

# The Influence of Promotions and Shopping Lifestyle on Impulsive Purchases through Positive Emotions as an Intervening Variable in the Balyan Shop Online Store

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## Abstract

*Along with the development of an increasingly modern business, marketers are required to have an effective strategy to create market share for consumers. Balyan Shop is an online store located in East Aceh and is engaged in retail, especially fashion. This study aims to determine the effect of promotion and lifestyle on impulse purchases through positive emotions as an intervening variable at the online store Balyan Shop. This research is a quantitative study with an associative approach, namely to determine the relationship between two or more variables. The types of data used in this study are primary data and secondary data. The population represented in this study represents all customers of the online store Balyan Shop, the exact number of whom is unknown.*

## Keywords

*promotion; shopping lifestyle; positive emotions; impulsive purchases*



## I. Introduction

Globalization has ushered in change and brought a new paradigm for the business world. Indonesia is a developing country that is one of the targets of marketers to sell their products, both local and international companies. Indonesia is one of the countries with the largest internet user populations in the world. The number of Indonesian internet users continues to grow from year to year. According to the We Are Social (2022) survey, there are 204.7 million internet users in Indonesia, an increase of 1.03% compared to the previous year. The number of internet users in Indonesia has continued to increase in the last five years. Currently, the number of national internet users has increased by 54.25%, with internet penetration reaching 73.7% of the total population of 277.7 million people.

According to Anggreani (2019), firms are beginning to provide shopping methods that do not require the customer and seller to meet at the same time and location. Online shopping makes it simpler for consumers to fulfill their wants by facilitating transactions between buyers and sellers via the use of an Internet connection. In addition, internet shopping is more appealing since it is considered more convenient than visiting a store in person and is not restricted by the business's hours of operation. Whenever and whenever they have an online connection, buyers may do business.

A consumer makes an impulsive purchase when they see an item in a particular place. Frequently, consumers make impulsive purchases of a product without a plan and without considering the effects (Levy, 2012). According to Wadera and Sharma (2019), impulsive purchasing is a pervasive phenomenon that garners significant attention in the conventional market context. According to Donthu and Garcia (1999), impulsive shopping occurs in both physical and online stores. Nevertheless, even online purchases are more impulsive than in-store purchases. Housman (2000) reported that 40% of all purchases made in stores could be considered impulsive.

According to Nurhayati (2017), certain students in Aceh exhibit a sort of consumptive behavior while purchasing online. There are a number of distinctions between online shopping and traditional shopping, including the goods purchased and the transaction process. In addition to saving time, online shopping eliminates the need for face-to-face interactions. Sakitri et al. (2017) argued that the phenomena of impulsive purchasing would have a positive effect on companies since they would be required to match customer behavior with successful marketing practices for the firm.

According to Listriani and Wahyono (2019), fashion items are one of the primary demands that influence consumer purchase decisions. This circumstance offers the fashion industry a lucrative economic potential. Balyan Shop is an online retailer that offers a range of apparel styles in several patterns, colors, and sizes. The Balyan Shop online business has made several attempts to compete with its rivals. One of them advertises items on social media, gives product discounts, and accepts payments on-site. However, the strategy used by the Balyan Shop online business has not yielded the desired outcomes, since monthly sales fluctuations persist.

In addition to promotions, lifestyle influences impulsive purchasing. According to Kotler and Keller (2016), a person's lifestyle in the world is reflected in their activities, interests, and opinions. A person's way of life is determined by how they spend their time on a daily basis (Kotler and Armstrong, 2016). A lifestyle is the whole of a person's interactions with their surroundings. Some customers without a buying objective engage in uncontrolled shopping behavior when attractive deals are available. Dewi et al. (2017) found that 33% of customers acquire goods to preserve their appearance and status, whereas 37% of consumers make purchases without considering the cost. The study demonstrates that modern consumers see shopping as a lifestyle that satisfies their psychological requirements as well as their physical ones (Ditmar, 2005). As a result of the presurvey on shopping behavior, customers are interested in acquiring products due to the availability of the newest model. However, while purchasing at the online Balyan Shop store, the advertised products on social media are out of date or outdated. According to Riamukti and Arief (2017), a shopping lifestyle influences impulsive purchases directly via positive emotions. According to the findings of Darma and Japariato (2014), the shopping lifestyle has no effect on impulsive purchases via positive emotions.

