

THE INFLUENCE OF POSITIVE EMOTION AND SALES PROMOTION ON IMPULSE BUYING IN SHOPEE CONSUMERS IN PONDOK GEDE DISTRICT

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Abstract

The rise of e-commerce in Indonesia has transformed consumer behavior, leading to a growing preference for online shopping. Shopee, a unique e-commerce platform, is experiencing rapid growth in the country, sparking an increase in impulse buying. Factors such as positive emotions and sales promotions are believed to drive impulse purchases. This study employs quantitative research methods to explore these phenomena. By surveying 100 respondents, it was found that positive emotions do not impact impulse buying among Shopee users in Pondok Gede District. However, sales promotions have a significant influence on impulse buying in the same area. When combined, positive emotions and sales promotions have a notable effect on impulse buying behavior among Shopee users in Pondok Gede District. The findings of this study suggest that while positive emotions may not directly lead to impulse buying on Shopee, the presence of sales promotions can significantly influence consumer behavior. This highlights the importance of marketing strategies that leverage both emotional appeal and promotional offers to drive impulse purchases among online shoppers in Indonesia. Furthermore, the rapid growth of e-commerce platforms like Shopee in Indonesia indicates a shift towards a more convenient and accessible shopping experience for consumers. As more Indonesians embrace online shopping, businesses will need to adapt their marketing tactics to cater to the changing preferences of their target audience.

Keywords: Impulse Buying, Positive Emotion, Sales Promotion, Shopee.

1. INTRODUCTION

Shopee, an e-commerce platform, is experiencing rapid growth in Indonesia. It has received multiple awards and is recognized as one of the best e-commerce companies. Shopee offers a user-friendly online shopping experience with efficient logistics and a reliable payment system. The platform provides a wide range of products, including electronics, home equipment, health and beauty, mother and baby items, fashion, and sports equipment. Figure 1 presents the visitor data for the Shopee site from Quarter 1 2010 to Quarter 2 2022.

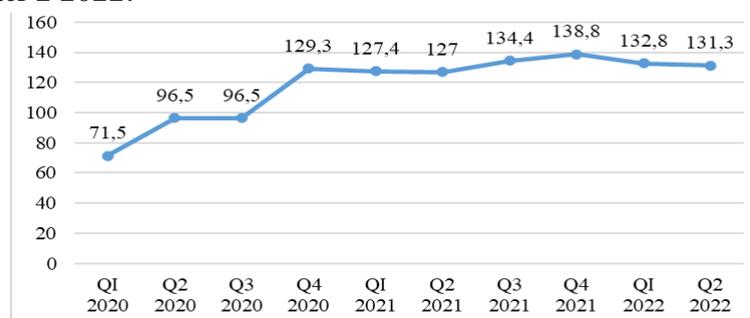


Figure 1. Shopee Visitor Data in Quarter 1 2020 - Quarter 2 2022 (in million)

Source: Iprice.co.id (2022)

Based on the figure above, the number of Shopee visitors tends to increase from 2020-2021. However, there was a decrease in the number of visitors in 2022. In Q4 2021, Shopee visitors reached 138.8 million visits and cumulatively experienced a decrease of around 5.39% to reach 131.3 million visits in Q2 2022. Apart from that, in 2021 - In 2022 Shopee must drop to 2nd place in terms of number of visitors, displaced by Tokopedia. Even though in previous years Shopee always ranked at the top. This indicates that Shopee is still lacking in attracting public interest to revisit its website and be interested in making purchases on it.

The rise of e-commerce in Indonesia has led to a shift in consumer behavior towards online shopping. People now shop online for various reasons, such as fulfilling their needs, indulging in self-pleasure, or collecting products they don't already own to satisfy themselves. This shift has also given rise to the phenomenon of impulse buying, where consumers are driven by sudden urges and strong influences to make immediate purchases (Rook & Fisher, 1995).

Positive emotions play a significant role in encouraging consumers to make impulse purchases. When individuals feel happy, joyful, satisfied, or alert, they are more likely to spend money. Subscribing to a store and feeling comfortable with the products and environment can lead to increased spending due to these positive emotions (Yanti & Japariato, 2014).

