

Moderation of Sales Promotion: Should I Excited to Buy Online Fashion Products?



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ABSTRACT: This study aims to analyze the influence of shopping lifestyle and hedonic shopping motivation on impulse buying with sales promotion as a moderation variable on Shopee Marketplace. This study focuses on purchasing fashion products on the Shopee marketplace. In this research, the population is all Shopee consumers in Indonesia. The sample used in this study amounts 160 respondents with a purposive sampling technique. The analytical method used in this research is the Structural Equation Model and Partial Least Square analysis (SEM-PLS) using Smart PLS3.0 software to analyze data. The result showed that shopping lifestyle has a significant effect on impulse buying of fashion products in the Shopee marketplace, hedonic shopping motivation has a significant effect on impulse buying on fashion products on the Shopee marketplace, sales promotion weakens the influence of shopping lifestyle on impulse buying on fashion product on the Shopee marketplace and sales promotion strengthens the influence of hedonic shopping motivation on impulse buying on fashion product on the Shopee marketplace.

KEYWORDS: Shopping Lifestyle, Hedonic Shopping Motivation, Sales Promotion, Impulse Buying, Online Fashion Product

I. INTRODUCTION

Since the spread of the covid-19 pandemic, people are encouraged to stay at home so that online shopping activities have increased rapidly. Online shopping is the main alternative that many people choose to avoid spreading corona virus. This can be seen from mckinsey data in 2020 which shows that as many as 92 percent of people try new shopping methods, 57 percent of people shop digitally and 48 percent use grocery pick up services and delivery applications (Kompas.com, 2020). In the midst of many people who try shopping methods, online shopping applications (marketplaces) are increasingly installed by the people of Indonesia. Based on a report entitled "The state of e-commerce app marketing 2021" from an application tracking company, Apps Flyer, the number of marketplace application installs on Android phones reportedly increased by 70 percent in the period January 2020 to July 2021 (Kompas.com, 2021).

In Indonesia there are several marketplace companies and one of them is Shopee. In the pandemic era, Shopee was a rapidly increase. Based data on Republika.co.id, (2021), Shopee was listed as the marketplace with the highest number of visits during 2021. Shopee also provides a wide selection of product categories ranging from electronic goods, home appliances, health, beauty, mother and baby, fashion to sports equipment (Shopee.co.id, 2022). The fashion product category itself is the highest selling product on Shopee. According to the Head of Government Relationship Shopee Indonesia, fashion product transactions are the top category of Shopee and the value reaches 70 percent compared to other top categories, such as cots and household needs (Kompas.com, 2019). This fact shows that the development of fashion in Indonesia is growing very fast. The need for people to look trendy and stylish is increasing.

The rapid development of the fashion certainly has an impact on consumer buying behavior. Adiputra (2015) stated that consumers who try to look fashionable or follow trends will encourage consumers to always follow changes and developments in existing fashion. In the end, this will make consumers make impulse buying oriented to fashion products or also called fashion-oriented impulse buying. Serliani et al., (2019) stated that impulse buying is a buying process goods without a purpose where the purchase process occurs in the absence of planning

Another factor in impulse buying on fashion products is shopping lifestyle. According to Japariato and Sugiharto (2011), shopping lifestyle is defined as a person's consumption pattern in spending time and money to shop for a product. Shopping activities carried out by the community as a routine activity to meet the needs and needs of consumer are very influential on lifestyle or lifestyle. Someone who follows the development of lifestyles such as fashion is willing to spend money and time to

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follow the latest trends and this will tend to lead them to make impulsive buying. The hedonic shopping motivation factor also causes someone to make impulse buying.

Impulse buying is strongly associated with emotions experienced at the point of purchase or hedonic shopping. Hedonic shopping motivation is the drive to shop as a result of subjective views influenced by emotions to seek pleasure only (Ariani, Susandy, & Apriandi, 2019). Sometimes consumers in shopping make unplanned buying. Consumers have reasons that can influence it where sometimes shopping activities carried out by consumers are emotional values or known as hedonic values. Since the purpose of consumer shopping is to meet hedonic needs, the products purchased tend to be without planning and will present impulse buying.

