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The Role Of Positive Emotion In Hedonic Shopping Value Affecting Consumers' Impulse Buying Of Fashion Products

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Abstract : This study sought to analyze the effect of hedonic shopping value on impulse buying through positive consumer fashion emotion. The study population was consumers purchasing fashion products at Ramayana Mall Salatiga. This study used the non-probabil sampling technique with purposive sampling of 130 respondents. The analysis employed the Structural Equation Modeling (SEM) technique. The confirmatory factor analysis (CFA) was used as a validity test; the result was valid because the estimated value was > 0.05 . The Cronbach's alpha was used as a reliability test; the result was reliable because the CR was > 0.60 . Hypothesis testing with regression weights indicates that hedonic shopping value affects positive emotion with a CR value of 5.514 and a p-value of 0.000. Moreover, hedonic shopping value affects impulse buying with a CR value of 5.504 and a p-value of 0.000. A positive emotion effect was found on impulse buying with a CR value of 3.307 and a p-value of 0.002. Hedonic shopping value indirectly affects impulse buying through positive emotion; it was obtained that $IE > DE$ ($0.845 > 0.037$). Ramayana Mall should offer the latest fashion products, provide discounts on certain fashion products, and create an attractive store atmosphere so that shopping will be enjoyable for consumers.

Index Terms: buying, emotion, hedonic, impulse, positive, shopping, value

1. INTRODUCTION

FASHION is one's daily dressing style; in addition, it is also his/her style of accessories, cosmetics, hair, and others to support his/her appearance. To meet various needs and desires of the community for fashion, many entrepreneurs involve in a competition of opening retail businesses. PT. Ramayana Lestari Sentosa, Tbk is one of the biggest retail companies in Indonesia; it is commonly known as the Ramayana Mall. Moreover, Ramayana Mall Salatiga continues to innovate to provide products of current fashion trends; it aims at meeting consumers' needs and desires as well as making it the main destination for shopping. This is because the mall seeks to provide 'pleasure' as consumers want to have new items for personal satisfaction; additionally, trends and the latest product collection trigger the consumers to buy, albeit unplanned and not needed (as they already have one at home); this leads to impulse buying. Shopping is a new definition of recreational destination since consumers are more concerned with hedonic shopping value when shopping. This value reflects instruments directly presenting the benefits of experience in spending, viz buying fun and new things (Samuel, 2005: 144). According to Irani and Hanzae (2011: 91), fashion (clothing in particular) is classified as a product with the highest hedonic value as it is symbolic, has the experience, and is a pleasant thing. Hedonic shopping value also affects the level of perception in which shopping is considered to be emotionally beneficial and ultimately gives a positive feeling. Positive emotion means positive feelings; it reflects one's enthusiasm and response. So, positive emotion can be a person's impulse buying. According to Peter and Olson (2013: 164), positive emotion is described as feeling happy, love, like, calm and satisfied, whereas impulse buying is defined as the act of unconscious buying or a buying intention formed right before shopping. Consequently, high hedonic shopping value and positive emotion will trigger a person's impulse

buying. Pertaining to this study, the formulation of the problem is as follows: 1) does hedonic shopping value affect impulse buying? 2) Does the hedonic shopping value affect the positive emotion? 3) does positive emotion affect impulse buying? 4) Does hedonic shopping value affect impulse buying through positive emotion?

2 LITERATURE REVIEW

2.1 Hedonic Shopping Value

Hirschman and Hoolbrock (2009: 199) asserted that hedonic consumers include behavioral aspects related to multi-sensory, fantasy and emotional consumption generating benefits such as pleasure in using products and aesthetic approaches. Arnold and Reynolds (2003: 81) divided the hedonist level into 6 dimensions: (1) adventure shopping that leads to purchasing adventures; (2) social shopping that leads to an atmosphere of togetherness of consumers, friends, or other visitors; (3) shopping gratification which is a certain feeling, for instance, feeling happy because of a successful presentation, or depressed caused by experiencing certain problems; (4) shopping ideas that lead to one's motivation to know the latest trends, fashion, and innovations at the time; (5) role shopping, which is the urge to make purchases for others; and (6) value shopping that leads to purchase motivated by product discounts or promotions.