Sales promotion, the next element to consider, is a powerful marketing tool that offers extra value or rewards to salespeople, distributors, or customers in order to boost sales (Morissan, 2010). The main goal is to stimulate interest and drive purchases within a specific timeframe set by the marketing team. (Solomon & Stuart, 2000). Various sales promotion tactics can be employed, such as discounts, giveaways, sweepstakes, and more

The phenomenon of impulse buying is an intriguing concept that presents great opportunities for companies to increase their sales. However, it is important to recognize that this phenomenon does not happen spontaneously; it must be deliberately cultivated. To effectively encourage impulse buying and drive sales, marketers must understand the mindset of consumers who have the ability to make or influence purchasing decisions. By identifying the crucial factors that impact consumers' impulsive behaviors, marketers can successfully nurture the occurrence of impulse buying.

2. LITERATURE REVIEW

2.1. Impulse Buying

Solomon & Stuart (2000), suggest that impulse buying occurs when a person makes an unplanned purchase, especially when they are not accustomed to shopping, feeling time-constrained, or simply noticing an item on a store shelf that triggers a need. It happens when consumers feel a sudden urge that they find hard to resist.

According to Verhagen & Van Dolen (2011) there are three indicators of impulse buying consisting of:

- a. Unplanned Purchasing Process
The process occurs because it is triggered by interaction with the product when looking at the contents of the shopping place (shop), so that the purchase occurs without any intention or desire to buy beforehand.
- b. Spontaneity

Impulse buying is dominated by affective rather than cognitive processes, so that the decision to buy occurs briefly and spontaneously.

c. On-Site Decision Making

Impulse buying very dominated by emotional factors. In general, emotions are classified into positive and negative emotions. Positive emotions, for example, include feeling very interested and enthusiastic. Negative emotions, for example, are feelings of being disturbed or depressed.

2.2. Positive Emotion

According to Watson et al (1988) positive emotions play a significant role in shaping our shopping habits. These emotions and moods have the power to influence and determine the intensity of our shopping experiences. When consumers are in a positive state of mind, they are more likely to be swayed by impulsive purchases and unplanned shopping sprees.

According to Hawkins, et.al in Peter & Olson (1990) three key indicators elucidate the emotional responses individuals have towards their purchasing behavior, shedding light on the environmental factors influencing shopping decisions and experiences. Firstly, pleasure denotes the degree to which an individual experiences feelings of contentment, joy, and happiness in a given situation. Secondly, excitement characterizes the level of alertness, enthusiasm, and energy an individual experiences within themselves regarding the situation. Lastly, dominance reflects a sense of control and superiority that one feeling exerts over others within the individual in relation to the situation.

2.3. Sales Promotion

Sales promotion is one of the main elements in a marketing campaign which consists of a collection of various and mostly short-term incentive tools, designed to increase purchases of products or services more quickly or more by consumers or traders (Kotler and Keller, 2008).

Kotler and Keller (2008) identify various indicators for conducting sales promotion, including coupons, discounts, price packs or cents-off-deals, samples, premiums, cashback offers, continuity programs, and contests and sweepstakes. These strategies are aimed at stimulating consumer purchasing behavior and increasing sales volume. Coupons provide consumers with discounts on products or services, while discounts directly reduce the price of a product. Price pack agreements involve packaging multiple items together at a reduced price. Samples allow consumers to try products before making a purchase, while premiums offer additional incentives for buying a product, such as free gifts or bonus items. Cashback offers provide consumers with refunds or cash rewards after purchasing certain products. Continuity programs encourage repeat purchases through membership or subscription services. Lastly, contests and sweepstakes engage consumers through competitions or random prize drawings, fostering excitement and engagement with the brand.

3. RESEARCH METHODS

This research is associative quantitative research. According to Sugiyono (2017) quantitative research is a research method that is based on the philosophy of positivism and is used to examine certain samples with the aim of testing predetermined hypotheses. Sugiyono, (2017) also determines that Associative Causal research is research that aims to analyze the causal relationship between two or more variables and other variables.

The population in this study were all residents of Pondok Gede sub-district, Bekasi City. The criteria used in sampling were residents of Pondok Gede sub-district who had made purchases on the Shopee application. Because the exact number of the member population is not known, the sample size was calculated using the Cochran formula (Sugiyono, 2017). Based on these calculations, the minimum sample size that must be used in research is 96.04 respondents and rounded up to 100 respondents.

