and Steenkamp (2005):

A. Satisfaction (Satisfaction)

Satisfaction is the condition of consumers getting something according to their expectations. The form of satisfied (satisfied), satisfied (fulfilled), peaceful (peaceful).

B. Pleasure (Happiness)

Pleasure refers to the consumer feeling good, full of excitement and happy in the shopping process. The forms of pleasure are optimistic, enthusiastic, hopeful, happy, pleased, joyful, relieved, thrilled and enthusiastic. In this line of thought, a hypothesis can be formulated:

H4 Positive Emotion has a positive relationship with the impulsive buying on online shop.

2.5 Sales Promotion

According to Ndubisi (2005), the concept of sales promotion encompasses a range of techniques aimed at immediate sales impact and make them do the impulsive buying. This involves utilizing diverse incentive tools to swiftly boost product/service purchases and consumer engagement (Tjiptono, 2008). In a similar vein, Kotler and Keller (2012) emphasize that sales promotion includes short-term incentives to prompt product trials or purchases. Belch (2020) further adds that sales promotion aims to sway consumers towards trying and adopting a product. Ultimately, the core goal of sales promotion is to drive buyer action and initiate a sequence of purchasing behaviors. According to Kotler and Keller (2012), sales promotion tools are divided into three dimensions:

1. Consumer Promotion Tools, including:

- a. Product samples, samples are offers to try products. Sampling is the most effective way to introduce an existing product, although sampling can be expensive.
- b. Coupons, coupons are certificates that give buyers savings when they buy a certain product. Coupons can promote new brand trials or encourage sales of existing brands.
- c. Cash returns (rebates), cash returns are price reductions after purchase and not when purchased at a retail store. The consumer provides a "proof of purchase" to the producer, who then returns a portion of the price in cash in the mail.
- d. Special prices, special prices or also known as price reductions (discounts) offer price savings by marking directly on the label or packaging.
- e. Premiums, premiums, or direct gifts are items offered free of charge or at a low price as an incentive to buy a product.
- f. Frequency program, frequency program is a program that gives prizes to consumers who buy products with a certain frequency and intensity.
- g. Contests, sweepstakes, and games, contests, sweepstakes, and games programs that provide consumers with the opportunity to win something, such as cash, trips, or goods, through luck or effort.

- h. Support awards, support awards are cash awards given to regular users of company products or services, such as supermarket subscription shopping cards that provide points every time you shop and can be exchanged for certain products.
 - i. Free testing, free testing invites prospective consumers to try the product free of charge in the hope that they will return.
 - j. A product warranty is a seller's explicit promise that the product will work as specified or that the seller will repair or refund the buyer for a specified period.
 - k. Point of purchase promotion includes displays and demonstrations at the point of sale, such as free trial offers, counter displays, or display of posters and signs to provide information regarding product location.
2. Trade Promotion Tools, including:
- a. Price-off, direct discount from the list price on every purchase during a specified period.
 - b. Allowance, the amount offered in exchange for a retailer agreeing to display a manufacturer's products in some way.
 - c. Free goods, additional offers of free merchandise, to intermediaries who buy a certain amount.
3. Business Promotion Tools, including:
- a. Trade shows and conventions, trade shows, and annual conventions provide access to upcoming sales, gain exposure, and increase a company's visibility within the industry.
 - b. Sales contests aim to encourage salespeople to increase brand sales results over a specified period, with prizes (money, trips, prizes, or coupons) to those who succeed.
 - c. Specialty advertising, special advertising items or useful trinkets printed with the advertiser's name, logo, or message given as a gift to a salesperson.

From the several definitions above, it can be concluded that sales promotion is how companies can introduce products and influence consumer shopping behavior so that consumers can carry out purchasing activities using companies providing added value to a product or brand through the use of various incentive tools. Based on above statements, the following hypothesis is formulated:

H5 Sales promotion positively moderates the relationship between positive emotion and the impulsive buying on online shop.

