



The Impact of Positive Emotions of Purchasing Mediated Sales Promotion for Lifestyle and Hedonic Shopping Motivation

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Abstract

The purpose of this research is to examine and analyze promotion mediating sales towards the effect of lifestyle and hedonic shopping motivation on positive emotions. The research design uses quantitative descriptive research with causality. Analysts use the Goodness off fit test by maximizing the analysis function of the structural model which is determined by the fit value of each relationship between variables. The population and sample are students who use online purchasing applications in Kudus City, totaling 248 respondents. The research results explain that promotion mediates sales on the influence of lifestyle and hedonic shopping motivation. Because of the role of sales promotion, it increases consumers' positive emotions. This proves that in essence sales promotions, especially sales using online applications, are able to foster hedonic shopping motivation. The results of the study also explain that the role of online media in the form of gadget media has been found to support consumers, especially students, to shop, besides the tools or media, gadgets are also prestigious when viewed from the brand. In this way, the next researcher will need to add communication tools or media used by consumers to be researched again.

Keywords: Sales Promotion; Lifestyle; Hedonic Motivation And Positive Emotions.

INTRODUCTION

The development of technology in the current era of globalization is growing rapidly. There is the development of modern technology that is able to facilitate the activities of Indonesian people, especially in shopping activities. Report data from We Are Social, as of January 2022 there are 204.7 million internet users in Indonesia. This figure slightly increased by 1.03% compared to the previous

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year. August 2022 Shopee site received 190.7 million visits from Indonesia. This number increased by 11.37% compared to the previous month. This achievement also makes Shopee the number one e-commerce site in Indonesia. Apart from that, Shopee also always holds promotions every month, but in September 2022 it will experience a slight change, namely, a discount program with a minimum spending of Rp. 40,000.00 applies to delivery to Java Island from purchasing all shops Free Shipping XTRA with the type of delivery service Regular, Save and Pick up on the spot. Consumer dissatisfaction occurs because the goods sent are different, with the seller's description showing and reasoning that this is an error from the Shopee pricing system.

E-commerce-based sales are no longer foreign to the public and trading companies. This is because many traders and companies have considered the existence of e-commerce features. One solution to overcome this problem is to develop a sales business, namely e-commerce. E-commerce is an activity of distributing, selling, buying, marketing goods and services that rely on electronic systems, such as the internet or other computer networks. To create an advantage compared to its competitors, business actors need good e-commerce to win over existing competition.

Owusu (2013) with the convenience obtained from the internet makes producers have to set strategies or steps to get new customers or retain old buyers, because before making an online purchase consumers are more detailed to find out how product quality, price, promo offers, convenience features on the web and consumers also demand product guarantees in the purchase. The fundamental reason for switching shopping alternatives from offline to online is due to the many conveniences offered by online shops, but there are also many factors that cause customers not to use e-commerce, namely risk issues, which are generally related to security in payments, fear of fraud, or the quality of goods that do not meet expectations (Munte et al., 2020).

The Covid 19 pandemic made changes in various ways, one of which was a change in consumer behavior in shopping. In the midst of the Covid 19 Pandemic shopping online is the most effective choice to avoid crowds and maximize keeping distance between individuals from one another. Online shopping is a transaction process carried out through media or intermediaries, namely in the form of online buying and selling sites or social networks that provide goods or services that are traded.



Several researchers have produced research (Farki et al., 2016); (Sunil, 2015) and (Tandon, et.al (2017)) explain that most consumers are interested in this, but there are still other things that cause consumers to still use the old way of shopping (Hsu et al. (2015). From the research results are still different, there is still an opportunity to examine the impact of positive emotions.

Responding to this, each company applies the latest sales method, namely by using applications that are already sold freely. Some applications are value-free so that consumers feel the benefits of using applications to fulfill their shopping needs. Apart from saving time, it can be done anywhere and anytime.

In Kudus Regency there are several universities, both public and private, so the total number of active students is tens of thousands. This number of students is a medium for business people. One of the business media that is currently on the rise is e-commerce. Every activity carried out by students in the following 10 minutes is to look at and pay attention to the communication tools they brought. This activity is utilized by online service providers. e-commerce is a new media that is popular with young people because information and logistics needs are available with all kinds of equipment.

Entering the new world as it is today, Indonesia has a population that supports the development of e-commerce. Indonesia, with its demographic bonus, has the opportunity to progress and develop, especially the business model which is dominated by young people or the millennial generation.

