

## The Role of Positive Emotion in Mediating the Effect of Sales Promotion towards Impulse Buying

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**ABSTRACT:**The purpose of this study was to determine the role of positive emotions in mediating the effect of sales promotion towards impulse buying on consumers of The Little Things She Needs in Denpasar City. The population in this study were all people in the city of Denpasar who had bought The Little Things She Needs product. The number of samples used was 120 respondents with purposive sampling method. Data collection was carried out using a questionnaire method which was distributed by google form. The data analysis technique used is path analysis to analyze the pattern of relationships between variables and using the Sobel test to determine the role of the mediating variable. The results show that sales promotion has a positive and significant effect on impulse buying, sales promotion has a positive and significant effect on positive emotions, positive emotions have a positive and significant effect on impulse buying, and positive emotions have a positive and significant effect on mediating the effect of sales promotions on impulse buying.

**KEYWORDS:** sales promotion, positive emotion, impulse buying

### I. INTRODUCTION

Market openness in the era of globalization has resulted in increased competition in business, including for creative industry entrepreneurs. The growth of the creative industry which is quite significant has resulted in consumers having many references to choose the products they want, so that creative industry entrepreneurs are required to be able to innovate and be more productive, both in creating products and in marketing. One of the sub-sectors of the creative industry that is experiencing rapid growth is the fashion sub-sector.

The Little Things She Needs is one of the creative industries in the fashion sub-sector that is committed to becoming the leading women's fashion product in Indonesia. The Little Things She Needs offers a wide variety of women's shoe models, which are dominated by flat shoes. At this time, The Little Things She Needs had many competitors engaged in similar ventures. This phenomenon certainly requires The Little Things She Needs to be more innovative, both in product creation and in product marketing so as not to be skipped by competitor products.

Research on consumer behavior in making a purchase is certainly important to help a business in marketing its products. Impulse buying is one of the purchasing activities carried out by consumers and contributes to sales turnover. Interview research on millennial generation conducted by Mastercard in May and June 2015 stated that half of the millennial generation in Indonesia are the most impulsive customers in Asia Pacific (Primadhyta, 2015).

Impulse buying is unplanned and unintentional buying behavior (Prakash and Sharma, 2016). Consumers who make impulse buying usually take decisions without thinking first and occur due to a desire not by what they need (Nato, 2018). This kind of phenomenon can be utilized by marketers by creating a stimulus to increase impulse buying, and one of the stimuli that can support impulse buying is sales promotion.

Sales promotion activities can increase the impulse buying behavior carried out by consumers (Darmayasa and Sukaatmadja, 2017). Sales promotion is defined as a special offer which basically aims to stimulate consumer demand for a product. Sales promotion is able to have an impact on emotions in the form of positive emotions on consumers (Kotler & Keller, 2016). Positive emotion of consumers is what can trigger sales promotion to work so that consumers make impulse buying. Research conducted by Idris (2018) shows that sales promotion has a positive effect on impulse buying. On the other hand, research conducted by Jauhari (2017) shows that sales promotion has a negative effect on impulse buying.

Positive emotion is the mood that a person feels that affects decision making which tends to reduce the complexity and time of making decisions when making purchases (Sudarsono, 2017). The involvement of positive emotion that a person feels can lead to impulse buying behavior (Idris, 2018). The stimulus given by

producers such as sales promotions can cause positive emotion in consumers so that it can create impulse buying because the feeling of wanting to own a product becomes bigger and this feeling can control consumers to make purchases (Marianty, 2012). Based on research conducted by Idris (2018), it shows that sales promotions have a positive and significant effect on positive emotion. On the other hand, research conducted by Dianydkk. (2019) show different research results that sales promotion has no significant effect on positive emotion.

## II. LITERATURE REVIEW AND RESEARCH HYPOTHESIS

Emotion has a role in making decisions made by a person for a product. In appraisal theory it is stated that all emotions are preceded by and evoked by an assessment (Roseman, 1991). Appraisal is an evaluation process that identifies whether a situation is acceptable in nature or not and then produces an appropriate emotional response (Lazarus, 1991). Positive emotions that felt by consumers can encourage purchases without prior planning. Sales promotions carried out in the store can increase a positive emotion when consumers make purchases (Chih-Yi and Chien-Ping, 2016). Positive emotions on consumers can push sales promotion work so the consumers make impulse buying.