Realizing such a phenomenon makes Shopee carry out several strategies to attract consumers to make impulse buying, Miranda (2016) researched about various factors that affect impulse buying concluded that one of the factors that can be used as the most effective strategy to increase impulse buying in online shopping is sales promotion. Sales promotion is a marketer's action orientation whose purpose is expected to have a direct impact on consumer actions to buy Blattberg and Neslinin (Hermawan, 2012:130). According to Tjiptono (2002:229) sales promotion activities can attract new consumers, influence consumers to try out new goods and stimulate consumers to overspend. Promotional activities can make consumers have no choice to compare products, so consumers can make purchasing decisions as soon as possible.

II. THEORITICAL FRAME WORK AND EMPIRICAL STUDIES

Shopping Life style on Impulse Buying

The ever-evolving lifestyle makes shopping an activity which is favored by the public. According to Kosyu et al., (2014) sometimes shopping activities are carried out by consumers to spend their time and money and shopping is considered to be a lifestyle. So, that shopping lifestyle is the cause of impulse buying. This explanation is supported by Rahma and Septrizola (2019), Pramesti and Dwiridotjahjono (2022), Tirtayasa et al., (2020) and Wahyuni and Setyawati (2020), which proved that the shopping lifestyle has a significant effect on the impulse buying

H1 : Shopping lifestyle has an effect on impulse buying on fashion product on the Shopee marketplace

Hedonic Shopping Motivation on Impulse Buying

Sometimes consumers shop because they are motivated by desire edonic or economic reasons such as pleasure, fantasy and social or gratification emotional. Since the purpose of the shopping experience is to meet hedonic needs, these purchased products seem like they were chosen without planning and will present impulse buying (Pasaribu and Dewi, 2015). This explanation is supported by Rahma and Septrizola (2019), Tirtayasa et al., (2020), Wahyuni and Setyawati (2020), and Sulistyowati et al., (2022) which proved that the hedonic shopping motivation has a significant effect on the impulse buying

H2 : Hedonic shopping motivation has an effect on impulse buying on fashion product on the Shopee marketplace

Sales Promotion as Moderation Variable of Shopping Lifestyle on Impulse Buying

A person's behavior in purchasing a product is influenced by various factors. According to research conducted by Fernanda (2019) sales promotions in the form of short-term incentives such as discounts, cashback, flashsales, and shipping cost discounts can provide stimulation for consumers to make unplanned purchases or even increase the purchase amount. Besides, according Vishnu and Rahem (2013) the promotion that most affects consumers is about price, the positive influence of price reduction/discount promotion can increase the thought of buying goods by user. That way, consumer actions in spending time and money on shopping (shopping lifestyle) if faced with the high frequency of offers to sales promotion tools such flashsale, cashback and free shipping promos will influence consumers to make unplanned purchases.

H3a : Sales promotion strengthens the effect of shopping lifestyle on impulse buying on fashion product on the Shopee marketplace

Sales Promotion as Moderation Variable of Hedonic Shopping Motivation on Impulse Buying

In general, sales promotions carried out by the Shopee marketplace aims to encourage consumer interest in shopping. According to Putri and Suharyono (2017) sales promotion carried out by marketers will affect consumer feelings and emotions so that they can increase purchases both planned and unplanned.