2.6 Hedonism

According to Ndubisi (2005), it is argued that impulsive buying behavior, also known as unplanned buying behavior, involves consumers making purchases without prior consideration or a clear product choice in mind. Mawardi (2011) defines impulsive buying as consumers' tendency to make spontaneous, unreflective, and emotionally driven purchases influenced by marketing persuasion. Similarly, Sinaga (2012) states that impulsive buying refers to purchases made without prior conscious recognition or pre-formed purchase intentions before entering the store. According to Faber in Mawardi (2011), states that the factors involved in unplanned purchases include:

1. Mental aspects like self-worth, melancholy, stress, and the pursuit of flawlessness.
2. Physiological aspects manifest in the impacts of alcohol treatment and neurotransmitter communication, individual, and familial purchasing backgrounds connected to the condition.
3. Societal aspects such as gender responsibilities, initial childhood encounters, and shifts in communal standards like sentiments of detachment.

In addition, according to Hawkins (2023), impulsive purchases can classified as follows:

1. Impulse buying (pure impulse buying)
That is an impulsive purchase that is purely caused by a buying pattern that deviates from normal buying. In the pure impulsive process, the prospective buyer directs to a particular brand and then makes a quick purchase. The need for that product category may arise subconsciously, where no information is sought and no other brands are considered.
2. Impulse buying due to experience (reminder impulse buying)

This purchase occurs when a consumer is reminded by an in-store stimulus or needs an item when he sees the store or remembers an advertisement about an item and a previous decision to buy. Individuals spontaneously decide to buy goods based on previous experiences or memories.

3. Impulse purchases due to suggestions (suggestion impulse buying)

In this type of purchase, consumers do not have sufficient knowledge of new products. Consumers see these products and consumers are often influenced because they are convinced by sellers or friends they meet while shopping.

4. Impulse purchases due to certain situations (planned impulse buying)

This type of purchase occurs after seeing and knowing the sales conditions. For example, the sale of certain products at special prices for purchasing coupons, and others.

5. Impulse purchase of substitute goods (substitution impulse buying)

Consumers make purchases because they have planned but because the goods in question run out or are not in accordance with what they want, the purchase is made by buying the same type of goods but with a different brand or size.

Then, according to Rook in Cahyorini and Rusfian (2011), Impulse buying consists of the following characteristics:

1. Spontaneous, impulsive purchases occur unexpectedly and motivate consumers to buy on the spot, often in response to point-of-sale visual stimuli.
2. Compulsive power, the motivation to rule out other things and act quickly.
3. Excitement and stimuli, namely the desire to buy suddenly which is often followed by emotions such as exciting, thrill, or wildness.
4. Ignorance of consequences, the desire to buy can become irresistible until the negative consequences that may occur are ignored.

From the description above it can be concluded that impulsive purchases or unplanned purchases are another form of consumer buying patterns. As the term implies, the purchase was specifically unplanned. Occurs when the consumer suddenly experiences a strong desire to buy the item he wants as soon as possible.

2.7 Research Model

The purpose of this research is to assess the impact of hedonism, price consciousness and fashion interest as a variables on positive emotion and using sales promotion as a moderator from positive emotion to impulsive buying.

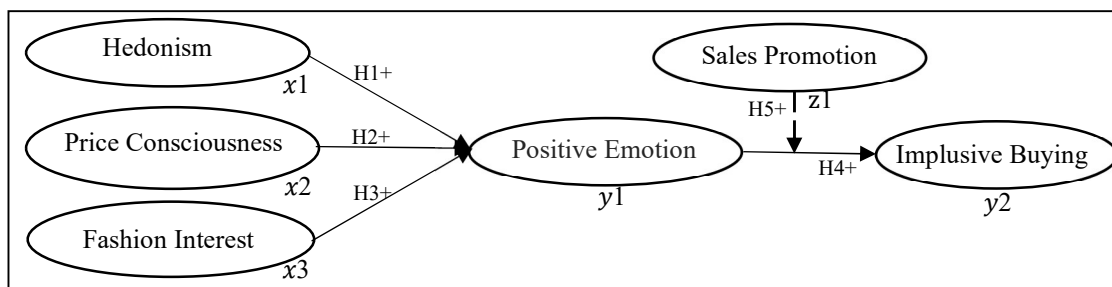


Figure 5. Theoretical Framework
(Source: ???Belum ada sumber)

This study consists of independent variables, dependent variables, intervening/ mediating variable, and moderator variables. The independent variables are hedonism, price consciousness, and fashion Interest. The intervening/mediating variable is positive emotion. The dependent variable is Impulsive Buying. Sales

Promotion will be the moderator variables that moderate of positive emotion and impulsive buying in this study.