Sales promotion has a direct influence so that companies must improve strategies to market and intensify sales promotions so that impulse buying also increases. This is in accordance with the results of research conducted by Akyuz (2018), Nishanov and Ahunjonov (2016), and Mamuaya and Pandowo (2018) which show that sales promotion has a significant positive effect on impulse buying. Research conducted by Idris (2018), Asrinta (2018), and Husnain et al. (2019) also show that sales promotion has a positive effect on impulse buying. Based on this explanation, the following hypothesis can be formulated:

H<sub>1</sub>: Sales promotion has a positive and significant effect on impulse buying

Sales promotion is able to bring positive emotions to consumers (Kotler & Keller, 2016). This is in accordance with the results of research conducted by Idris (2018) which shows that sales promotion has a positive and significant effect on positive emotion. Research conducted by Akyuz (2018), Suwandi and Soelasih (2014) also shows that sales promotion has a positive effect on positive emotion. Based on this explanation, the following hypothesis can be formulated:

H<sub>2</sub>: Sales promotion has a positive and significant effect on positive emotion

The involvement of positive emotion that a person feels can lead to impulse buying behavior (Idris, 2018). This is in accordance with the results of research conducted by Kurniawati (2014), Suwandi and Soelasih (2014), Dewi (2015), Leba (2015), Rosyida and Anjarwati (2016), Kwan (2016), and Diah et al. (2019), which shows that positive emotion has a significant effect on impulse buying. Research conducted by Akyuz (2018), Margana and Setiawan (2014), and Khairani and Murnawati (2018) also shows that positive emotion has a significant positive effect on impulse buying. Based on this explanation, the following hypothesis can be formulated:

H<sub>3</sub>: Positive emotion has a positive and significant effect on impulse buying

The stimulus given by producers such as sales promotions can cause positive emotion in consumers so it can create impulse buying because the feeling of wanting to own a product becomes bigger and this feeling can control consumers to make purchases (Marianty, 2012). The emergence of positive emotion in consumers can maximize sales promotion performance so that consumers increasingly have a strong desire to make impulse buying. This is in accordance with the results of research conducted by Negara and Kusumadewi (2018) which show that positive emotion has significantly succeeded in mediating the relationship between sales promotion and impulse buying. Similar research results are also shown by Maulana (2018), Nindyakirana and Maftukhah (2016), and Andani and Wahyono (2018). Based on this explanation, the following hypothesis can be formulated:

H<sub>4</sub>: Positive emotion has a positive and significant effect in mediating the effect of sales promotion on impulse buying

## III. METHODS

This research was conducted in Denpasar City with The Little Things She Needs as an object research. The population in this study were all people in Denpasar City who had bought The Little Things She Needs shoes. The number of the sample used was 120 respondents with purposive sampling method. Data collection was carried out using a questionnaire method which was distributed by google form.

This study uses path analysis techniques to estimate the causal relationship between predetermined variables based on theory (Ghozali, 2013: 249). The basis for calculating the path coefficient is correlation and regression analysis and the calculation uses software with the SPSS for windows program. In addition, this study also uses the Sobel test to determine the role of the mediating variable.

## IV. RESULT AND DISCUSSION

The categories of respondents in this study were seen from several demographic variables, such as gender, age, and occupation. This study was dominated by female respondents with a percentage of 88.3 percent. This study was dominated by respondents aged 17-25 years with a percentage of 97.5 percent. Furthermore, this study was dominated by respondents who were students or college students with a percentage of 91.7 percent.

Table 1. Validity Test Results

Variable	Indicator	Pearson Correlation	Explanation
Sales Promotion (X)	Member card	0.823	Valid
	Cash back	0.829	Valid
	Buy 2 get 1	0.808	Valid
	Discount	0.834	Valid
Positive Emotion (M)	Feeling excited	0.804	Valid
	Feeling happy	0.761	Valid
	Feeling satisfied	0.794	Valid
	Feeling comfortable	0.880	Valid
Impulse Buying (Y)	Unplanned purchase	0.714	Valid
	Cannot desire to choose	0.795	Valid
	Feel good about making unscheduled purchases	0.865	Valid
	Purchase even though it was not what you wanted before	0.792	Valid

Source: Research Data, 2020

Table 1 shows that all research instruments used in measuring all variables have a Pearson Correlation greater than 0.3, so that all instruments are valid and fit for use as research instruments.

Table 2. Reliability Test Results

Variable	Cronbach's Alpha	Explanation
Sales Promotion (X)	0.840	Reliable
Positive Emotion (M)	0.824	Reliable
Impulse Buying (Y)	0.798	Reliable

Source: Research Data, 2020

Table 2 shows that all research instruments have a Cronbach Alpha value greater than 0.6, so that all instruments are reliable and fit for use as variable measuring tools.

Table 3. Path Analysis Results of Sub-Structural I

Model	R Square	Standardized Coefficients Beta	Sig.
Sales Promotion (X)	0.348	0.590	0.000

Source: Research Data, 2020

Based on the results of the sub-structural path analysis I in Table 3, the structural equation can be made as follows:

$$M = 0.590 X + e_1$$

$$e_1 = \sqrt{1 - R_1^2} = \sqrt{1 - 0.348} = 0.807$$

The R square value in the sub-structural path analysis I is 0.348, it means the influence of sales promotion on positive emotion is about 34.8 percent, while the rest is influenced by other factors out of model.