"Positive emotion" is a happy feeling that is influenced by various environments (Kinasih & Jatra, 2018). Positive emotions are related to the mood that determines the intensity of consumers in making a decision (Amiri et al., 2012). Impulsive purchases can appear because of a cognitive process in a person that involves emotional factors and affective processes in making a purchase without considering the consequences (Santrock, 2011). A person who experiences or has positive emotions tends to make impulsive purchases. However, when someone is experiencing negative emotions, they tend not to make impulsive purchases. The results of the presurvey on positive emotions show that price discounts and free shipping do not fully encourage shopping. The high sense of enthusiasm and pleasure, as well as being in a good mood, so that it can cause positive emotions in consumers to make unplanned purchases. Listriani & Wahyono (2019), Rosyida & Anjarwati (2016), suggest that positive emotions influence impulsive purchases. Contrary to the research conducted by Hidayah et al. (2019), Ismayuni & Saraswati (2015) state that positive emotions have no effect on impulsive purchases.

## **II. Review of Literature**

### **2.1 Pre-Research.**

According to Kotler et al. (2017), the essence of Marketing 4.0 is to recognize the transitional role of marketing and digital in building customer engagement and advocacy. The customer's journey, or customer path, is also changing. Previously, the customer path was initially known through the AIDA concept, awareness, interest, desire, and action. Then it developed into 4A; awareness, attitude, act, and act again. In marketing 4.0, the customer journey has changed to 5A, including: Aware refers to consumers who are starting to become aware of marketers' products that come from friends, family, or online advertisements on social media. Appeal is related to what consumers are already interested in finding out. Usually, consumers will visit the marketer's website or social media. Ask refers to consumers' already being interested in online stores owned by marketers, so later they will ask several things related to products in stores owned by marketers. Act: At this stage, the consumer has entered the stage of ordering and making payments. An advocate is related to helping consumers get the product, try, and feel satisfied with the product sold by the marketer. The consumer will be in the recommendation stage.

### **2.2 Consumer behavior**

Solomon (2019) notes that consumer behavior is a study of the dynamics of individual and group involvement by paying attention to psychological factors, sociological factors, socio-psychological factors, anthropological factors, and economic factors in performing processes and actions in decision-making and searching for information related to products and services. Selecting from the many products and services offered by marketers; purchasing; using; spending; repurchasing and discarding those products and services to meet needs and wants. According to Kotler and Keller (2016), cultural, social, and personal factors influence consumer behavior. Cultural factors explain that human behavior is influenced by culture due to habitual elements or being done repeatedly; religion, race, tribe, and geographical location; descent, amount of wealth, position, and education. Social factors are related to the fact that humans are social creatures who cannot live alone and depend on other humans. Social factors such as reference groups have a direct or indirect influence on someone's attitude and behavior. The involvement of family members in influencing consumer behavior and the role and status will encourage a person's consumption behavior. Personal factors include age and stage of life, job and economic situation, personality and self-concept, lifestyle and personal values.

### **2.3 Impulsive Purchases**

According to Herabadi (2012), impulsive purchasing is unintentional conduct that is likely the result of a number of unrealized objectives and is accompanied by a strong emotional response. Each person's level of impulsive purchase is distinct. It is totally up to the person whether or not they can control their impulsive purchases. The appeal of a certain feeling or passion motivates a potential buyer to make an impulsive purchase. An unplanned purchase is one purchased without prior planning or a choice made at the store (Utami, 2010).

### III. Research Method

This research method employs associative research. As per Sugiyono (2017), associative research involves formulating and evaluating hypotheses to determine the association between two or more variables. This study aims to determine how promotions, shopping lifestyles, and positive emotions influence impulsive online purchases at the Balyan Shop. This study was conducted at an advanced stage of organized research. The first stage begins with the identification of the population, variables, operational definitions, sources, and data collection methods; as well as the formulation of the analytical model that will be utilized as a tool in the suggested hypothesis testing to generate research results. In accordance with the goal of the study, this sort of research may be utilized to experimentally demonstrate the impact of promotions and shopping lifestyles on impulsive purchases in the Balyan Shop online store through positive emotions as an intervening variable. This study was conducted in East Aceh Regency, Aceh Province, with the participation of members of the general public who had made online purchases from Balyan Shop.

### IV. Result and Discussion

#### 4.1 Measurement Model Evaluation (Outer Model) Convergent Validity

From the standardized loading factor, it can be seen that the convergent validity of individual item reliability checks can be evaluated. The standardized loading factor describes the magnitude of the correlation between each measurement item (indicator) and its construct. The following is the value of the outer loading of each indicator on the research variable:

**Table 3.** Outer Loading Validity Testing

Variables	items	Outer Loading
Promotion (X1)	X1.1	0,717
	X1.2	0,725
	X1.3	0,825
	X1.4	0,840
	X1.5	0,871
	X1.6	0,859
	X1.7	0,862
	X1.8	0,842
Shopping lifestyle (X2)	X2.1	0,821
	X2.2	0,710
	X2.3	0,849
	X2.4	0,856
	X2.5	0,812
	X2.6	0,822
	X2.7	0,827
	X2.8	0,784
Impulsive purchase (Y)	Y1.1	0,773
	Y1.2	0,775
	Y1.3	0,771

	Y1.4	0,741
	Y1.5	0,791
	Y1.6	0,736
	Y1.7	0,776
Positive emotions (Z)	Z1.1	0,842
	Z1.2	0,833
	Z1.3	0,826
	Z1.4	0,727
	Z1.5	0,820
	Z1.6	0,738

Table 3 shows that all outer loading values are more than 0.7, indicating that the value meets the convergent validity criteria.

