Artykuły

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The effects of sales promotion and store atmosphere on hedonic shopping motivation and impulse buying. A case study of customers at Indomaret, Lippo Karawaci, Indonesia

Wpływ promocji sprzedaży i atmosfery w sklepie na hedonistyczną motywację do zakupów i zakupy impulsywne. Studium przypadku klientów sklepu Indomaret w Lippo Karawaci w Indonezji

Abstract

This study aims to analyze the effects of sales promotion and store atmosphere on hedonic shopping motivation and impulse buying among customers of Indomaret, Lippo Karawaci, Tangerang. The target population in this study was all students and alumni of Uuniversitas Pelita Harapan who had visited Indomaret in Lippo Karawaci, with a sample size of 150 respondents. The data was collected using a questionnaire and analyzed using Partial Least Square – Structual Equation Modeling (PLS-SEM) in SmartPLS ver. 3.3.3 program. The results show that the sales promotion has a positive effect on hedonic shopping motivation and impulse buying; the store atmosphere has a positive effect on hedonic shopping motivation but has no effect on the impulse buying; and the hedonic shopping motivation has a positive effect on impulse buying. Thus, the sales promotion plays an important role in increasing the impulse buying.

Streszczenie

Niniejsze badanie ma na celu analizę wpływu promocji sprzedaży i atmosfery w sklepie na hedonistyczną motywację do zakupów i zakupy impulsywne wśród klientów sklepu sieci Indomaret w dzielnicy Lippo Karawaci miasta Tangerang w Indonezji. Populacją docelową w tym badaniu byli wszyscy studenci i absolwenci Uuniversitas Pelita Harapan, którzy odwiedzili Indomaret w Lippo Karawaci. Badanie przeprowadzono na próbie liczącej 150 respondentów. Dane zostały zebrane za pomocą kwestionariusza i przeanalizowane przy użyciu częściowej metody najmniejszych kwadratów – modelowania równań strukturalnych (PLS-SEM) w programie SmartPLS ver. 3.3.3. Wyniki pokazują, że promocja sprzedaży ma pozytywny wpływ na hedonistyczną motywację do zakupów i kupowanie impulsywne; atmosfera w sklepie pozytywnie wpływa na hedonistyczną motywację do zakupów, ale nie ma wpływu na zakupy impulsywne; a hedonistyczna motywacja zakupowa pozytywnie oddziałuje na zakupy impulsywne. Tak więc promocja sprzedaży odgrywa ważną rolę w zwiększaniu zakupów pod wpływem impulsu.

Keywords
sales promotion, store atmosphere, hedonic shopping motivation, impulse buying, Indomaret

Słowa kluczowe
promocja sprzedaży, atmosfera w sklepie, hedonistyczna motywacja do zakupów, zakupy impulsywne, Indomaret

Introduction

The increasing economy and the development of the retail business in Indonesia have led to an increase in the competition among the retail businesses. The retail business has caused customers to want their needs to be met, so that many retailers have to offer more choices – ranging from product prices, product quality, and services. Further, purchasing behavior has experienced a shift from a planned shopping behavior to an unplanned shopping behavior.

According to the theory of consumer demand, consumers pick a product based on the fact that one product is preferable than another (Pindyck & Rubinfeld, 2009). In addition, consumers increase their satisfaction in product selection by paying attention to the price to pay and the budget they have. However, this is not always the case. The economic behavior theory reveals that the consumer product selection is influenced by psychological and social factors. Furthermore, the situation at the moment of decision making is also influential (Pindyck & Rubinfeld, 2009). In other words, the consumer product selection is irrational. For these conditions, people may create an impulse buying behavior. This impulse buying is a shopping activity that is carried out in the absence of prior planning. It is because there is an immense emotional impulse to the desire for a product, causing an immense (urgent) feeling for the product (Sembiring, 2013). Jones, Reynolds, Weun, and Beatty (as cited in Dhaundiyal & Coughlan, 2009, p. 6) identified three characteristics that distinguished the impulse buying from other buying behaviors, namely: involuntary buying, unreflective buying, and immediate buying. Utami (2010) argued that the hedonic shopping motivation encourages consumers to make purchases because they are pleased, and they feel that the activity being carried out is something interesting. The hedonic shopping motivation involves a comfortable and fun shopping activity as the customers consider it to be an interesting thing to do.

