The Effect of Sales Promotion and Store Atmosphere Mediated by Positive Emotion on Impulse Buying for Customers in Bookstores

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ABSTRACT

This study aims to analyze the effect of sales promotion, and store atmosphere on impulse buying with positive emotion as a mediator on consumers of Gramedia Bookstore at Level 21 Mall in Denpasar with 100 respondents. Data was collected by distributing questionnaires, then the data was processed using path analysis. The results show that sales promotion and store atmosphere have a positive and significant effect on positive emotion. Simultaneously it is proven that sales promotion and store atmosphere have a positive and significant effect on impulse buying. Sales promotion, store atmosphere, and positive emotion partially have positive and significant effects on impulse buying. However, the positive emotion variable was not proven to have a positive and significant effect on mediating sales promotion and store atmosphere variables on impulse buying.

Keywords: Impulse buying, Positive Emotion, Sales Promotion, Store Atmosphere.

I. INTRODUCTION

Consumer shopping behavior occurs widely in the market and becomes an important point for marketing activities. This is related to the increasing desire of the community to fulfill their psychological and physiological needs caused by environmental factors, experiences, and individual reactions to other people. The increasing needs of the community will also have an impact on people's lifestyles, such as shopping habits to achieve consumptive satisfaction. The higher the economic growth, it can be a reflection of a more modern and more recreation-oriented lifestyle that emphasizes aspects of fun, enjoyment, and entertainment when shopping (Sari & Faizal, 2018). Of the many consumptive activities carried out by the community, one of them is to meet the needs of the scientific aspect. This aspect of knowledge can be obtained in many ways such as smartphones, laptops, or books.

Retail business is business about reselling products to consumers, retailers buys bulk of products from producers and factory (Tjiptono & Diana, 2016). Developments of modern retails are growing rapidly (Sari & Faizal, 2018). Consumers who want to shop easily and comfortably are also one of the factors why the retail business is growing rapidly (Haas, 2019). The rapid development that occurs has resulted in competition among retail entrepreneurs. There are various forms of retail business, and this research will focus on bookstore retail. One of the bookstores retails that is currently in demand by the public is the Gramedia bookstore.

Impulse buying can be interpreted as an act of buying that was not previously recognized consciously as a result of a consideration or purchase intention that was formed before entering the store (Laura Sahetapy et al., 2020). Impulse buying occurs whenever a customer experiences an unexpected stimulus to buy something without delay, without additional evaluation, and acting on that desire. Impulse buying itself occurs because of the habits of consumers who cannot control themselves from wanting to buy a product suddenly, causing purchases that were not even planned. In modern retail, consumers who previously seemed very sure that they had decided to buy a brand suddenly dispersed when exposed to a stimulus designed by brand owners in the store through a stores atmospheres with sale promotions with the mediation of positive emotion so that impulse buying occurred (Dewi & Giantari, 2015).

Stores atmospheres is the state of the store that is designed as attractive as possible to influence consumers to make purchases. The store atmosphere is a step to manipulate building design, room design, the layout of hallways, walls, smells, colors, and sounds experienced by customers to achieve certain effects (Diany et al., 2019). The store atmosphere is a factor that has an important influence on the overall experience obtained from the location in question. The store atmosphere needs to be paid attention to by marketers because setting a good atmosphere can touch the emotions of consumers to shop more. In addition to the store atmosphere, impulse buying is also supported by sales promotion.

Sales promotions are all activities carried out by companies to market their products and persuade consumers to buy these products. Sales promotion through discounts can trigger impulse buying. In addition to discounts, there are also coupons and shopping vouchers that can also affect impulse buying (Fatmawati & Dinar, 2021). Store atmosphere and good sales promotion can bring positive emotion so that impulse buying can occur.

Positive emotions are mediating factors that can affect the occurrence of impulse buying when shopping, where
consumers are experiencing feelings of pleasure or joy. A positive emotional state will create two dominant feelings, namely feelings of pleasure and desire, both those that arise from a psychological set or sudden desires (Andriyanto, 2016). Emotion itself is an effect of mood which is an important factor for consumers in purchasing decisions. The feeling or emotion factor is a temporary thing because it is related to a particular situation or object. Every consumer has two mutually overlapping purchase motivation traits, namely emotional and rational. Emotional is a motivation that is influenced by emotions related to feelings, be it beauty, prestige, or other feelings. Rational is the attitude of rational shopping influenced by rational reasons in the mind of a consumer. A consumer's way of thinking can be so strong that it makes feelings such as prestige very small or even disappear. 