Table 4. Path Analysis Results of Sub-Structural II

Model	R Square	Standardized Coefficients Beta	Sig.
Sales Promotion (X)	0.531	0.301	0.000
Positive Emotion (M)		0.509	0.000

Source: Research Data, 2020

Based on the results of the sub-structural path analysis I in Table 3, the structural equation can be made as follows:

$$M = 0.301 X + 0.509 M + e_2$$

$$e_2 = \sqrt{1 - R_2^2} = \sqrt{1 - 0.531} = 0.685$$

The R square value in the sub-structural path analysis II is 0.531, it means the influence of sales promotion and positive emotion on impulse buying is about 53.1 percent, while the rest is influenced by other factors out of model.

Table 5. Normality Test Results of Sub-Structural I

One-Sample Kolmogorov-Smirnov Test	Unstandardized Residual
N	120
Test Statistic	0.081
Asymp. Sig. (2-tailed)	0.054

Source: Research Data, 2020

Table 5 shows that the Asymp. Sig is 0.054 which the value is greater than 0.05 ( $\alpha = 0.05$ ). It shows that the regression equation on this model is normally distributed.

Table 6. Normality Test Results of Sub-Structural II

One-Sample Kolmogorov-Smirnov Test	Unstandardized Residual
N	120
Test Statistic	0.074
Asymp. Sig. (2-tailed)	0.154

Source: Research Data, 2020

Table 6 shows that the Asymp. Sig is 0.154 which the value is greater than 0.05 ( $\alpha = 0.05$ ). It shows that the regression equation on this model is normally distributed.

Table 7. Multicollinearity Test Results

Model	Collinearity Statistics	
	Tolerance	VIF
(Constant)		
Sales Promotion	0.652	1.534
Positive Emotion	0.652	1.534

Source: Research Data, 2020

Table 8 shows that sales promotion and positive emotion both have a tolerance value greater than 10 percent, which is 0.652 and have a VIF less than 10, which is 1.534. This indicates that the regression model is free from multicollinearity symptoms.

Table 8. Heteroscedasticity Test Results of Sub-Structural I

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.448	0.721		2.008	0.047
Sales Promotion	-0.013	0.045	-0.026	-0.281	0.779

Source: Research Data, 2020

Table 8 shows that the significance of the sales promotion is greater than 0.05, which is 0.779. This indicates that the regression model is free from heteroscedasticity symptoms.

Table 9. Heteroscedasticity Test Results of Sub-Structural II

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.676	0.581		2.884	0.005
Sales Promotion	-0.013	0.039	-0.038	-0.339	0.736
Positive Emotion	-0.032	0.040	-0.090	-0.788	0.432

Source: Research Data, 2020

Table 9 shows that the significance of sales promotion is greater than 0.05, which is 0.736. The result of positive emotion significance is also greater than 0.05, which is 0.432. This indicates that the regression model is free from heteroscedasticity symptoms.

Based on the result of the Sobel test, the calculated z obtained is 5.5 which mean the value is greater than the z table of 1.96 ( $5.5 > 1.96$ ). This shows that positive emotion is able to significantly mediate the effect of sales promotion on impulse buying. Here's the calculation of the Sobel test:

$$Z = \frac{(0,590)(0,509)}{\sqrt{(0,509^2 \cdot 0,072^2) + (0,590^2 \cdot 0,068^2) + (0,072^2 \cdot 0,068^2)}}$$

$$Z = \frac{0,300}{0,054}$$

$$Z = 5,5$$

## V. CONCLUSION

Based on the results of the discussion of this research, the conclusions can be drawn that sales promotion has a positive and significant effect on impulse buying, it means that the higher sales promotion offered by The Little Things She Needs, the consumer's desire to make an impulse buying will also increase. Sales promotion has a positive and significant effect on positive emotions, it means that the higher the sales promotion is offered by The Little Things She Needs, the positive emotions consumers will also increase. Positive emotions have a positive and significant effect on impulse buying, it means that the greater the positive emotions felt by consumers towards The Little Things She Needs product, the consumer's desire to make an impulse buying will also increase. Positive emotions have a positive and significant effect in mediating the effect of sales promotions on impulse buying, it means that the greater the positive emotions felt by consumers towards the sales promotion of The Little Things She Needs, the consumer's desire to make an impulse buying will also increase.

Suggestions that can be conveyed based on the results of this research are The Little Things She Needs should more offer sales promotion on their product, should put more effort in creating positive emotions consumers, and they also need to put more effort into creating impulse buying consumers by optimizing factors such as sales promotions and positive emotions which has been proved to influence impulse buying in this study.

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