#### 4.2 Discriminant Validity

Discriminant Validity seeks to evaluate and compare discriminant validity and the square root of the average extracted (AVE). If the value of the square root of the AVE for each construct is greater than the correlation value between the construct and other constructs in the model, then the construct is considered to have a high degree of discriminant validity and the predicted AVE value is greater than 0.5.

**Table 4.** Validity Testing  
Based on Average Variance Extracted (AVE)

Variables	(AVE)
Promotion (X1)	0,672
Shopping lifestyle (X2)	0,658
Positive emotions (Z)	0,638
Impulsive purchase (Y)	0,587

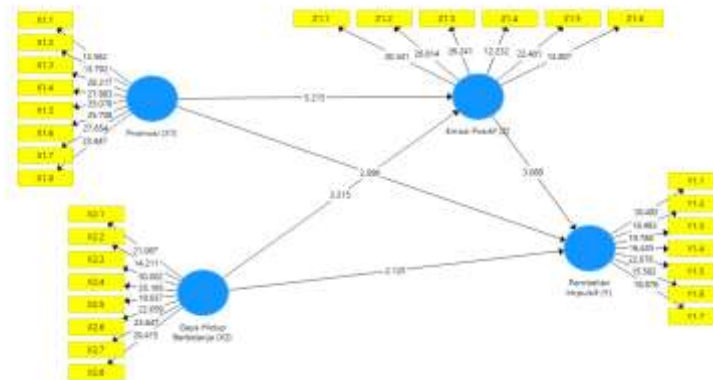
Table 4 shows all AVE values for promotion variables, shopping lifestyle, positive emotions, and impulse purchases > 0.5. Thus, it can be stated that each variable has good discriminant validity requirements.

**Table 5.** Discriminant Validity Test

	Positive emotions (Z)	Shopping lifestyle (X2)	Impulsive purchase (Y)	Promotion (X1)
Positive emotions (Z)	$\sqrt{AVE_z} = 0,799$			
Shopping lifestyle (X2)	0,441	$\sqrt{AVE_{x2}} = 0,811$		
Impulsive purchase (Y)	0,626	0,445	$\sqrt{AVE_y} = 0,766$	
Promotion (X1)	0,563	0,133	0,465	$\sqrt{AVE_{x1}} = 0,820$

#### 4.3. Evaluation of the Inner Model (Structural Model)

In this study, the results of the path coefficient test and hypothesis testing will be explained.



**Figure 1 .Results of PLS Bootstrapping Inner Model**

Path coefficient evaluation is used to show the strength of the effect or influence of the independent variable on the dependent variable. The coefficient determination (R-Square) is used to measure how much the endogenous variable is influenced by other variables. Chin said the results of R<sup>2</sup> were 0.67 and above for endogenous latent variables in the structural model, indicating that the effect of exogenous variables (influenced) on endogenous variables (influenced) was in the good category. Meanwhile, if the result is 0.33– 0.67, then it is included in the medium category, and if the result is 0.19– 0.33, then it is included in the low category. All variables in this model have a path coefficient with a positive number. This shows that, if the path coefficient value is greater in one independent variable than on the dependent variable, the stronger the influence between the independent variables on the dependent variable. Based on the data processing that has been done, the R-Square values obtained are as follows:

**Table 6.** Coefficient of Determination (R-Square)

Variables	R Square
Positive emotions (Z)	0,453
Impulsive purchase (Y)	0,455

Table 6 shows that the R-Square value for the positive emotion variable is 0.453, which means that the promotion variable and the shopping lifestyle variable are able to explain the positive emotion variable by 45.3%. The value of R-Square on the impulsive purchases variable is 0.455, which means that the promotion variable and the shopping lifestyle variable are able to explain the impulsive purchases variable by 45.5%.

