

THE EFFECT OF PRICE DISCOUNT AND HEDONIC SHOPPING MOTIVATION ON IMPULSE BUYING MEDIATED BY POSITIVE EMOTION

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Abstract: This paper aims to determine the effect of price discount (x1), and hedonic shopping motivation (x2), on impulse buying (y) with positive emotion (z) as a mediating variable at UNIQLO in Medan City. This study used a quantitative approach by collecting data through questionnaires. The data analysis technique in this study uses a PLS-based SEM approach with SmartPLS 4.0. The population and sample of this study are all UNIQLO consumers in Medan City, totaling 96 people. The results of this study indicate that price discounts positively and significantly affect positive emotion, hedonic shopping motivation positively and significantly influences positive emotion, price discounts do not have a significant effect on impulse buying, hedonic shopping motivation positively and significantly influences impulse buying, positive emotion with a positive and significant influence on impulse buying, price discounts do not have a significant effect on impulse buying through positive emotion, and hedonic shopping motivation positively and significantly influences impulse buying through positive emotion.

Keywords: Price Discount; Hedonic Shopping Motivation; Impulse Buying; Positive Emotion

Introduction

Based on the Top 50 Brand Apparel Ranking, in 2021 UNIQLO experienced an increase in the company's ranking from 9th to 7th. Fast Retailing, which is UNIQLO's parent company, was able to catch up with Zara's parent company, which has a market capitalization of around US\$ 99 billion or 80. 8 billion euros on Tuesday (16/2/2021). Meanwhile, Fast Retailing reached US\$103 billion or 10.87 trillion yen at the end of trading Tuesday (16/2/2021) (CNN Indonesia, 2021) . However, due to increasing and intense competition, in 2022 UNIQLO experienced a decline in ranking from 7th to 10th (Brand Directory, 2022) . This competition can be seen in the increasing number of fashion retail brands such as Zara, H&M and Mango which are expanding in various cities, one of which is Medan City.

With increasing competition in the fashion retail business, companies must be able to understand the needs and desires of consumers, and need to use the right strategies to get new consumers and retain existing consumers. One thing that companies need to understand and pay close attention to is consumer behavior. Behavior that often occurs in fashion retail stores is impulse buying behavior .

Impulse buying can be defined as an unplanned and unwanted purchase in advance, as well as a sudden and strong urge to buy (Shi & Joo, 2023) . This phenomenon is often experienced by several people, they make decisions suddenly and without thinking long about buying an item. It is hoped that the impulse buying phenomenon can be a means of

increasing sales at UNIQLO. In order for this impulse buying phenomenon to occur, business people at UNIQLO must be able to know what factors can influence impulse buying and create the right strategy.

Positive emotion is a mood or feeling experienced by a person, there is a very strong urge that cannot be controlled and always influences a person's behavior (Alexander et al., 2021) . (Bessouh & Belkhir, 2018) explains that the feelings or mood experienced by a person have the impact of a very large desire to do impulse buying . Positive emotions are the result of reactions to an environment that supports interest in the product or an attractive sales promotion. Research conducted by (Sudarsono, 2017) states that there is a significant influence between positive emotions on impulse buying , when consumers' emotions are positive, the possibility of consumers making impulse purchases will be greater. However, this is different from research conducted by (Kusniawati, 2022) that positive emotions do not have a significant effect on impulse buying .

Price discounts are one of the factors that influence impulse buying. Price discount is a reduction in price from the list price that has been set by business actors in a certain period to attract more consumers to buy a product (Noor, 2020) . Consumers tend to frequently buy additional products without prior planning and the influence of sales promotions on impulse purchases can be used as an opportunity (Andriany & Arda, 2021) . Consumers are interested in discounts because they think that the prices offered are cheaper so they can save money. With a price discount , it will stimulate consumer behavior by making unplanned purchases, this can increase sales of a product so that it benefits the company.

Another important factor that influences impulse buying is hedonic shopping motivation . Hedonic shopping behavior is a pattern of activity to seek pleasure and satisfaction (Saputri & Yuniati, 2017) . According to (Widagdo & Roz, 2021) hedonic shopping motivation is a person's desire to shop to fulfill psychological needs, namely emotions, satisfaction, prestige and other subjective feelings. Consumers consider that shopping can give rise to satisfaction when what they need and want is met. Consumers who have a hedonic nature tend to shop without seeing the benefits of the product and do not prioritize shopping according to their needs. This can stimulate impulse buying.