Companies carry out various strategies to become market winners with various information technology supports, so that consumer needs can be met by providing various choices tailored to consumer desires. One aspect that makes companies compete to become market leaders is among students. Students are one of the young segments targeted to become a target market, but the weakness of students who are more often referred to as agents of change is that their mindset to become customers or e-commerce users cannot be used as a reference and developed continuously and sustainably.

From this information, the purpose of this study was to test and analyze the mediation of sales promotions on the influence of hedonic lifestyle and shopping motivation on positive emotions.



LITERATUR REVIEW

Hedonistic Motivation

Hedonistic motivation is the motivation of consumers to shop because shopping is a pleasure (Utami, 2010) & (Hirschman and Holbrook, 1982). The hedonic shopping motive is each individual's need for an atmosphere in which a person feels happy. Mehrabian and Russel (1974) suggest that affection responses give rise to hedonic motives. Kosyuet al (2014) hedonic motives will be created by the passion of shopping for someone who is easily influenced by the latest models. Gültekin and Özer (2012) hedonic motives variables can be measured by the following indicators: shopping is a special experience, shopping is one of the alternatives to overcome stress, consumers prefer to shop for others than for themselves, consumers prefer to find shopping places that offer discounts and prices.

Arnold & Kristy (2003) there are several categories of hedonic shopping including adventure shopping, namely shopping for a trip, done for adventure and feeling a different world, and gratification shopping, namely shopping is done with the aim of relieving stress, reducing boredom, and to please yourself. Subagio (2011) stated that hedonic shopping motives are each individual's need for an atmosphere where a person feels happy, happy. The need for such a happy atmosphere creates an arousal, referring to the degree to which a person feels alert, excited, or active situations. Strengthening hedonic shopping motivation strengthens sales promotions. From this information, the following research hypothesis emerged:

H₁: hedonic shopping motivation increases sales promotions.

Lifestyle

Kotler and Keller (2012) lifestyle is a person's pattern of living in the world which is expressed in activities, interests and opinions. The lifestyle of a community will be different from other communities. Even from time to time the lifestyle of an individual and certain groups of people will move dynamically. Lifestyle (Life style) in principle is how a person spends time. Lifestyle can influence a person's behavior and ultimately determine one's consumption choices.



Consumer lifestyle is an outward expression of consumer values and needs. In describing the lifestyle of consumers, it can be seen how they live and express the values they adhere to to satisfy their needs. Consumer lifestyles may change, but these changes are not caused by changing needs. Needs, in general, remain for life, having previously been formed in childhood. This change occurs because the values held by consumers can change due to environmental influences (Ekawati Rahayu Ningsih, 2010).

Lifestyle is a way of life that is shaped by social interaction and is expressed in activities, interests, attitudes, consumption, expectations, and opinions (Sahir et al., 2018). Shopping lifestyle is a person's activity where they spend their time and money (Hursepuny & Oktaviana 2018). Based on the previous description, researchers can conclude that actions taken by someone to gain pride in having a satisfying lifestyle by spending money and time. A strong and controlled lifestyle will be able to increase sales promotions, this is because lifestyle often cannot be managed well by consumers. From this information, the research hypothesis is:

H₂: Lifestyle increases sales promotions

Sales Promotion

Laksana (2019:129) promotion is a communication from sellers and buyers that comes from information. The many different forms of promotion originate from the differences in their functions and objectives. So that people are interested in having something more, develop their curiosity. Malau (2017: 112), The main purpose of promotion is to inform, influence and persuade, as well as remind target customers about the company and its marketing mix. Promotional activities carried out by a company are the use of a combination of elements or promotional equipment, which reflects the implementation of the promotion policy of the company. Promotion is an effort to inform or offer products or services that aim to attract potential customers to buy or consume them, so that it is expected to increase sales volume (Kotler and Keller, 2012; 519).

Peter & Olson (2014; 204) states that promotion is an activity carried out by marketers to convey information about their products and persuade consumers to want to buy them. Bearden and Ingram (2007; 393) advertising is a persuasive, non-personal marketing communication element, paid for by



sponsors and spread through mass communication channels to promote the use of goods or services.

Sales promotion is a way to remind and persuade potential consumers of a product being offered (Syed et al., 2019). Sales promotion is an attempt to disseminate or offer a product or service. Sales promotion has many types and ways of disseminating information about products. Here are some types of promotions that are often seen everyday. This physical or direct sales promotion provides the advantage of being able to reach potential customers.