2.2 Positive Emotion

A person's emotions can affect mood and factors essential in making decisions. Positive emotion is a person's positive feelings developed by mood or good conditions, such as feeling happy, love, like, joy, or satisfied. Mehrabian and Russel (1974: 216-217) explained the environmental effective response to purchasing behavior in 3 variables, viz:

- Pleasure: the degree to which individuals feel good, full of joy, and happiness. Pleasure is measured by evaluating verbal reactions to the environment. The conceptualization of pleasure is known as the meaning of liking, linking, positive deeds.
- Arousal: the degree to which a person feels an alert, aroused, or active situation. Arousal is orally considered a

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response, such as when stimulated, opposed or given freedom.

- c. Dominance: it is characterized by responses to be controlled, influenced, controlled, important, dominant, and autonomous. For papers accepted for publication, it is essential that the electronic version of the manuscript and artwork match the hardcopy exactly! The quality and accuracy of the content of the electronic material submitted is crucial since the content is not recreated, but rather converted into the final published version.

2.3 Impulse Buying

Muruganantham and Bhakat (2013: 150) stated that impulse buying is a purchase that is made suddenly and urgently when the speed in making decisions hinders the search for other alternative options. The decision to buy in impulse buying is very fast because the time required from looking at the product to buying is short. The indicators of impulse buying are:

- a. Spontaneity: purchases occur unexpectedly; it motivates to buy now and is considered as a response to visual stimuli found at the point of sale.
- b. Strength, compilation, and intensity: there is motivation to put aside other things and take immediate action.
- c. Excitement and stimuli: a sudden desire to buy accompanied by uncontrolled emotions and feelings.
- d. Ignorance of consequences: there is an urge to buy that is difficult to resist so that negative consequences are ignored. (Engel et al, 1995: 104)

3 HYPOTHESIS

As demonstrated in this document, the numbering for sections upper case Arabic numerals, then upper case Arabic numerals, separated by periods. Initial paragraphs after the section title are not indented. Only the initial, introductory paragraph has a drop cap. Impulse buying decisions are based on affective behavior factors. This behavior makes the shopping experience a hedonic shopping value. Hedonic value is the overall evaluation of consumers based on the fulfillment of pleasure (Batra and Ahtola, 1991: 161). The existence of a sense of pleasure when shopping will cause impulse buying. Consumers unplanned and spontaneously make purchases. Fitriani's research (2018: 36) shows that hedonic shopping value influences impulse buying, so the hypothesis of this study is:

H1: Hedonic shopping value influences impulse buying
Park et al. (2006: 441) suggested that consumers feel excited and satisfied while shopping when showing curiosity and the need to get new experiences. A pleasant experience while shopping might result from fulfilling emotional desires. Naerthana and Setiawan's research (2014: 325) demonstrates that hedonic shopping value has a positive and significant effect on positive emotion, so the hypothesis of this study is:
H2: Hedonic shopping value affects the positive emotion

Positive emotions are positive feelings such as happy, loving, satisfied, and mindful when a consumer makes decisions (Park et al., 2006: 436). Positive emotions can appear before the mood of a person; it is a person's affective nature and reactions to the environment such as interest in product items. This theory is supported by research conducted by Darma and Japariato (2014: 87) revealing that positive emotion affects impulse buying, so the hypothesis of this study is:

H3: Positive emotion affects impulse buying

Hedonic shopping value refers to the level of perception in which shopping is considered to be emotionally beneficial and ultimately gives a positive feeling, thus causing unplanned purchases (Park et al., 2006: 440). Thereby, hedonic shopping value has an indirect effect on impulse buying through positive emotion. This theory is supported by research conducted by Utami (2016: 19) disclosing that the value of hedonic shopping affects impulse buying through positive emotions, so the hypothesis of this study is:

H4: Hedonic shopping value influences impulse buying through positive emotion

4 RESEARCH METHODS

4.1 Population and Sample

The study population was consumers making purchases of fashion products at Ramayana Mall Salatiga. The number of samples was determined by non-probability sampling techniques and a purposive sampling method. The respondent's criteria were having purchased fashion products at Ramayana Mall and over 17 years old. The sample size in the SEM analysis was 26 indicators (out of 3 latent variables) multiplied by 5-10 so that the minimum number of sample adequacy must meet 130 respondents..