H3b : Sales promotion strengthens the effect of hedonic shopping motivation on impulse buying on fashion product on the Shopee marketplace

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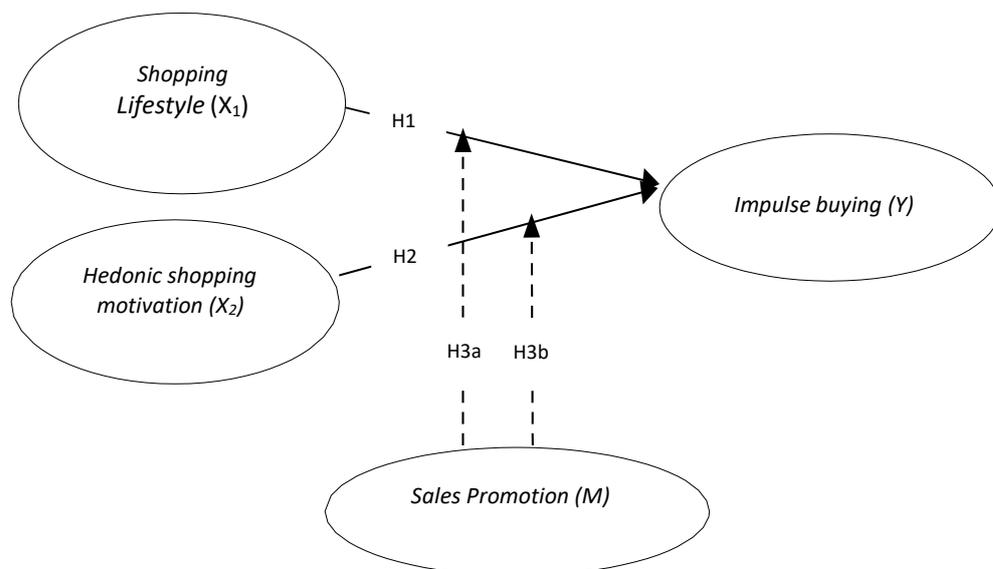


Figure 1. Conceptual Framework

In this research there are two independent variables, namely shopping lifestyle (X₁) and hedonic shopping motivation (X₂), dependent variable, namely impulse buying (Y) and moderating variable, namely sales promotion (M). This research aims to analyze the influence of shopping lifestyle and hedonic shopping motivation on impulse buying with sales promotion as moderating variable.

III. RESEARCH METHODS

The type of research used in this study is an explanatory research which explains the relationship of one variable with other variables through tests of hypotheses that have been formulated. Types of research used with quantitative approaches. The goal is to test hypotheses or answer questions related to the subjects being researched. Analysis methods used in this research is a SEM-PLS analysis by using SmartPLS version 3.0 software. In this research, the population an infinite population or an unknown population. The population in this study were all Shopee consumers in Indonesia. The research sample was taken using non probability sampling technique, namely purposive sampling. Because the population is unknown hence the determination of the number of samples using Hair et al., (2014) formula amounting to 160 respondent. This research uses purposive sampling, where the population selected based on the criteria: 1) Respondents must be at least 17 years old and over., 2) Respondents who have purchased fashion product on the Shopee marketplace within the last six months, 3) Respondents who actively make purchases usingshopping deals from Shopee.

The instrument test in this study using SPSS software version 25. In the early stages researchers tested 30 questionnaire answers that had been filled out by respondents. In the calculation of the validity test, it was found that there was 1 invalid indicator, namely indicator item 5 on the shopping lifestyle variable. Indicator item 5 has a low correlation with other indicators and is proven to be unqualified on the validity test and therefore must be eliminated. After re-estimation, it was found that all indicators in this study were valid and reliable. Then the researchers distributed the questionnaire until the number of research samples was needed, amount160 samples.

IV. DATA ANALYSIS & DISCUSSION

STRUCTURAL EQUATION MODEL AND PARTIAL LEAST SQUARE ANALYSIS (SEM-PLS)

Construct Reliability and Validity

The assessment of the level of validity or not of the indicator in convergent validity is seen based on the value of the loading factor. The loading factor value is said to be valid if it is more than 0.7, however, the laoding factor value of 0.50 – 0.60 is still acceptable as long as the model is in the development stage (Ghozali and Latan, 2020)

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Table 1. Result Covergent Validity

<i>Source: Authors' calculation</i>	Average Variance Extracted
Shopping Lifestyle	0.619
Hedonic Shopping Motivation	0.587
Sales Promotion	0.629
Impulse Buying	0.614
Moderating Effect 1	0.530
Moderating Effect 2	0.507

Based on table 1, it can be seen that all indicator in variable shopping lifestyle (X1), hedonic shopping motivation (X2), sales promotion (M), and impulse buying (Y) have a value greater than 0,7 so it can be concluded that this reasearch qualified of vailidity test.'