3. Research Method

In this study, we examined impulsive buying factors in the context of online retail in Indonesia, employing a quantitative research approach. The selection of participants was carried out through purposive sampling, a non-probability technique, to identify suitable respondents. The study focused on individuals who had previously made clothing purchases at the Matahari Department Store to ensure insights into the specific context. Those who had experience with online clothing purchases at *matahari.com* were targeted, considering their nuanced perspectives on the subject (Peter and Olson, 2013). Utilizing social media platforms facilitated efficient data collection on diverse social issues within a brief timeframe (Grieve et al., 2014), proving to be as reliable as traditional pen-and-paper surveys (McCormick et al., 2017). From September to November 2023, an online questionnaire was distributed through five popular social media platforms in Indonesia—Instagram, Facebook, WhatsApp, Twitter, and Line. Relevant respondents were gathered using hashtags like #matahariclothes, #cole, #connexion, #cardinal, #triset, and similar keywords. To ensure a robust dataset, a minimum of 200 respondents was deemed necessary for analysis and publication (Barrett, 2007). Ultimately, 215 valid responses were obtained and processed, as detailed in Table 1.

Table 1. Respondent Profile

Type	Profile	N=Number Of	Respondent Percentage (%)
Gender	Male	45	21
	Female	170	79
Age	13 – 18 Years Old	12	6
	19 – 35 Years Old	194	90
	36 – 50 Years Old	9	4
	>50 Years Old	0	0
Education	SMP/SMA	125	58
	D1/D2/D3	15	7
	S1	69	32
	S2/S3	6	3
Activities	Student	146	68
	PNS	11	5
	Employee	24	11
	Entrepreneur	13	6
	Housewife	6	3
	Other	15	7

Source: Processed from primary data, 2023

The questionnaire comprised two sections. The first section explored respondents' recent clothing purchases from *Matahari.com* within the last three months. Subsequently, the second section delved into their purchase intentions and actual transactions involving second-hand clothing. Additionally, respondents provided insights into their hedonistic tendencies, price consciousness, fashion interests, and positive emotions. Measurement scales from established sources were incorporated, including a 7-item hedonism scale (To et al., 2007), a 4-item price consciousness scale (Solomon, M. R., 2009), a 6-item fashion interest scale (Mair, C., 2018), a 5-item sales promotion scale (Kotler Keller, 2012), a 12-item positive emotion scale (Laros and Steenkamp, 2005), and a 4-item actual impulsive buying scale (Rook, D. W., 1987). The

reliability of each construct measurement was confirmed with Cronbach's Alpha values exceeding 0.7, as presented in Table 2. These results affirm the reliability and adequacy of the measurement scales for their respective constructs in this research.

Table 2. Reliability Test Result

Variable	Cronbach's Alpha	N of Items	Result
Hedonism	0.914	7	Reliable
Price Consciousnes	0.785	4	Reliable
Fashion Interest	0.824	6	Reliable
Sales Promotion	0.765	5	Reliable
Positive Emotion	0.908	12	Reliable
Implusive Buying	0.781	4	Reliable

Source: Primary data was processed using SPSS 27.0, 2023

4. Results and Discussion

This chapter contains the results of data analysis in answering the problem of research or troubleshooting results expected by the author for the article which is not a result of this research. The research explains how these findings were obtained as the result of data analysis, statistical description of the subject and object of research, testing models nor empirically proving the hypothesis (if any). While discussion contains explanations that support the results of research or troubleshooting expected.

5. Conclusion and Implications

This chapter concludes the article as a whole, as well as the implications of the results of research or problem solving. Implications of the study may be implications for theory and managerial implications. Suggestions for future research can be expressed by the author in this chapter.

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