**Table 7.** Significance Test of Effect

Variables	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Value
Promotion (X1) -> Positive emotions (Z)	0,513	0,508	0,098	5,215	0,000
Shopping lifestyle (X2) -> Positive emotions (Z)	0,372	0,373	0,112	3,315	0,001
Promotion (X1) -> Impulsive purchase (Y)	0,206	0,209	0,098	2,096	0,037
Shopping lifestyle (X2) -> Impulsive purchase (Y)	0,240	0,244	0,113	2,125	0,034



Positive emotions (Z) - > Impulsive purchase (Y)	0,405	0,390	0,131	3,089	0,002
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#### 4.4 Direct Effect and Indirect Effect

The effect of promotion on consumers' positive emotions at the online store Balyan Shop shows a path coefficient value (original sample) of 0.513 and is significant with a P-Value of  $0.000 < 0.05$ , which means that H1 is accepted. Based on these results, it can be interpreted that promotion has a positive and significant effect on positive emotions in the online store Balyan Shop.

The influence of shopping lifestyle on the positive emotions of consumers at the Balyan Shop online store shows a coefficient value of 0.372 (original sample) and is significant with P-Values =  $0.001 < 0.05$  which means H2 is accepted. Based on the results, it can be interpreted that the shopping lifestyle has a positive and significant effect on positive emotions at the Balyan Shop online store.

#### 4.5. Discussion

##### a. Promotion has a positive and significant effect on positive emotions at the Balyan Shop online store

Lovelock & Wirtz (2017) revealed that promotion has the purpose of motivating consumers to buy, meaning that there is consumer behavior when making a purchase that involves consumer emotions. While Cummins & Mullin (2004) stated that one of the purposes of promotion is to create interest and divert attention to price, Such interest will create passion and encourage consumers to purchase a product. The promotion carried out by the Balyan Shop online store will create interest and cause consumers' emotions when shopping to increase, leading to the creation of an impulsive purchase process.

Promotional media play an important role in shaping consumer emotions. It is proven by the research that has been done by Hidayat & Erika (2016), which states that promotion has a positive effect on positive emotions. In line with research conducted by Waruan & Poluan (2016) and Asrinta (2018), which states that promotion has a positive and significant effect on positive emotions. Promotion is an activity carried out by the online store Balyan Shop which aims to influence the minds of consumers so that consumers know about the products offered.

Promotion is one of the ways that should be done by companies that aim to increase sales volume and be able to attract, entice, and stimulate consumers so that they can make a purchase. Therefore, promotional activities must be carried out in line with the marketing plan and managed well so that promotion can make a great contribution to attracting consumers. Researchers discovered the largest segmentation among teenagers aged 18-28 years old based on data from the questionnaire. The promotions carried out by the Balyan Shop online store are carried out in various ways, namely giving discounts or price reductions, free shipping coupon promotions, the latest product promotions, as well as giving other interesting promotions.

##### b. The shopping lifestyle has a positive and significant effect on positive emotions at the Balyan Shop online store.

Emotions are generally triggered by a person's lifestyle factors. Positive emotions appear due to the presence of stimuli from inside and outside the individual that influence consumers to make impulsive purchases (Kwan, 2016). The shopping lifestyle plays an important role in creating positive emotions in consumers. Thus, the consumer's lifestyle as well as the promotions available will make the consumer passionate and can stimulate the

consumer's emotions to make a purchase. Positive emotions, promotions, and shopping lifestyles have played an important role in the consumer's impulsive purchases process.

The results of the research show that the shopping lifestyle has a positive and significant effect on positive emotions at the Balyan Shop online store. The results of this research support research conducted by Mardhiyah & Sulistiawati (2021), stating that the shopping lifestyle has a positive and significant influence on positive emotions in e-commerce. Further research conducted by Andayani & Wahyono (2018), states that a shopping lifestyle influences positive emotions. This means that there is consumer behavior when making a purchase that involves emotions. The state of the consumer's shopping lifestyle is closely related to positive emotions. When the products available have good quality and the products featured follow existing trends, it will create a positive or negative effect on the consumer that will influence their purchase.

The influence of shopping lifestyle on positive emotions is due to the fact that if a consumer makes a purchase, the shopping lifestyle attitude they have tends to be large and accompanied by relatively high positive emotions. Consumers do shopping activities to meet lifestyle needs and have an impact on pleasure that can affect positive emotions. There is high shopping activity at the Balyan Shop online store because consumers feel comfortable and trust the service provided to them so that they can meet their needs and desires.

## V. Conclusion

Based on the analysis and discussion, it is concluded that promotion has a positive and significant effect on positive emotions at the Balyan Shop online store. The shopping lifestyle has a positive and significant effect on positive emotions at the Balyan Shop online store. Promotions have a positive and significant effect on impulsive purchases at the Balyan Shop online store. The shopping lifestyle has a positive and significant effect on impulsive purchases at the Balyan Shop online store. Positive emotions have a positive and significant effect on impulsive purchases at the Balyan Shop online store. Promotion has a positive and significant effect on impulsive purchases through positive emotions at the Balyan Shop online store. The shopping lifestyle has a positive and significant influence on impulsive purchases through positive emotions at the Balyan Shop online store.

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