The present research investigates the retail business in Indonesia and Indomaret is the research object. Indomaret is selected as the research object as its outlets are growing rapidly in the retail business environment. They can now be found in almost every village and city in Indonesia. According to a short interview with the management of the Indomaret outlet located in Lippo Karawaci, Tangerang, Indonesia, they expect more than 80% of their customers to make impulse purchases. Similarly, a survey conducted on several students of Universitas Pelita Harapan revealed that 70% of them did make impulse purchases. In order to increase the impulse buying, the present research examines factors that stimulate the impulse buying, namely sales promotion, store atmosphere, and hedonic shopping motivation.

For this reason, the research questions of this study include the following: "Do sales promotion and store atmosphere have a positive effect on the hedonic shopping motivation?"; "Do sales promotion and store atmosphere have a positive effect on the impulse buying?"; and "Does hedonic shopping motivation have a positive effect on the impulse buying?" The present research is a replication study developed based on a research model by Mamuaya (2018) conducted at Hypermart Manado City. This replication research aims to examine the research model with different contexts and respondents.

Literature review and hypotheses

Relationships among sales promotion, hedonic shopping motivation, and impulse buying

Kotler and Keller (2009) suggested that sellers should use promotional incentives to attract new trials, reward loyal customers (loyalty programs), and raise low prices of frequently bought products. A study on the role of environmental support in the retailer-driven impulse buying by Maymand and Ahmadinejad (2011) showed that in this type of selling, the promotion and marketing had a significant influence on the hedonic shopping motivation market. The customers are motivated when they are excited to explore new things and find more varieties of products, which then exert a significant influence upon the impulse buying. Furthermore, a research by Park and Lennon (2006) showed that the customers' hedonic shopping motivation encourages them to make impulse purchases. Those who shop for their own pleasure may have a higher level of hedonic value. When sales promotion indicators – such as coupons and vouchers, as well as promotions and advertisements – are introduced to the customers, their spontaneous buying tendency tends to increase. A similar thing happens when a company offers free or discounted products (Karbasivar & Yarahmadi, 2011; Tendai & Crispen, 2009). However, another study of sales promotion indicators showed that packaging and prices had no effect on the impulse buying. Certainly, those persuaded by a favorable stimulus will immediately feel an increased desire to buy more products. Therefore, the first and second hypothesis that can be proposed are as follows:

H1: Sales promotion has a positive effect on hedonic shopping motivation.

H2: Sales promotion has a positive effect on impulse buying.

Relationships among store atmosphere, hedonic shopping motivation, and impulse buying

Influencing the customers through store atmosphere is believed to have a more direct effect on their behavior in-store than any other marketing tool. In other words, the store atmosphere plays an important role as a stimulus that leads to several cognitive effects in an individual, which in turn implies several behavioral responses (Turley & Milliman, 2020, in: Bohl, 2012). Mowen and Minor (as cited in Sumarwan, 2011, p. 323) revealed that the term 'atmosphere' is about more than just a spatial store. They emphasized that a store atmosphere which is comfortable for customers is related to how store managers can use building designs, building structures, interior designs, interior spaces, floors, hall rooms, rugs and wall textures, smells, colors, shapes, and sounds to achieve a certain effect. In terms of product design, brand exhibitions/shows and counterfeiting can affect the customers' perceptions of the store atmosphere. Previous studies have shown that this relationship would not be sustainable, as the findings suggested contrasting arguments. Several researchers confirmed the effect of store atmosphere on impulse buying (Crawford & Melewar, 2003; Park & Lennon, 2006; Soars, 2009), while Tendai and Crispen (2009) argued otherwise. The customers persuaded by a favorable stimulus will immediately have an increase in their desire to buy products. Therefore, the third and fourth hypothesis that can be proposed are as follows:

H3: Store atmosphere has a positive effect on hedonic shopping motivation.

H4: Store atmosphere has a positive effect on impulse buying.