The role of sales promotion, which dominates the linear relationship with consumers' positive emotions in determining choices in spending their money, turns out to be able to provide information to increase consumers' positive emotions, especially in terms of their ability to reduce desires. From the information above, the hypothesis of this research is:

H₃: sales promotions increase consumers' positive emotions

Consumer Positive Emotions

Permatasari et al., (2017), emotions can be divided into two categories, namely positive emotions and negative emotions. Emotion is an important factor because basically consumers do not just buy the core product. Consumers expect to get positive emotions such as happy, proud, comfortable, safe.

Nurlinda et al., (2020); (Imbayani & Novarini, 2018) & (Fazri et al., 2020) positive emotion is a state of mind that can influence and determine the level of consumers in making decisions. Meanwhile, according to Negara & Kusumadewi (2018) positive emotions are divided into four indicators, namely happy, comfortable, enthusiastic, and satisfied. Premananto (2007:172) explains that a positive role is thought to have contributed to consumers.

Oslon (2014; 40) explains that positive emotions are described by feelings of pleasure, joy and taste. Beaty & Ferrell (1998) found consumers' positive emotions due to the urge to buy impulsively. Weinberg & Gottwald, 1982) argues that consumers in an emotional state will make purchases impulsively.

H₄: Hedonic shopping motivation increases positive emotions.

H₅: lifestyle increases positive emotions



H₆: sales promotion mediates Hedonic shopping motivation on positive emotions

H₇: sales promotion mediates the relationship between lifestyle and positive emotion

Previous Research

Afif & Purwanto (2020) Among the influences of hedonic shopping motivation, shopping lifestyle and sales promotions on impulsive purchases among Shopee ID consumers, the most dominant is hedonic shopping motivation. Hedonic shopping motivation is influenced by indicators including: adventure, social, ideas, values and status. Aziz, & V, A, R. (2015) with research results which explain that consumer lifestyle increases purchasing decisions. Kosyu et al (2014) Hedonic Shopping Value can increase impulse buying.

Conceptual Framework

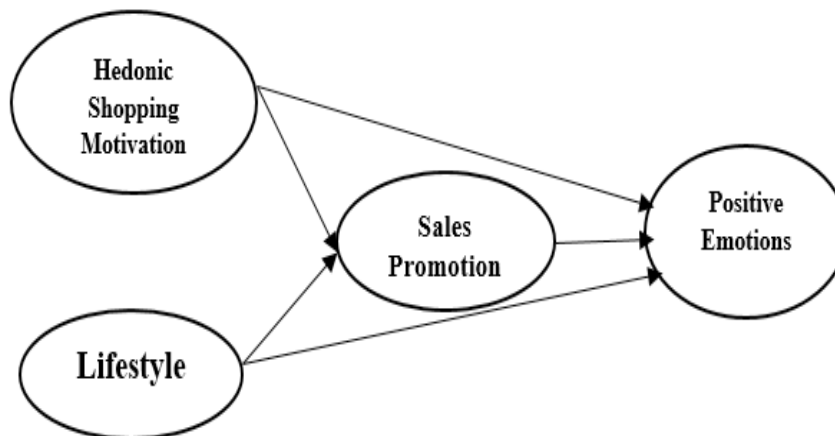


Figure 1. Concept Framework

RESEARCH METHOD

The research design uses causality research where the research results are used to answer cause and effect relationships, namely social phenomena in society. The research population is students in Kudus Regency who use applications as a means of online purchasing (e-commerce), the number of which is unknown. The sampling technique uses non-probability sampling. The research sample was active students in Kudus Regency, totaling 248 respondents.

RESULTS AND DISCUSSION

Research Result

Description of Respondents by Age

Table 1. Description of The Respondents

Age	Frequency	Percentage
21 Years	64	25,8%
22 Years	103	41,5%
23 Years	30	12,1%
24 Years	21	8,5%
25 Years	30	12,1%
Amount	248	100,0%

Source: Processed primary data, 2022.

Based on the table above, it is known that the majority of respondents in this study were 22 years old, namely 103 people (41.5%). Descriptive results seen from the number of respondents show that consumers who often make online purchases using applications and have positive consumer emotions are consumers who do not have a continuous level of income and are financially unstable, so the mindset that is developed is using consumer emotions. This mindset is utilized by producers by using positive emotions by changing the mindset of desires into needs.