II. HYPOTHESIS DEVELOPMENT

In a study at a retail store in Yogyakarta, sales promotion had a positive and significant effect on positive emotion (Fatmawati & Dinar, 2021). This means that if sales promotion is increased to a certain point, positive emotion will also increase. Another study revealed that sales promotion had a significant positive effect on positive emotion (Darmayasa, 2017), the same thing was revealed by his subordinates if sales promotion had a positive and significant effect on positive emotion (Diany et al., 2019).

H1: Sales promotion has a positive and significant effect on positive emotion.

Store atmosphere affects the emotional state of buyers that affect the buying process, thus store atmosphere has a positive and significant influence on positive emotion, (Defari, 2020). This is also reinforced through other research which states that store atmosphere has a significant effect on positive emotion because a good store atmosphere will create dominant feelings such as feelings of pleasure and arouse desire (Suryana & Sari, 2021; Amalia et al., 2021).

H2: Store atmosphere has a positive and significant effect on positive emotion.

The influence of sales promotion on impulse buying has been proven by several previous studies. Sales promotion has a significant positive effect on impulse buying (Darmayasa, 2017). It is similarly stated that sales promotion has a positive and significant influence on impulse buying (Diany et al., 2019).

H3: Sales promotion has a positive and significant effect on impulse buying.

A study on the relationship between store atmosphere and impulse buying states that store atmosphere has a positive and significant influence on impulse buying (Amalia et al., 2021). In another study, it was said that store atmosphere had a positive influence on impulse buying (Yunus, 2021).

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

A study stated that the emotional state of consumers played an important role in making decisions on impulse buying behavior patterns, then the results of the study showed that positive emotion had a positive and significant effect on impulse buying (Andriyanto, 2016).

H5: Positive emotion has a positive and significant effect on impulse buying.

Based on previous research conducted at Indomaret Denpasar concluded that positive emotion has a positive and significant influence in mediating store atmosphere and sales promotion on impulse buying (Darmayasa & Sukaatmadja, 2017).

H6: Positive emotion has a positive and significant effect in mediating sales promotion on impulse buying.

A study at the Matahari Department Store stated that the effect of positive emotion mediating store atmosphere on impulse buying was positive and significant (Dewi & Giantari, 2015). Similar research also concluded that positive emotion had a positive and significant influence on mediating store atmosphere and sales promotion on impulse buying (Darmayasa & Sukaatmadja, 2017).

H7: Positive emotion has a positive and significant effect on mediating store atmosphere on impulse buying.

III. METHODOLOGY

This research instrument uses primary data through a questionnaire. The sample in this study is the retail consumer of the Gramedia bookstore at Level 21 Mall Denpasar as many as 100 respondents. The criteria used in selecting respondents were having visited Gramedia Level 21 Mall in the last two years. The data were analyzed using path analysis techniques.

IV. RESULTS AND DISCUSSION

A. Characteristics of Respondents

Characteristics of respondents are described in Table I.

B. Hypothesis Test

R-Square is 0.183, the contribution of the influence of sales promotion and store atmosphere to positive emotion is 18.3%, while the remaining 81.7% is contributed by other factors not included in the study.
From the calculation results, it is found that the significant number for sales promotion is 0.030 < 0.05, it can be concluded that there is an influence between sales promotion on positive emotion. The t count is 2.201 > t-table is 1.988, so it can be concluded that there is an influence between sales promotion on positive emotion. Thus, it can be concluded that there is an influence between sales promotion and positive emotion, the magnitude of this influence can be seen in the standardized coefficient beta column, which is 0.209 or 20.9% so that sales promotion has a positive and significant effect on positive emotion.

From the calculation results, it is found that the significant number for sales promotion is 0.001 < 0.05, it can be concluded that there is an influence between store atmosphere on positive emotion. The t count is 3.421 > t-table is 1.988, so it can be concluded that there is an influence between store atmosphere on positive emotion. Thus, it can be concluded that there is an influence between store atmosphere and positive emotion, the magnitude of this influence can be seen in the standardized coefficient beta column, which is 0.324 or 32.4% so that store atmosphere has a positive and significant effect on positive emotion.

If the calculated f value is greater than the f-table (3.09), then there is an influence between sales promotion and store atmosphere on positive emotion simultaneously. If the calculated f value is smaller than the f-table (3.09), then there is no effect between sales promotion and store atmosphere on positive emotion simultaneously. The calculated f-count is 10.828 > f-table is 3.09, meaning that there is an influence between sales promotion and store atmosphere on positive emotion simultaneously. Thus, it can be concluded that there is an influence between sales promotion and store atmosphere on positive emotion simultaneously.