Average Variance Extracted (AVE)

Average Variance Extracted (AVE) describes the size of variance that can be described by items compared to variants caused by error measurement. By default is the value of the AVE > 0,5. Then it can be said that the construct has a good validity convergent (Ghozali and Latan, 2020). This means that latent variables can explain on average more than hald the variance of the indicators.

Table 2. Result Average Variance Extracted (AVE)

	Indicators	Loading factor		Mean
		Score	Rule of thumb	
Shopping lifestyle (X1)	X1.1	0.794	0,7	Valid
	X1.2	0.753	0,7	Valid
	X1.3	0.752	0,7	Valid
	X1.4	0.844	0,7	Valid
Hedonic shopping motivation (X2)	X2.1	0.776	0,7	Valid
	X2.2	0.796	0,7	Valid
	X2.3	0.771	0,7	Valid
	X2.4	0.719	0,7	Valid
Sales Promotion (M)	M1	0.740	0,7	Valid
	M2	0.864	0,7	Valid
	M3	0.769	0,7	Valid
Impulse buying (Y)	Y1	0.809	0,7	Valid
	Y2	0.840	0,7	Valid
	Y3	0.758	0,7	Valid
	Y4	0.722	0,7	Valid

Composite Reliability

The statistics used in the composite reliability or the Konstrak reusability is the composite reliability > 0,7 indicates that the conjunction has a high reusability or reliability as a measuring instrument (Ghozali and Latan, 2020)

Table 3. Result Composite Reliability

	Composite Reliability
Shopping Lifestyle	0.866
Hedonic Shopping Motivation	0.850
Sales Promotion	0.835
Impulse Buying	0.864
Moderating Effect 1	0.931
Moderating Effect 2	0.924

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Based on the table 3, it is known each item, namely the variable shopping lifestyle (X1), hedonic shopping motivation (X2), sales promotion (M), and impulse buying (Y) has a value greater than 0,7 so it can be concluded that this reasearch has met the reliability requirements andhas proven feasible to be used as a data collection tool.

Discriminant Validity

The measurement of discriminant validity criteria by looking at the Heterotrait Monotrait Ratio (HTMT). If the HTMT value is < 0.90 then a construction has good discriminant validity (Ghozali and Latan, 2020).

Table 4. Result Heterotrait Monotrait Ratio (HTMT)

	Hedonic Shopping Motivation	Impulse Buying	Moderating Effect 1	Moderating Effect 2	Sales Promotion	Shopping Lifestyle
Hedonic Shopping Motivation	-	-	-	-	-	-
Impulse Buying	0.535	-	-	-	-	-
Moderating Effect 1	0.377	0.205	-	-	-	-
Moderating Effect 2	0.387	0.139	0.752	-	-	-
Sales Promotion	0.432	0.449	0.332	0.431	-	-
Shopping Lifestyle	0.446	0.551	0.523	0.400	0.409	-

Based on table 4, it is known that all the variables, namely the variable shopping lifestyle(X1), hedonic shopping motivation (X2), sales promotion (M), and impulse buying (Y) has a value< 0.90 so it can be concluded that this research has a good discriminant validity.

Hypothesis Test

The hypothesis test in this study was carried out by bootstrapping method on smartPLS software. To find out whether a hypothesis is accepted or rejected, it can be known through t- statistical values and p-values. Hypothesis testing in this study uses a two-tailed test where the hypothesis is accepted if the t-statistic value is >1.96 with a standard error of 5% or p-values below 0.