To find out consumer perceptions of UNIQLO, researchers conducted a survey of UNIQLO consumers in February 2023. So the following are the results of pre-research interviews with 15 respondents who are customers or have purchased UNIQLO products in Medan City which were made in the form of a questionnaire, the results can be seen in the following table:

Table 1. Consumer Perceptions of UNIQLO

No	Statement	Agree	Don't agree	Percentage	
				Agree	Don't agree
1.	I am interested in the discounts offered by UNIQLO.	8	7	53%	47%
2.	I bought UNIQLO products unplanned when there was a discount.	13	2	87%	17%
3.	I buy UNIQLO products for personal enjoyment.	13	2	87%	17%
4.	I bought UNIQLO products unplanned when I was in a positive mood.	11	4	73%	27%

Source: Google Form Questionnaire

Based on the results of a survey conducted by researchers on 15 respondents who are customers or have purchased UNIQLO products in Medan City, it shows that there are 57% of consumers who are interested in the discounts offered by UNIQLO and 47% of consumers who are not interested. Meanwhile, as many as 87% of consumers do impulse buying when there is a price discount at UNIQLO. As many as 87% of consumers buy products for personal enjoyment, this illustrates the existence of hedonic shopping motivation. Positive emotions influence as many as 73% of consumers to make impulse purchases, when they are in a good mood there is an urge for them to make unplanned purchases.

The theoretical basis and previous research findings will produce a research conceptual framework which is described in the form of the following image :

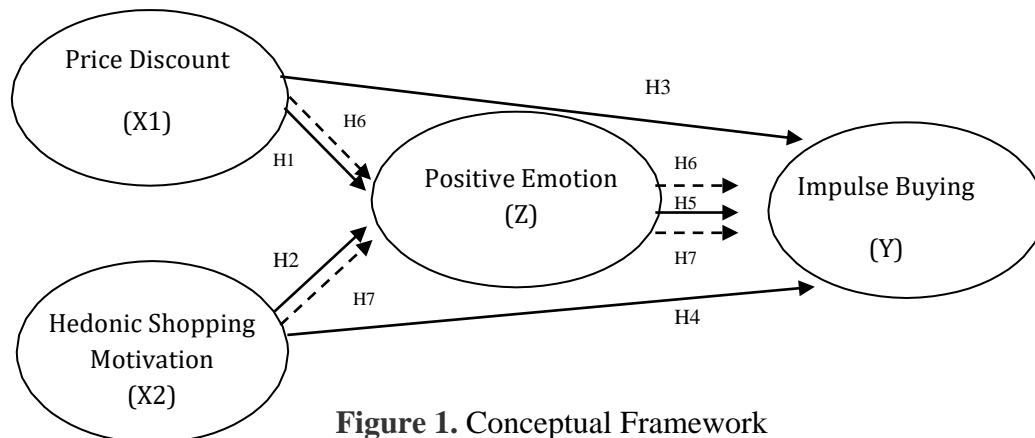


Figure 1. Conceptual Framework

Based on the conceptual framework above, the researcher makes a temporary statement (Hypothesis) as follows:

H1: Price Discount has a significant effect on Positive Emotion

H2: Hedonic Shopping Motivation has a significant effect on Positive Emotion

H3: Price Discount has a significant effect on Impulse Buying

H4: Hedonic Shopping Motivation has a significant effect on Impulse Buying

H5: Positive Emotion has a significant effect on Impulse Buying

H6: Price Discount has a significant effect on Impulse Buying through Positive Emotion

H7: Hedonic Shopping has a significant effect on Impulsive Buying through Positive Emotion

Method

This research uses a quantitative research approach. In this method, the relationship between observed variables can be measured by emphasizing statistical hypothesis testing. The population in this research is all UNIQLO consumers in Medan City. Determining the number of samples in this study used the Lemeshow formula and obtained 96 people. The data used in this research is primary data with data collection techniques using questionnaires. The data analysis method used in this research is statistical analysis, with a PLS-based SEM approach with SmartPLS 4.0, which tries to carry out route analysis by utilizing latent variables.

Table 2. Indicators used for each variable

Variable	Indicator	Reference
Price Discount	The size of the discount	(Baskara, 2018)
	Discount period	
	Types of products that get discounts	
Hedonic Shopping	Adventure shopping	(Yusda, 2022)

Motivation	Social shopping	
	Gratification shopping	
	Shopping ideas	
	Role shopping	
	Value shopping	
Impulse Buying	Purchase without prior planning	(Shahjehan et al., 2012)
	There is a sudden urge that consumers feel to immediately carry out transactions	
	Lack of substantive evaluation	
Positive Emotion	Feeling comfortable when shopping	(Apriliani, 2017)
	Feeling of satisfaction when shopping	
	Feeling happy when shopping	

Results and Discussion

After the questionnaires were collected, the number of respondents was 96. The demographics of the respondents consisted of 70.8 percent women and 29.2 percent men. Based on age, 37.5 percent were 17-21 years old, 46.9 percent were 22-26 years old, 9.4 percent were 27-31 years old, and 6.3 percent were 32 years old and over. Based on the latest educational status, 47.9 percent were High School (SMA), 4.2 percent had a diploma, 46.9 percent had a bachelor's degree, and 1 percent had a master's degree. In the initial stage, a convergent validity test was carried out to measure the validity of the model for each variable with its indicators. This research uses a minimum loading factor limit of 0.7.