R-square is 0.314 where the contribution of the influence of sales promotion, store atmosphere, and positive emotion to impulse buying is 31.4%, while the remaining 68.6% is contributed by other factors not included in the study. From the calculation results, it is found that the significant number for sales promotion is 0.007 < 0.05, then there is an influence between sales promotion on impulse buying.

The t count is 2.737 > t-table is 1.988, so there is an influence between sales promotion on impulse buying. Thus, it can be concluded that there is an influence between sales promotion and impulse buying, the magnitude of this influence can be seen in the standardized coefficient beta column, which is 0.245 or 24.5% so that sales promotion has a positive and significant effect on impulse buying.

The significance for positive emotion is 0.001 < 0.05, it can be concluded that there is an influence between positive emotion on impulse buying. The t count is 3.472 > t-table is 1.988, so there is an influence between positive emotion on impulse buying. Thus, it can be concluded that there is an influence between positive emotion and impulse buying, the magnitude of the influence can be seen in the standardized coefficient beta column, which is 0.187 or 18.7% so that the atmosphere has a positive and significant effect on impulse buying.

The significance for sales promotion is 0.046 < 0.05, it can be concluded that there is an influence between sales promotion on impulse buying. The t count is 2.020 > t-table is 1.988, so there is an influence between sales promotion on impulse buying. Thus, it can be concluded that there is an influence between sales promotion and impulse buying, the magnitude of this influence can be seen in the standardized coefficient beta column, which is 0.245 or 24.5% so that sales promotion has a positive and significant effect on impulse buying.

C. Analysis of Direct and Indirect Effects

1) Sales promotion

From the results, it was found that the direct effect of sales promotion on positive emotion was 20.9% (0.209), the direct effect of sales promotion on impulse buying was 24.5% (0.245), while the indirect effect of sales promotion on impulse buying through positive emotion is 6.7% (0.067). So it can be concluded that the direct effect of sales promotion on impulse buying is greater than the direct effect of sales promotion on positive emotion, then the direct effect of sales promotion on impulse buying is greater than the indirect

Table I: Characteristics of Respondents

| Gender | Total |
|--------|-------|
| Men    | 62    | 62%   |
| Woman  | 38    | 38%   |

Table II: Sub-structural I

| Model       | Unstandardized Coefficients | Standardized Coefficients | t Sig. |
|-------------|-----------------------------|---------------------------|--------|
| (Constant)  | 3.724                       | 1.685                     | 2.210 0.029 |
| Sales Promotion | 0.226                      | 0.103                     | 0.209 2.201 0.030 |
| Store Atmosphere | 0.223                      | 0.065                     | 0.324 3.421 0.001 |
| R-square    | 0.183                       | F 10.828                  |        |

Table III: Sub-structural II

| Model | Unstandardized Coefficients | Standardized Coefficients | t Sig. |
|-------|-----------------------------|---------------------------|--------|
| (Constant) | 1917                       | 2.172                     | 0.883 0.380 |
| Sales Promotion | 0.362                      | 0.132                     | 0.245 2.737 0.007 |
| Store Atmosphere | 0.175                      | 0.087                     | 0.187 2.020 0.046 |
| Positive Emotion | 0.443                      | 0.128                     | 0.324 3.472 0.001 |
| R-square | 0.561                       | F 14.673                  |        |
effect of sales promotion on impulse buying through positive emotion, so the hypothesis 6, namely that positive emotion has a positive and significant effect in mediating sales promotion on impulse buying, which is not proven.

2) Store atmosphere

From the results, it was found that the direct effect of store atmosphere on positive emotion was 32.4% (0.324), the direct effect of store atmosphere on impulse buying was 18.7% (0.187), while the indirect effect of store atmosphere on impulse buying through positive emotion is 10.4% (0.104). So, it can be concluded that the direct influence of store atmosphere on positive emotion is greater than the direct influence of store atmosphere on impulse buying, then the direct influence of store atmosphere on impulse buying is greater than the indirect effect of store atmosphere on impulse buying through positive emotion, so the hypothesis 7, namely that positive emotion has a positive and significant effect on mediating store atmosphere on impulse buying, which is not proven.

V. CONCLUSION

Sales promotions such as bonuses, shopping vouchers, and discounts need to be increased in frequency and diversity so that consumers are more interested so that impulse buying, and positive emotion can increase. Store atmosphere such as proper internal and external layouts, quiet voices, non-stinging room odors can increase impulse buying and positive emotions.

Freedom in shopping and consumer pleasure, as well as sales promotion and store atmosphere, must be paid more attention to so that positive emotion increases further so that impulse buying can also increase even though positive emotion is not proven to play a role as a mediator variable from sales promotion and store atmosphere.

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