5 DATA ANALYSIS METHOD

The hypothesis test was carried out using AMOS program structural equation modeling (SEM) combining factor analysis, structural models, and path analysis. Furthermore, the respondents' characteristics are as follows table 1:

5.1 Validity test

The results of the validity test using confirmatory factor analysis (CFA) are as follows table 2:

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TABLE 1

THE CHARACTERISTICS OF RESPONDENTS

No	Characteristics	Respondent	Frequency	Percentage
1	Gender	Male	49	37,6 %
		Female	81	62,4 %
			130	100 %
2	Age	17-28 y.o	73	56,1 %
		29-39 y.o	39	30 %
		> 40 y.o	18	13,9 %
			130	100 %
3	Marital status	Married	62	47,6 %
		Single	68	52,4 %
			130	100 %
4	Monthly income	< IDR 1,000,000	28	21,5 %
		IDR 1,000,000 - IDR 2,500,000	87	66,9 %
		> IDR 2,500,000	15	11,6 %
			130	100 %
5	Last education	Elementary school/ Middle School	16	12,3 %
		High School/Vocational School	92	70,8 %
		DIII/Akademi	8	6,2 %
		S1/S2	14	10,7 %
			130	100 %
6	Frequency of Visit	1 time	2	1,5 %
		2 times	7	5,3 %
		> 2 times	121	93,2 %
			130	100 %

TABLE 2

THE CONFIRMATORY FACTOR ANALYSIS (CFA) TEST RESULTS

Variable Indicator			Estimate
hd12	<---	Hedonic	0.564
hd11	<---	Hedonic	0.531
hd10	<---	Hedonic	0.505
hd7	<---	Hedonic	0.811
hd6	<---	Hedonic	0.741
hd5	<---	Hedonic	0.601
hd4	<---	Hedonic	0.674
hd3	<---	Hedonic	0.644
hd2	<---	Hedonic	0.717
hd1	<---	Hedonic	0.580
im8	<---	Impulse	0.970
im7	<---	Impulse	0.858
im6	<---	Impulse	0.703
im5	<---	Impulse	0.550
im4	<---	Impulse	0.536
em6	<---	Emotion	0.808
em5	<---	Emotion	0.823
em4	<---	Emotion	0.737
em3	<---	Emotion	0.559
em2	<---	Emotion	0.523
em1	<---	Emotion	0.628

The results of the confirmatory analysis factor (CFA) test of 26 indicators reveal that the 21 indicators tested were declared valid as the estimated value is > 0.50. There are 5 invalid indicators: hd8, hd9, im1, im2, and im3 because the estimated

value was <0.50, thus, it must be removed.

5.1 Reliability Test

The results of the reliability test using Cronbach's alpha obtained Cronbach's alpha > 0.60 as presented in table 3:

TABLE 3
THE RESULTS OF RELIABILITY TEST

Variable	Cronbach's Alpha
Hedonic Shopping Value	0.875
Impulse Buying	0.855
Positive Emotion	0.843

6 RESULTS AND DISCUSSION

6.1 Arranging Path Diagrams

After developing the theory-based model, the next step was arranging the model in the form of a flowchart to be estimated with the Amos program. The appearance of the model formed in the flowchart is presented in figure 1:

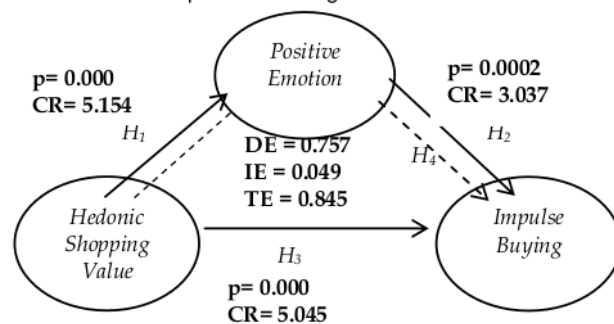


Figure 1. Path Diagram

TABLE 4
THE RESULTS OF REGRESSION WEIGHTS

		Estimate	SE	CR	p	Information
Emotion	Hedonic	0.404	0.078	5.154	0.000	Significant
Impulse	Hedonic	0.425	0.084	5.504	0.000	Significant
Impulse	Emotion	0.122	0.040	3.307	0.002	Significant

6.2 Structural Equation Modeling (SEM) analysis

The results of SEM analysis with the Amos program are presented in figure 2:

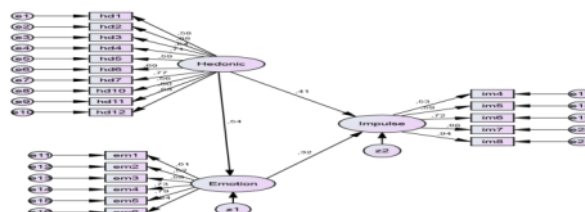


Figure 2. The Results of Structural Equation Modeling Analysis

Based on the full model analysis, it was found that the model met the fit criteria. This is indicated by the results of the Goodness of Fit test in table 4:

TABLE 4
GOODNESS OF FIT TEST RESULTS

Goodness Of Fit Index	Cut-Off Value	Test results	Model Evaluation
Chi-Square	X ² near zero	244.768	-
Probability	≥ 0.05	0.000	Poor fit
GFI	≥ 0.90	0.957	Good fit
AGFI	≥ 0.90	0.724	Good fit
TLI	≥ 0.95	0.977	Good fit
CFI	≥ 0.95	0.949	Marginal
RMSEA	≤ 0.08	0.070	Good fit
CMIN/DF	≤ 2.0	1.040	Good fit

The structural model indicates the chi-square value of the full model of 244.768 for degrees of freedom 120. The values of GFI, AGFI, TLI, RMSEA, and CMIN / DF indicate that the model fit matches the required criteria; even though the CFI value is in marginal conditions as well as the probability value under conditions poor fit, the analysis can proceed to the next stage.

6.3 Hypothesis testing

The hypothesis test was conducted by analyzing the value of the critical ratio (CR) and the value of probability (p) compared to the required statistical values, namely CR > 1.96 and p < 0.05.

1. The results showed that the hedonic shopping value affects impulse buying in fashion product consumers, with a CR value of 5.504 > 1.96 and a p-value of 0.000 < 0.05; therefore, hypothesis 1 is supported. These results support the research of Fitriani (2018) and Kartika, Rofiaty, Rohman (2017) stating that hedonic shopping value has a positive effect on impulse buying. Consumers' hedonic shopping experiences such as pleasure, fantasy, and social or emotional satisfaction can promote impulse buying.

2. The results showed that the hedonic shopping value affects the positive emotion in fashion product consumers, with a CR value of 5.154 > 1.96 and a p-value of 0.000 < 0.05; thus, hypothesis 2 is supported. These results support the research of Utami (2016) and Naentiana, Setiawan (2014) which shows that hedonic shopping value has a positive effect on positive emotion. Hedonic shopping value is related to emotional consumers who buy fashion products so consumers feel pleasure, hate, or anger when shopping. A pleasant experience can result from fulfilling emotional feelings to reduce/eliminate negative feelings. High hedonic shopping value can encourage the emergence of positive emotion which includes feeling happy, happy, and satisfied.

3. The results demonstrate that positive emotion had a positive effect on impulse buying on fashion product consumers, with a CR value of 3.037 > 1.96 and a p-value of 0.002 < 0.05; so, hypothesis 3 was supported. These results support the research of Utami (2016) and Naentiana, Setiawan (2014) indicating that positive emotion has a positive effect on impulse buying. Positive emotions lead to consumers' impulse buying, whereas negative emotions prevent them from form

impulse buying.

4. The results of the study show that hedonic shopping value influences impulse buying through positive emotion on fashion product consumers, with a direct effect (DE) value of 0.757 and an indirect effect value (IE) of 0.049 and a total effect value (TE) of 0.845. The value of TE > (DE x IE) or $0.845 > (0.757 \times 0.049)$ means $0.845 > 0.037$, so that positive emotion gives an indirect role of hedonic shopping value to impulse buying; thus, hypothesis 4 is supported. These results support Rahmawati's research (2018) suggesting that hedonic shopping value has an indirect effect on impulse buying through positive emotion. Consumers, who have hedonic shopping value as in pleasure when shopping and are encouraged by positive emotion such as feeling happy or excited, are inclined to impulse buying or unplanned purchases of fashion products.

CONCLUSION

Hedonic shopping value affects impulse buying; the higher the hedonic shopping value or consumer evaluation based on fulfilling pleasure, the higher impulse buying. The existence of pleasure when shopping will lead to consumers' impulse buying of fashion products. Hedonic shopping value affects the positive emotion; the higher the hedonic shopping value, the higher the positive emotion. A pleasant experience when shopping for fashion products will trigger the emergence of positive emotion. Positive emotion affects impulse buying; the higher the positive emotion, the higher impulse buying. Consumers who experience feelings of pleasure or excitement as a result of positive emotion will spend more when shopping, and this will encourage consumers to do impulse buying. Hedonic shopping value affects impulse buying through positive emotion; the higher the hedonic shopping value perceived by consumers of fashion products, the higher positive emotion increases. This will increase impulse buying. Fulfilling consumer pleasure using a positive mood when shopping can increase the opportunity of improving consumers' impulse buying of fashion products at Ramayana Mall Salatiga.

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