Relationship between hedonic shopping motivation and impulse buying

Hausman (as cited in Muruganantham & Bhakat, 2012, p. 151) found that where customers shop to fulfill their hedonic desires – such as seeking new experiences, varieties of products, and satisfaction – this attitude significantly influences the impulse buying. The impulse buying plays an important role in providing satisfaction for hedonic desires associated with consumption. Sharma and Marshall (2010) categorized the impulse buying as a hedonic act associated with psychosocial feelings and motivations rather than thoughts and functional usefulness. Further, Beatty and Ferrell (as cited in Muruganantham & Bhakat, 2012, p. 151) suggested that impulse buying is related to sensory stimulation and hedonic motivation. When doing shopping activities, customers sometimes make a purchase that is neither planned nor on their shopping list. A sense of happiness arises when those who shop in hedonism reveal a behavior that is not initially desired by them. Therefore, the fifth hypothesis that can be proposed is as follows:

H5: Hedonic shopping motivation has a positive effect on impulse buying.

Research methods

This research implemented a quantitative approach. The data was analyzed using Partial Least Square – Structural Equation Modeling (PLS-SEM) in SmartPLS ver. 3.3.3 program. This study aims to analyze the positive influence of sales promotion and store atmosphere on hedonic shopping motivation and impulse buying at Indomaret outlet at Lippo Karawaci, Tangerang. The population of this study consisted of all students and alumni of Universitas Pelita Harapan (UPH). There was a total of 150 respondents participating in this study. They were customers who were at least 17 years old and had visited Indomaret at Lippo Karawaci, Tangerang. The data was collected through a questionnaire distributed online. Convenience sampling was applied in this research. All questionnaire items were measured using a 5-point Likert scale, ranging from: 1 = strongly disagree; 2 = disagree; 3 = neutral; 4 = agree; 5 = strongly agree.

Furthermore, the questionnaire items for each variable studied in this research were adapted from many previous studies. The questionnaire items for sales promotion were adapted from Karbasivar and Yarahmadi (2011), Mamuaya (2018), and Maymand and Ahmadinejad (2011). The questionnaire items for store atmosphere were adapted from Mamuaya (2018), and Tendai and Crispen (2009). The questionnaire items for hedonic shopping motivation were adapted from Mamuaya (2018), and Park and Lennon (2006). Meanwhile, the questionnaire items for impulse buying were adapted from Karbasivar and Yarahmadi (2011), Mamuaya (2018), Park and Lennon (2006), and Tendai and Crispen (2009).

Measurement Model

In this study, the data from 150 samples was analyzed for its validity and reliability. The validity test attempted to interpret whether or not the questionnaire used was valid. It measured the convergent validity or average variance extracted (AVE) suggested to be > 0.5, and the value of outer loadings should range between 0.4 and 0.7 (Hair, Sarstedt et al., 2014). Then, the reliability test was done by measuring internal consistency or composite reliability (CR) suggested to be > 0.708 (Hair, Sarstedt et al., 2014). This reliability test greatly determined how the questionnaire items explained and measured the variable and to investigate whether the basic operational definition was well or poorly understood by the respondents after being developed into a questionnaire. The evaluation of the measurement model can be seen in the Table 1.

Table 1 shows that the sales promotion and store atmosphere have an AVE value of 0.572 and 0.561, respectively. Meanwhile, the hedonic shopping motivation and impulse buying have an AVE value of 0.664 and 0.678, respectively. In addition, it can also be seen that the value of the outer loading ranges from 0.724 to 0.937. Thus, these results confirm that there is a good convergent validity and the questionnaire could be declared valid as each variable has an AVE value of higher than 0.50. Furthermore, Table 1 also explains that the CR value of each variable exceeds 0.708, so that it could be concluded that all variables have a high level of reliability.

Furthermore, to measure the discriminant validity, this study used Fornell–Larcker criteria table where the AVE root value must exceed the correlation value between constructs (Hair, Sarstedt et al., 2014). Table 2 shows that the discriminant validity test has been fulfilled, because it has an AVE root value that is greater than the correlation value between constructs. Table 2 summarizes the results of Fornell–Larcker criteria.