Table 5. Hypotesis Test

		Original Sample Mean (O)	Sample Mean (M)	TStatistics	P-Value	Mean
Shopping lifestyle (X1)	Impulse buying	0.354	0.351	4.460	0.000	Significant
Hedonic shopping motivation (X2)		0.294	0.294	3.757	0.000	Significant
Impulse buying						
Sales promotion (M)	Impulse buying	0.216	0.196	2.584	0.010	Significant
Moderating effect 1	Impulse buying	-0.030	-0.021	0.391	0.696	Inignificant
Moderating effect 2	Impulse buying	0.179	0.115	2.034	0.042	Significant

Based on table 4, it can be seen that the results of the study are as follows :

1. The effect of shopping lifestyle on impulse buying can be showed by test result= 4.460 >1.96 and p-value 0.000 < 0.05. It is mean the variable of shopping lifestyle significantlyaffects on impulse buying.
2. The effect of hedonic shopping motivation on impulse buying can be showed by test result = 3.757 > 1.96 and p-value 0.000 < 0.05. It is mean the variable of hedonic shoppingmotivation significantly affects on impulse buying.
3. The effect of sales promotion on impulse buying can be showed by test result = 2.584 >1.96 and p-value 0.010 < 0.05. It is mean the variable of sales promotion significantlyaffects on impulse buying.
4. The effect of shopping lifestyle on impulse buying with sales promotion as moderation variable can be showed by test result = 0.391 < 1.96 and p-value 0.696 > 0.05. It is mean the variable of sales promotion weakens the effect of shopping lifestyle on impulse buying
5. The effect of hedonic shopping motivation on impulse buying with sales promotion as moderation variable can be showed by test result = 2.034 > 1.96 and p-value 0.042 < 0.05. It is mean the variable of sales promotion strengthens the effect of hedonic shopping motivation on impulse buying

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The Effect of Shopping Lifestyle on Impulse Buying on Fashion Product on Shopee Marketplace

According to Purnamasari et al., (2021) the development of fashion trends that are continuously offered by shopping centers affects consumers to always continue to shop to spend their money and this has an impact on their shopping lifestyle. Fashion products themselves are one of the impulsive products because clothing is the most likely product to be purchased because it offers use value and hedonic value for consumers (Adiputra, 2015). That way, shopping activities on the Shopee marketplace carried out by consumers as a lifestyle to meet fashion needs cause a high possibility for consumers to make unplanned purchases. To get the desired fashion product, consumers will be willing to sacrifice money and time to fulfill desires that have become a lifestyle.

The results of this study support research from Yulinda et al., (2022) which shows that the higher the level of consumer lifestyle shopping on fashion, the stronger the consumer's desire to meet the need for clothes that have become their lifestyle so that they always look attractive in society and are not considered old-fashioned or outdated, making them willing to sacrifice something to achieve it and this tends to cause impulse buying.

The Effect of Hedonic Shopping Motivation on Impulse Buying on Fashion Product on Shopee Marketplace

The hedonic aspect itself is related to consumer emotions so that when shopping consumers really feel something like feeling comfortable, happy and like (Lestari and Oetomo, 2014). To produce hedonic feelings, hedonic consumers will vent their hedonic desires by making a purchase. Buying activities are more driven by emotional reactions such as feeling happy when seeing products. When consumers already have a sense of pleasure, unplanned purchases can arise by themselves. Besides, according to Adiputra (2015) fashion products themselves are one of the impulsive products because clothing is the most likely product to be purchased because it offers use value and hedonic value for consumers

The results of this study supported the statement of Pasaribu and Dewi (2015) where consumers who travel because they are motivated by hedonism, the purpose of the shopping experience is to meet their hedonic needs, the products purchased look like they were selected without planning and will present impulse buying. The results of this study support research from Pramesti and Dwiridotjahjono (2022) which shows that the desire or sense of pleasure that arises in individuals in doing hedonic shopping can lead to impulse buying.