Instrument Results

Table 2. Instrument Test

Variable	Indicator	r-count	Information
Hedonic Shopping Motivation	X1.1	0,709	Valid
	X1.2	0,777	Valid
	X1.3	0,774	Valid
	X1.4	0,752	Valid
	X1.5	0,638	Valid
	X1.6	0,649	Valid
Shopping Lifestyle	X2.1	0,837	Valid
	X2.2	0,840	Valid
	X2.3	0,783	Valid
	X2.4	0,719	Valid
	X2.5	0,599	Valid
Sales promotion	X3.1	0,757	Valid
	X3.2	0,851	Valid
	X3.3	0,834	Valid
Positive Emotions	Y2.1	0,787	Valid
	Y2.2	0,827	Valid
	Y2.3	0,840	Valid
	Y2.4	0,601	Valid

Source: *Processed primary data, 2022.*

Based on the table above, it is known that the r-count value is greater than the r-table value of 0.124. Thus, the indicators of each variable in this study are declared valid. Likewise, the reliability test is stated to be reliable because the value of r count is greater than r alpha.

Statistical Descriptive Test Results

Table 3. Descriptive statistics

Variabel	N	Min	Max	Mean	Std. Deviation
Hedonic Shopping Motivation	248	6	30	23,38	4,404
Shopping Lifestyle	248	5	25	18,35	4,093
Sales promotion	248	3	15	12,67	2,066
Positive Emotions	248	4	20	15,66	3,082

Source: Processed primary data, 2022.

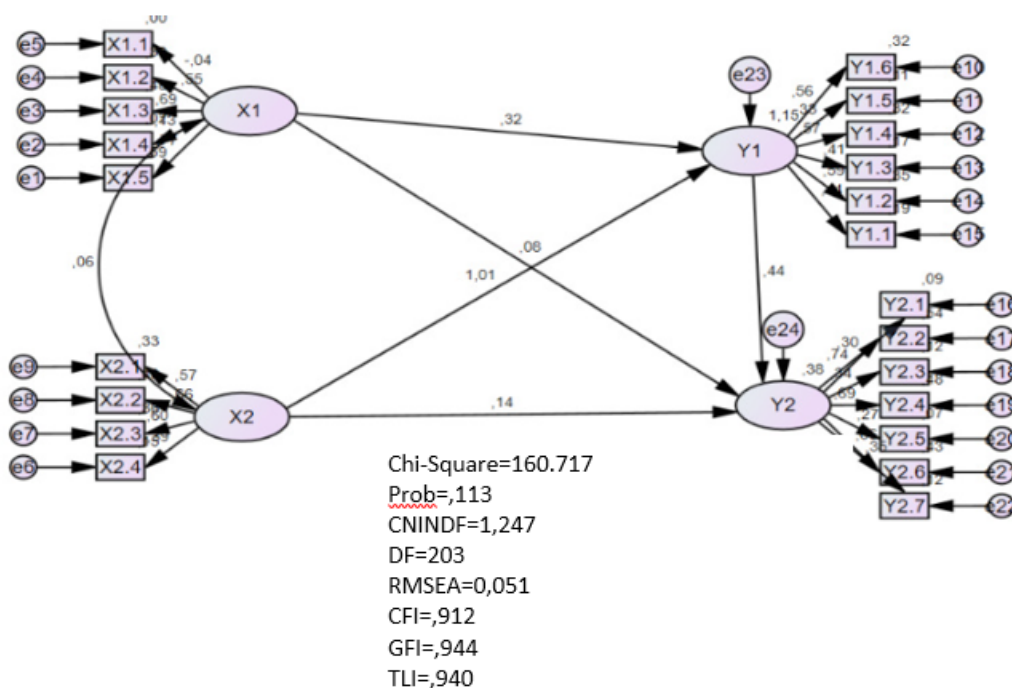
From table 3 it is explained that hedonic shopping motivation obtained an average value of 23.38, lifestyle with an average value of 18.35, sales promotion with a value of 12.67 and positive emotions of 15.66. This means that the respondent understands the direction of the research.

The results of the research, when viewed from descriptive statistics, explain that the motivation to shop hedonically has an impact on consumers at a certain level. Companies or producers are aware of such situations, so producers or companies create strategies to increase sales and market share among consumers who are vulnerable due to the transition period.

These consumers do not yet have the ability to describe needs that must be carried out routinely, but rather just satisfaction and lifestyle. Another thing that causes consumers not to think when spending their money is the level of ability to predict the benefits or uses of the goods purchased.