Table 1. Measurement model evaluation

Constructs and items		Outer loading
Sales promotion (AVE = 0.572; CR = 0.873)		
SP1	I will buy the product spontaneously when there is a buy-2-get-1 promotion at Indomaret Lippo Karawaci, Tangerang	0.831
SP2	I will buy the product spontaneously when there is a big discount at Indomaret Lippo Karawaci, Tangerang	0/760
SP3	I often visit Indomaret to buy products when there are discounts or coupons at Indomaret Lippo Karawaci, Tangerang	0.755
SP4	The loyalty program offered by Indomaret Lippo Karawaci, Tangerang encourages me to buy more products	0.797
Store atmosphere (AVE = 0.561; CR = 0.828)		
SA1	The room lighting at Indomaret Lippo Karawaci, Tangerang can increase my desire to buy more products	0.801
SA2	The layout for promoted products at Indomaret Lippo Karawaci, Tangerang attract my attention to make a purchase	0.826
SA3	The product placement in front of the cashier prompts me to make unplanned purchases	0.775
SA4	I think the shop design at Indomaret Lippo Karawaci, Tangerang is good	0.779
Hedonic shopping motivation (AVE = 0.664; CR = 0.932)		
HSM1	I feel happy when I shop at Indomaret Lippo Karawaci, Tangerang, because shopping makes me feel free	0.937
HSM2	I feel happy when I shop at Indomaret Lippo Karawaci, Tangerang, because shopping makes me feel like I am in my own world	0.872
HSM3	I make purchases at Indomaret Lippo Karawaci, Tangerang for my own satisfaction	0.889
HSM4	When shopping at Indomaret Lippo Karawaci, Tangerang, I have a pleasant shopping experience	0.901
HSM5	I shop with family or friends at Indomaret Lippo Karawaci, Tangerang to socialize	0.737
HSM6	I like to interact with family or friends when shopping at Indomaret Lippo Karawaci, Tangerang	0.724
Impulse buying (AVE = 0.678; CR = 0.934)		
IM1	I tend to make unexpected purchases when I see interesting items or offers at Indomaret Lippo Karawaci, Tangerang	0.856
IM2	When I like a product at Indomaret Lippo Karawaci, Tangerang, I will not delay buying it	0.833
IM3	I will be encouraged to make a purchase immediately when the promotion ends	0.734
IM4	I feel like I have my own pleasure when I buy the products I like at Indomaret Lippo Karawaci, Tangerang	0.792

Source: own study.

Table 2. Fornell-Larcker criteria

Variable	Sales promotion	Store atmosphere	Hedonic shopping motivation	Impulse buying
Sales promotion	0.777			
Store atmosphere	0.669	0.758		
Hedonic shopping motivation	0.725	0.743	0.828	
Impulse buying	0.776	0.729	0.816	0.831

Source: own study.

Structural model

The structural model was assessed by calculating R-square, Q-square, and testing the hypotheses. The R-square value of 0.75, 0.50 and 0.25 are considered strong, moderate and weak, respectively. Meanwhile, it is overfit if it is 0.90 and/or higher (Hair et al., 2019). Table 3 presents the R-square value. It shows that the R-square value for the hedonic shopping motivation variable is 0.699 or 69.9% and the impulse buying variable is 0.753 or 75.3%. These results indicate that they are considered strong.

Meanwhile, Table 4 presents the predictive relevance or Q-square of the variables. It shows that the Q-square of hedonic shopping motivation variable is 0.358, and for the impulse buying variable it is 0.363. These results explain that the variables are relevant as the values obtained exceed 0.000 (Hair et al., 2019).

The results of data processed could be used to test the hypotheses. The hypotheses would be declared supported empirically if the t-count is > 1.65 (Hair et al., 2019). Table 5 displays the results of hypothesis testing. It shows that four out of five hypotheses are supported empirically, whereas H4 is not. The t-count value of H1, H2, H3, and H5 are all higher than 1.65, thus they could be declared empirically supported and having a significant effect.

Table 3. R-Square

Variable	R-Square
Hedonic shopping motivation	0.699
Impulse buying	0.753

Source: own study.

Table 4. Q-Square

Variable	SSO	SSE	$Q2$ $(=1 - SSE/SSE)$
Hedonic shopping Motivation	1050.000	674.149	0.358
Impulse buying	900.000	572.851	0.363
Sales promotion	750.000	750.000	
Store atmosphere	900.000	900.000	

Source: own study.