This research uses multiple linear regression analysis techniques to determine the influence of sales promotion variables and positive emotion variables on impulse buying variables.

4. RESULTS AND DISCUSSION

a. Classic assumption test

Based on the results of the classical assumption test, namely the reliability test, multi-collinearity test and normality test, each states that all variables are suitable for use as measuring tools and the research model is free from multi-collinearity with data that is distributed in a normal distribution. Thus, the research model meets the requirements of classical assumptions for testing research hypotheses using Multiple Linear Regression Analysis.

b. Multiple Linear Regression Analysis

Based on the regression analysis, it can be described as follows:

- 1) The constant is 28.315 states that if the positive emotion and sales promotion variables are constant or fixed, then the impulse buying value is 3.289.
- 2) The positive emotion regression coefficient shows a value of -0.153 and has a negative influence on impulse buying. This means that every additional unit of the price variable will reduce customer satisfaction by 0.153.
- 3) The sales promotion regression coefficient shows a value of 0.138 and has a positive influence on impulse buying. This shows that every one unit increase in the sales promotion variable will increase impulse buying by 0.277.

Table. 1 Multiple Linear Regression Coefficient Test Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Say.
		B	Std. Error	Beta		
1	(Constant)	28.315	2.210		12.813	.000
	Positive Emotion	-.153	.033	-.409	-4.697	.000
	Sales Promotion	.138	.043	.282	3.238	.002

a. Dependent Variable: Impulse Buying

c. Determination Coefficient (R^2)

Based on the calculation results from Table 2, it can be seen that the R square is 0.528 or 52.8%. This means that variations in the impulse buying variable can be explained by variations in the sales promotion variable and positive emotion variable, while the remaining 47.2% is influenced by other factors outside the research model.

Table. 2 Coefficient of Determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.528 ^a	.279	.264	.757
a. Predictors: (Constant), Sales Promotion, Positive Emotion				

d. Partial Significant Test (t-test)

Based on table 1 above, partial regression testing for each variable is as follows:

- 1) The partial positive emotion test based on the analysis results obtained a calculated t value of $-4.697 < t$ table is 2.371 and the significance of positive emotion is $0.000 < \alpha$ 0.05. So H_0 is accepted and H_1 is rejected, which means positive emotion has no partial and significant effect on impulse buying. This is in line with research by Pipih Sopiyan and R. Neny Kusumadewi (2020), which states that Positive Emotion has no effect on Impulse Buying with a contribution rate of 1.88%.
- 2) The partial sales promotion test based on the analysis results obtained a calculated t value of $3.238 > t$ table is 2.371 and the significance of sales promotion $0.002 < \alpha$ 0.05. So H_0 is rejected and H_2 is accepted, which means that sales promotion has a partial and significant effect on impulse buying. This is in line with research by Reni Suci Wahyuni and Harini Abrilia Setyawati (2020) which states that the variables sales promotion have a significant influence on impulse buying one-commerce shopee is partially good.

e. F test (simultaneous)

Table. 3 F Test Results

ANOVA ^a						
	Model	Sum of Squares	df	Mean Square	F	Say.
1	Regression	21.508	2	10.754	18.763	.000 ^b
	Residual	55.596	97	.573		
	Total	77.105	99			
a. Dependent Variable: Impulse Buying						
b. Predictors: (Constant), Sales Promotion, Positive Emotion						

The F table value in this study is 18.763. Based on this table, it can be seen that the independent variables together have a significant influence on the dependent variable. This is proven by the calculated F value of 18,763 which is greater than the F table of 3.09 or the significance of F is 0.000 which is smaller than the α value of 0.05.

5. CONCLUSION

The study findings indicate that positive emotions do not impact impulse buying behavior among Shopee users in Pondok Gede District. On the other hand, sales promotions have a notable effect on impulse buying in this group. When combined, positive emotions and sales promotions have a substantial influence on impulse buying among Shopee users in Pondok Gede District.

This suggests that while positive emotions alone may not drive impulse buying behavior, when paired with sales promotions, they can significantly increase the likelihood of consumers making impulsive purchases. Therefore, businesses looking to increase impulse buying among Shopee users in Pondok Gede District should focus on implementing effective sales promotions that evoke positive emotions in their marketing strategies. Additionally, further research could explore the specific types of sales promotions and positive emotions that are most effective in driving impulse buying behavior in this demographic.

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