Table 3. Respondent Demographics

Category	Details	Amount	Percent
Gender	Man	28	29.2
	Woman	68	70.8
	Total	96	100
Age	17-21	36	37.5
	22-26	45	46.9
	27-31	9	9.4
	32>	6	6.3
	Total	96	100
Last education	SENIOR HIGH SCHOOL	46	46.9
	Diploma	4	4.2
	S1	45	46.9
	S2	1	1
	Total	96	100

Source: Google Form Questionnaire

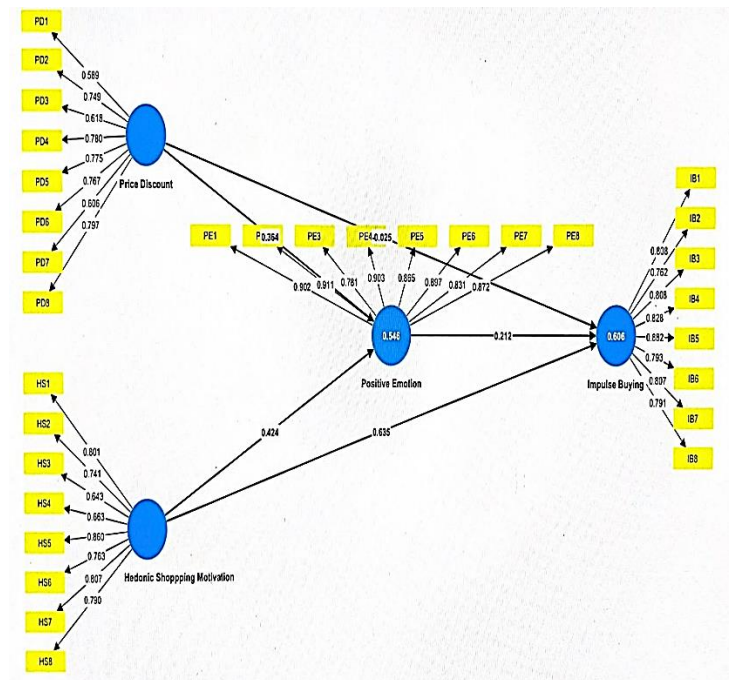


Figure 2. Model Output

Source: SmartPLS 4.0.

Based on Figure 2, there are several indicators that have loading factor values < 0.7 , namely indicators PD1, PD3, PD7, HS3 and HS4, therefore these indicators were removed from this research model.

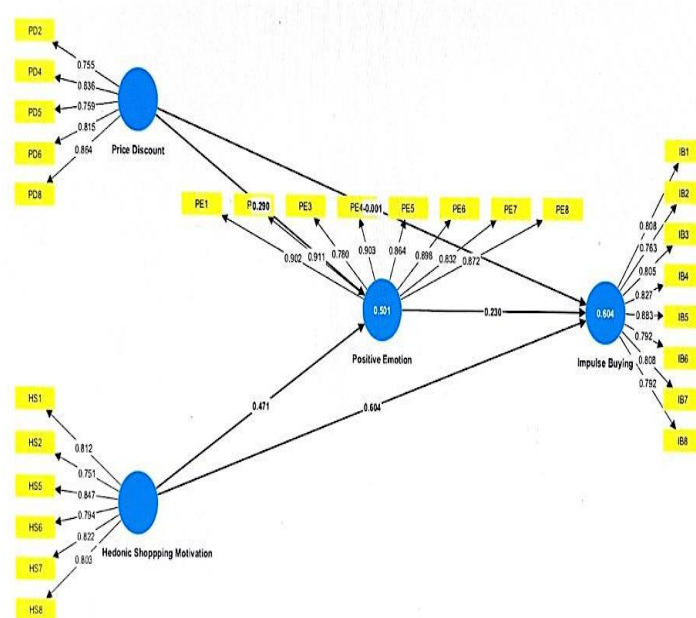


Figure 3 . Model Output

Source: SmartPLS 4.0.