Table 5. Hypothesis testing results

Hypothesis	Standardized path coefficient	t-value	Decision
H_1: Sales promotion has a positive effect on hedonic shopping motivation	0.224	3.275	Supported
H_2: Sales promotion has a positive effect on impulse buying	0.412	5.843	Supported
H_3: Store atmosphere has a positive effect on hedonic shopping motivation	0.651	9.976	Supported
H_4: Store atmosphere has a positive effect on impulse buying	0.155	1.535	Not supported
H_5: Hedonic shopping motivation has a positive effect on impulse buying	0.402	3.429	Supported

Source: own study.

Discussion

The first hypothesis (H_1), proposing that the sales promotion has a positive effect on hedonic shopping motivation, is found to be supported empirically. In other words, the sales promotion affected the hedonic shopping motivation significantly, indicating that the higher the sales promotion, the higher the level of hedonic shopping motivation would be. A study on the role of environmental support in retailer-driven impulse buying by Maymand and Ahmadinejad (2011) showed that promotion and marketing in this form of selling had a significant effect on the hedonic shopping motivation. The result of this hypothesis testing is in line with Mamuaya (2018). The increased sales promotion referred to the improvement in sample programs, coupons, and price packages, with the most dominant indicator in shaping the sales promotions being the sample giveaway program. The sales promotion helped to increase the experience of customers shopping at the store. Store management must work hard to make sales promotions even more attractive; specifically, they must be able to negotiate with suppliers so that they could provide greater incentives.

Further, the second hypothesis (H_2), proposing that the sales promotion has a positive effect on impulse buying, is found to be empirically supported. In other words, the sales promotion affected the impulse buying significantly, indicating that the higher the sales promotion, the higher the level of impulse buying would be. The result of this hypothesis testing is consistent with Mamuaya (2018). In the present study, the sales promotion has the highest path coefficient (0.412) compared to that of hedonic shopping motivation (0.402) and that of store atmosphere (0.155). This finding confirms that sales promotion has the greatest influence on impulse buying. Where the store management wants to make customers buy more products without planning, a loyalty program and ongoing discounts must be implemented. Thus, the customers would be encouraged to buy a product because they believe they would receive high benefits at low costs.

Moreover, the third hypothesis (H_3), proposing that the store atmosphere has a positive effect on hedonic shopping motivation, is also empirically supported. In other words, the store atmosphere plays an important role as a stimulus leading to several cognitive effects in an individual, which in turn tends to lead to several behavioral responses (Turley & Milliman, 2000, as cited in: Bohl, 2012, p. 2). The result of this hypothesis testing is consistent with Mamuaya (2018). In the present study, the store atmosphere has a greater path coefficient (0.651) than that of sales promotion (0.224). This finding reveals that the effect of store atmosphere on hedonic shopping motivation is greater than sales promotions. Thus, the store atmosphere played an important role in increasing the hedonic shopping motivation. The increased store atmosphere referred to the improvements in store factors, layout and design, such as an orderly arrangement of goods and narrow aisles, as well as points of purchase and decorations, such as comfortable air conditioning, with the most dominant indicator in shaping the store atmosphere being the in-store appearance. When customers felt comfortable in the store, they did not want to leave any soon.

However, the fourth hypothesis (H_4), the one proposing that the store atmosphere has a positive effect on impulse buying, is not supported empirically. In other words, the store atmosphere fails to significantly influence the impulse buying. This indicates that the customers were not too concerned with the store atmosphere when making impulse purchases. The relationship between store atmosphere and impulse buying occurred debatable. Previous studies had shown that the relationship was not sustainable because their findings suggested contrasting arguments. Several researchers found the effect of store atmosphere on impulse buying (Crawford & Melewar, 2003; Park & Lennon, 2006; Soars, 2009), while Tendai and Crispen (2009) proved otherwise. The result of this hypothesis testing is not in accordance with Mamuaya (2018) which stated that the store atmosphere affected the impulse buying positively and significantly, meaning that an improvement in the store atmosphere caused an increase in the customers' impulse buying. Better store atmosphere, however, did not guarantee that the customers would make impulse purchases. The customers must enjoy the shopping first to make the impulse purchases.

Finally, the fifth hypothesis (H_5), proposing that the hedonic shopping motivation has a positive effect on impulse buying, is supported empirically. In other words, the hedonic shopping motivation affected the impulse buying significantly. This indicates that as the hedonic shopping motivation increases, the impulse buying grows up as well. A research by Park and Lennon (2006) showed that the meaning of hedonic shopping motivation encouraged customers to make impulse purchases. The result of this hypothesis testing is consistent with Mamuaya (2018). An increase in the hedonic shopping motivation meant an increase in the customers' spending motivation for travel, satisfaction, value, and social purposes, with the most dominant indicator in forming the hedonic shopping motivation being the value shopping.