The Effect of Shopping Lifestyle on Impulse Buying on Fashion Product on Shopee Marketplace with Sales Promotion as Moderation Variable

The representation of someone who has a shopping lifestyle can clearly be seen in each item of the variable indicator of shopping lifestyle perceived by respondents by responding to buy every advertising offer about the product, reflecting that consumers have high purchasing power. In another indicator it is also mentioned that consumers buy the latest models of clothes and shop for famous fashion brands to get quality, portraying a person with a great sense of fashion. Based on the analysis above it was concluded that someone who falls into the shopping lifestyle category is described as someone who cares about brands and quality goods. In this study, the results of research analysis through the bootstrapping method showed that sales promotion variables weakened the influence of shopping lifestyle variables on impulse buying.

The sales promotion offered by Shopee in this study did not make consumers interested in making purchases, thus weakening the relationship between shopping lifestyle and impulse buying. Items that are discounted at more than half the normal price, may experience a decrease in the quality of Wardhani in (Ramadhani, Kurniawati, & Rahayu, 2021). Lee and Chen-Yu (2018) revealed, the greater the price discount given, the consumers feel greater monetary savings but the quality of the products obtained is lower. This is certainly inversely proportional to the representation of someone who has a shopping lifestyle. For consumers, price can shape perceptions that lead to purchasing decisions. The results of this study show that sales promotion activities carried out by Shopee affect consumer perception, especially on discounted goods. Goods that experience a decrease in price (discount) are considered as goods that have decreased quality so that consumers are reluctant to make purchases.

The Effect of Hedonic Shopping Motivation on Impulse Buying on Fashion Product on Shopee Marketplace with Sales Promotion as Moderation Variable

This research proves that sales promotion can attack the emotional side of consumers. Sales promotion activities that affect consumer emotions cause hedonic consumer feelings to increase. Emotionally interested consumers tend to no longer involve rationality in making purchasing decisions (Putri and Suharyono, 2017). So that it raises the desire of consumers to make impulse buying. This research also supports the theory put forward by Putri and Suharyono (2017) that sales promotions carried out by marketers will affect the feelings and emotional of consumers so as to increase planned or unplanned purchases.

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V. CONCLUSION

The result of this study indicated that the four hypotheses are proposed, only three hypotheses were accepted, namely: shopping lifestyle and hedonic shopping motivation had a significant effect on impulse buying on fashion product on Shopee marketplace. Then sales promotion strengthens the effect of hedonic shopping motivation on impulse buying on fashion product on Shopee marketplace. For hypothesis that is not accepted is the sales promotion weakens the effect of shopping lifestyle on impulse buying on fashion product on Shopee marketplace. So it can be concluded that shopping lifestyle and hedonic shopping motivation that arises in individuals can influence consumers to make unplanned purchases while doing online shopping at the Shopee marketplace. Besides, consumers with hedonic motivation when doing online shopping at the Shopee marketplace will increase his emotions if Shopee aggressively offers its sales promotion program to consumers. But, this is inversely proportional when sales promotion offers are given to people in the shopping lifestyle category. Consumers in the shopping lifestyle category have a perception that goods that have price reduction (discounts) are considered to have decreased in quality, so they are reluctant to make a purchase. Shopee products with promotional accessories are considered as cheap products so they are reluctant to make a purchase. Based on the result of the research and conclusion, the researchers suggest the following suggestions. First, Shopee needs to continuously keep up with the global currents regarding the world fashion. The fashion products that Shopee sells must be in harmony with something that has become a trend at that time. The continuous development of fashion trends offered by Shopee will influence consumers to always shop and spend the money. Second, hedonic shopping motives are proven to be able to make consumers do unplanned purchases and fun shopping activities is the reason hedonic consumers make these purchases. Shopee can take advantage of consumer hedonic motivation so for the future the company can continue to increase the sales. Third, Shopee needs to be careful in determining the portion/quantity of sales promotions they make to attract customers. Promo duration too often (flash sale, cashback) causes consumer perception become more negative about the product. Consumers may think price discounts relate to the quality of the product and be skeptical of product quality. Also, holding promotional campaigns too often can reduce consumer attractiveness.

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