All indicators in Figure 3 above have a loading factor value > 0.7 , therefore these indicators are valid.

Outer Model Analysis

Table 4. PLS-SEM Algorithm

Variable	Indicator	Loading Factor	Cronbach's Alpha	(rho_a)	AVE
Price Discount	WW2	0.755	0.866	0.878	0.651
	PD4	0.836			
	PD5	0.759			
	PD6	0.815			
	PD8	0.864			
Hedonic Shopping Motivation	HS1	0.812	0.892	0.896	0.649
	HS2	0.751			
	HS5	0.847			
	HS6	0.794			
	HS7	0.822			
Impulse Buying	HS8	0.803	0.925	0.926	0.657
	IB1	0.808			
	IB2	0.763			
	IB3	0.805			
	IB4	0.827			
Positive Emotion	IB5	0.883	0.954	0.957	0.759
	IB6	0.792			
	IB7	0.808			
	IB8	0.792			
	PE1	0.902			
	PE2	0.911			
	PE3	0.780			
	PE4	0.903			
	PE5	0.864			
	PE6	0.898			
	PE7	0.832			
	PE8	0.872			

Source: SmartPLS 4 Data Processing Results (2023)

Table 4 shows that all indicators have a loading factor > 0.7 . And it is known that each variable has an AVE value greater than 0.5. Composite Reliability Value and Cronbach's Alpha greater than 0.6. So the variables in this research can be said to be reliable.

Table 5. Cross Loading Results

	Price Discount	Hedonic Shopping Motivation	Positive Emotion	Impulse Buying
WW2	0.755	0.618	0.557	0.533
PD4	0.836	0.560	0.430	0.312
PD5	0.759	0.436	0.484	0.440
PD6	0.815	0.534	0.391	0.392
PD8	0.864	0.688	0.598	0.560
HS1	0.591	0.812	0.515	0.588
HS2	0.643	0.751	0.519	0.509
HS5	0.655	0.847	0.616	0.636

HS6	0.566	0.794	0.511	0.556
HS7	0.517	0.822	0.585	0.703
HS8	0.510	0.803	0.520	0.651
PE1	0.521	0.612	0.902	0.562
PE2	0.570	0.592	0.911	0.587
PE3	0.516	0.505	0.780	0.435
PE4	0.585	0.606	0.903	0.571
PE5	0.554	0.540	0.864	0.523
PE6	0.569	0.635	0.898	0.561
PE7	0.516	0.579	0.832	0.527
PE8	0.538	0.642	0.872	0.658
IB1	0.497	0.566	0.475	0.808
IB2	0.530	0.644	0.519	0.763
IB3	0.529	0.646	0.599	0.805
IB4	0.467	0.645	0.565	0.827
IB5	0.435	0.603	0.567	0.883
IB6	0.401	0.602	0.459	0.792
IB7	0.416	0.596	0.494	0.808
IB8	0.438	0.603	0.438	0.792

Source: SmartPLS 4 Data Processing Results (2023)

From the results of the cross loading estimation Table 5 shows that each indicator in the research variable has a cross loading value largest on the variable it forms than the cross loading value on other variables. So it can be stated that all the indicators used have discriminant validity who are good at arranging their respective variables.

Inner Model Analysis

Table 6. R-Square

	R-Square	Adjusted R Square
Impulse Buying	0.604	0.591
Positive Emotion	0.501	0.490

Source: SmartPLS 4 Data Processing Results (2023)

The results of testing the R-Square value on the Impulse Buying variable gave a value of 0.604, which shows that the model is moderate because the Price Discount , Hedonic Shopping Motivation and Positive Emotion variables are able to explain 60.4% of Impulse Buying . Likewise, the Positive Emotion variable has an R-Square value of 0.501, which shows that the model is moderate because the Price Discount , Hedonic Shopping Motivation and Impulse Buying variables are able to explain 50.1% of Positive Emotion, while the rest is explained by other variables.