Conclusions

The results of hypothesis testing confirm that sales promotion has a positive effect on hedonic shopping motivation; sales promotion has a positive effect on impulse buying; the store atmosphere has a positive effect on hedonic shopping motivation; the store atmosphere has no effect on impulse buying; and the hedonic shopping motivation has a positive effect on impulse buying.

Limitations and suggestions for future research

There are several limitations faced by this study. The first one is the population and sample which were later considered less appropriate. Rather than university students, general public would make more appropriate population and sample for this sort of research. However, due to the COVID-19 pandemic, it was not possible to interact and hold direct interviews with persons from general public. The COVID-19 pandemic restrictions made it impossible to go to Indomaret outlets in other areas, so that the researchers could only focus on the outlet in Lippo Karawaci, Tangerang. Therefore, the results cannot be generalized for other Indomaret outlets in other areas. Secondly, this study only examines two independent variables, namely sales promotion and store atmosphere. In fact, there are many factors influencing the hedonic shopping motivation and impulse buying at Indomaret outlets. Thus, future researches are suggested to use different population and samples to get better research results. Moreover, future researchers can also directly interview the Indomaret customers after the pandemic period ended, so that the results would be more reliable. Different locations of Indomaret outlets may also have different research results. Thus, future researches are also suggested to examine different locations of Indomaret outlets, so that the findings obtained can be more universal. Besides, it is also important to examine other factors influencing the hedonic shopping motivation and impulse buying by adding more variables. The results of this study are expected to serve as a reference for further research in the same field. Lastly, in this study, the hypothesis testing was carried out using the PLS-SEM approach. Future researches are suggested to apply quasi-experiments to examine similar hypotheses.

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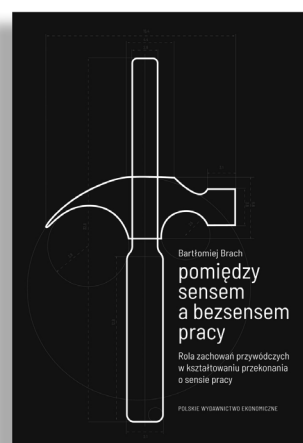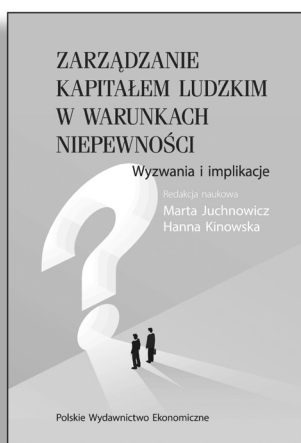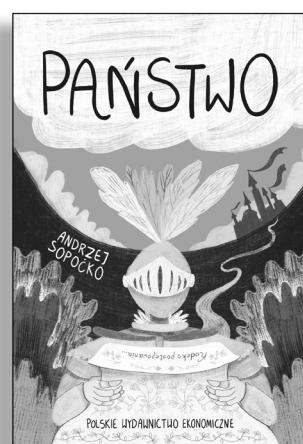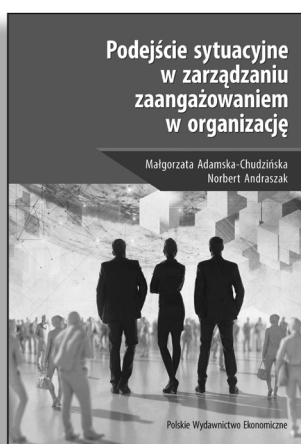
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Absolwentka Wydziału Ekonomii Uniwersytetu Pelita Harapan w Indonezji. Ukończyła studia licencjackie ze specjalizacją marketingu. Obecnie pracuje w prywatnej firmie.

Dr Innocentius Bernarto

Wykładowca na Wydziale Ekonomicznym Universitas Pelita Harapan w Indonezji. Prowadził badania zachowań konsumenckich i marketingu usług. Ponadto jest także recenzentem w kilku czasopismach krajowych i międzynarodowych.