Fig.2. SEM Test Results



Indeces Goodness Of Fit Test

The results of the overall model analysis in this study were compared with the Cut-off value of each goodness of fit index criterion presented in table 4:

Table 4. Model Test Results

Goodness of Fit Index	Cut-off Value	Result	Evaluation
X ² Chi-Square	X ² to df; 203; p:1%=210.176	160.717	Good
Significancy probability	≥ 0,05	0.113	Good
CMIN/DF	≤ 2,00	1.247	Good
RMSEA	≤ 0,08	0.051	Good
TLI	≥ 0,95	0.940	Good
GFI	≥ 0,90	0.912	Good
CFI	≥ 0,95	0.912	Good

Source: Processed primary data, 2023

Table 4 explains that the structural model test shows that the goodness of fit value criteria for chi-square (160,717) does not exceed the chi-square table ($\alpha = 1\%$, $DF = 203$ with a probability level of $0.113 > \text{level } \alpha = 1\%$). This comparison explains that the null hypothesis is accepted, which means there is no difference between the structural equation models built on the basis of observational data and those built on the basis of theory capable of explaining the conditions of the phenomena measured by the researcher. Thus the structural equation model can be accepted and used as an analytical tool.

Discussion

Shopping motivation can contribute to increasing sales promotions that are built using special price domination, so that the role of promotion to increase sales promotions depends on where the special price is and how much the special price is given. Likewise, the enthusiasm of consumers to make purchases of the intended goods is a spirit that is often blind and thoughtless. This is because consumer trust becomes more valuable because consumers already know the benefits of the goods purchased.

The increase in consumers' hedonic shopping motivation explains that consumers' level of knowledge and thinking patterns are still unstable and they are not able to control their thinking patterns. If we look at knowledge of the goods purchased, it can be explained that consumers buy not because of necessity but because of lifestyle.

Consumers have confidence in the goods they are going to buy and have already bought, which turns out to make consumer motivation better, as well as consumers who are based on recommendations from friends, will have an impact on their enthusiasm to buy goods they need and their desires will become higher. This situation is exploited by producers or companies to create a reliable and sustainable marketing strategy.

Lifestyles are built by donating indicators of interest or consumer interest when making a visit or visiting a shopping area. Consumers have interpretations, expectations and evaluations of what to buy, and often the consumer consequences provide valuable images and alternatives in the future.



Consumer interest in purchasing an item exceeds the interest or desire to own an item, this is supported by the role of consumer interest and several families who dominate desires. Apart from consumers who visit a shopping center, there are also consumers who regularly make purchases. This is due to daily living needs so these needs cannot be abandoned.

Increasing consumer lifestyles for shopping is not able to increase sales promotion. Increase or decrease in sales promotion is actually not because of the role of lifestyle. This is because the promotion has been carried out by the company in a structured manner, so that the increase and whether or not the role of lifestyle will not be able to contribute. Another factor that lifestyle does not contribute to sales promotion is that consumers develop a set of conceptions that minimize discrepancies or inconsistencies in brand values and lifestyles.

The consumer lifestyle has a weak point, namely because the lifestyle for some companies only increases the sales aspect, but is unable to increase the promotional aspect. Promotion for companies is mandatory, but in the sales promotion sector there is often an increase, although the increase is not very significant.

Sales promotions dominated by special prices led to an increase in consumer positive emotions. This is because the price that is raised to attract consumers to transact is the value that is obtained when consumers make transactions. Besides that, consumers who make transactions using online-based applications (e-Commerce) get value by collecting pint points for each transaction.

Promotion increases because of the role of the methods used or company strategies used in order to provide information to consumers so that they do not switch to other products or move to competitors. Sales promotions dominated by special prices cause an increase in consumers' positive emotions. This is because the price that is raised to attract consumers' interest in making transactions is the value obtained when consumers make transactions. Besides that, consumers who carry out transactions using online-based applications (e-Commerce) get value by collecting points for each transaction.

Promotion has the ability to reduce all strategies used by the company, this should be addressed by the marketing department in order to increase sales in a sustainable manner.



CONCLUSION

Shopping motivation can contribute to increasing sales promotions which are built using the dominance of special prices, so that the role of promotions to increase sales promotions depends on where the special price is and how much the special price is given. Lifestyle is built with the dominance of consumer interest indicators when visiting or visiting a shopping place. Increasing consumer lifestyles for shopping is not able to increase sales promotions. Sales promotions increase or decrease not actually because of the role of lifestyle. Sales promotions which are dominated by special prices cause an increase in consumers' positive emotions, so that sales promotions often become unstructured because consumers are chasing promotional prices and not pursuing the benefits aspect of the goods purchased. Further research should pay attention to the sales promotion aspect of the dominant contribution, namely direct sales.



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