Table 7. Path Coefficient Test

	Path Between Variables	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T-Statistics (O/STDEV)	P Values	Information
Direct Influence							
H1	Price Discount → Positive	0.290	0.283	0.133	2,179	0.029	Accepted

	Emotion						
	Hedonic						
	Shopping						
H2	Motivation	0.471	0.478	0.120	3,934	0,000	Accepted
	→ Positive						
	Emotion						
	Price						
H3	Discount →	-0.001	-0.001	0.117	0.010	0.992	Rejected
	Impulse						
	Buying						
	Hedonic						
	Shopping						
H4	Motivation	0.604	0.617	0.115	5,229	0,000	Accepted
	→ Impulse						
	Buying						
	Positive						
H5	Emotion →	0.230	0.222	0.105	2,187	0.029	Accepted
	Impulse						
	Buying						
Indirect Influence							
	Price						
	Discount →						
H6	Positive						
	Emotion →	0.067	0.064	0.045	1,473	0.141	Rejected
	Impulse						
	Buying						
	Hedonic						
	Shopping						
	Motivation						
H7	→ Positive	0.108	0.104	0.054	1,997	0.046	Accepted
	Emotion →						
	Impulse						
	Buying						

Source: SmartPLS 4 Data Processing Results (2023)

The results of this research show that of the seven hypotheses, five were accepted and two were not accepted. In terms of direct influence, the research results state that there is an influence of Price Discount on Positive Emotion , where the price discount offered by UNIQLO is able to create positive emotions in consumers, including feelings of joy, comfort and satisfaction when shopping. This is in line with research (Saputro, 2019) which states that Price Discounts have a positive and significant effect on Positive Emotion , the higher the intensity of the Price Discount offered, the more positive responses it will give to consumers. Likewise, Hedonic Shopping Motivation has a significant influence on Positive Emotion , where the higher the hedonic behavioral motivation, the higher the positive emotions felt by consumers. This is in line with research (Mentari & Pamikatsih, 2022) which states that Hedonic Shopping Motivation has a significant effect on Positive Emotion , when consumers shop hedonically for the products they are looking for, it will create a feeling of joy and satisfaction in them. Furthermore, Price Discounts do not have a significant effect on Impulse Buying , this result is supported by research (Ittaqullah et al., 2020) which states that Price Discounts do not have a significant effect on Impulse Buying and (Jauhari, 2017) states that

promotions carried out can have a negative effect. on Impulse Buying . This is contrary to research (Salsafira & Trianasari, 2022) which states that Price Discounts have a positive and significant influence on Impulse Buying. These results can be explored in further research so that the Price Discount indicator can be developed. However, Hedonic Shopping Motivation has a significant influence on Impulse Buying , research results (Setyningrum et al., 2016) show that Hedonic Shopping Motivation has a positive and significant influence on Impulse Buying . This means that the higher the hedonistic shopping motivation of UNIQLO consumers, the higher the level of unplanned purchases. Then the research results show that Positive Emotion has a significant influence on Impulse Buying . This is supported by research (Choirul & Artanti, 2019) and (Setiawan & Ardani, 2022) which states that Positive Emotion has a positive and significant effect on Impulse Buying . So consumers with a positive mood will be more conducive to making impulse purchases than those in a negative mood.

The indirect influence, namely Price Discount on Impulse Buying through Positive Emotion , also does not have a significant influence. These results are supported by research conducted (Mujaya, 2022) which shows that there is no significant influence between Price Discount on Impulse Buying through Positive Emotion . This is contrary to the results of research (Larasati & Yasa, 2021) and (Saputro, 2019) which state that Positive Emotion has a significant effect in mediating Price Discount on Impulse Buying. These differences in results can be explored and developed in further research. After that, the influence of Hedonic Shopping Motivation has a positive and significant effect on Impulse Buying through Positive Emotion . Research (Aprilia et al., 2023) supports this, where there is a significant influence on Hedonic Shopping Motivation on Impulse Buying with Positive Emotion as an intervening variable. The positive emotions felt by UNIQLO consumers can give rise to a person's motivation to shop hedonically, which creates impulsive purchases.

Conclusion

The results of this research show that there are five accepted hypotheses, namely H1, H2, H4, H5 and H7. Meanwhile, two hypotheses were rejected, namely H3 and H6. These findings confirm the fact that Price Discount and Hedonic Shopping Motivation have a significant influence on Positive Emotion . With discounts and motivation for someone to shop hedonically at UNIQLO, it is able to create a positive mood in consumers. Positive Emotion also has a positive and significant effect on Impulse Buying . Consumers with a positive mood can make unplanned purchases at UNIQLO, this is done to pamper themselves and respect themselves because buying impulsively can change their thoughts and overcome uncomfortable feelings. The results of hypotheses 3 and 6 which were rejected showed that there was no significant influence of Price Discount on Impulse Buying and Positive Emotion did not have a significant influence in mediating Price Discount on Impulse Buying . Therefore, marketers must pay attention to strategies for providing discounts and develop other strategies that can create impulse buying . However, Hedonic Shopping Motivation is stated to have a significant influence on Impulse Buying through Positive Emotion . This means that when consumers are in a positive mood, it can motivate consumers to shop hedonically so that they will make impulse purchases.

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