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The Effect of Hedonic Shopping Motivation, Visual Merchandising and Price Discounts on Impulsive Purchases

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Abstract

This study aims to analyze the influence of Hedonic Shopping Motivation, Visual Merchandising, and Price Discounts on impulsive purchases at Galaxy Beauty Store Yogyakarta. The sampling technique used was purposive sampling with a sample size of 100 consumers from Galaxy Beauty Store Yogyakarta. The data analysis method employed was Multiple Linear Regression analysis. The results of the study indicate that Hedonic Shopping Motivation and Visual Merchandising have a positive and significant effect on impulsive purchases. This means that higher hedonic shopping motivation and better visual merchandising are associated with an increased likelihood of impulsive buying behavior. Conversely, Price Discounts have a negative and significant effect on impulsive purchases, suggesting that discounts may actually reduce the tendency for impulsive buying. This research provides insights into the factors influencing impulsive purchasing behavior and can help in developing marketing strategies for Galaxy Beauty Store Yogyakarta.

Keywords

Hedonic Shopping Motivation, Visual Merchandising, Price Discounts, Impulse Buying.

1. Introduction

The cosmetics industry in Indonesia has experienced average growth every year. This condition has an impact on increasing competition so that business actors need to pay attention to marketing strategies to increase consumer purchases. Consumer purchasing behavior is increasingly complex because consumers often buy products not as a routine, but based on their desires. Consumer purchases are divided into two categories, namely planned and unplanned purchases (Firmansyah & Se, 2019). These unplanned purchases can encourage impulsive actions, namely purchasing actions that are carried out without prior planning with the aim of buying a product or service (Purwa & Yasa, 2014). Impulsive buying behavior shows purchases made without much thought (P. Mehta & K. Chugan, 2013). Meanwhile, for consumers, impulsive buying can provide satisfaction and a pleasant feeling to spontaneously buy products (Amelia & Mahfudz, 2022; Asrinta, 2018).

One of the factors that influences impulsive buying is hedonic shopping motivation (Mulyana & Pertiwi, 2020). Hedonic shopping motivation is a form of purchasing motivation that occurs due to the urge to like from within the consumer, so that consumers get pleasure when making purchases (Husna & Lubis, 2019). When consumers are driven to get instant gratification and a pleasant experience, they tend to make impulsive purchases. Consumers who have strong hedonic shopping motivation will have a significant impact on increasing impulsive purchases (Hidayati & Nuvriasari, 2023); (Nisa' & Nuvriasari, 2023). Hedonic shopping motivation is needed to arouse shopping passion, which ultimately creates high impulsive purchases (Nisa' & Nuvriasari, 2023). The results of other studies state that hedonic shopping motivation does not have a significant effect on impulsive purchases (Salim, 2017).

Impulse buying is also influenced by visual merchandising (Suryana & Sari, 2021). Visual merchandise is a product display presented by a store to educate consumers with the aim of improving the company's image and increasing sales (Saputri & Jalari, 2023). Visual merchandising management is intended to attract consumer interest through a comfortable and enjoyable shopping experience so that it can increase sales (Moayery, 2013; Putri & Ratnasari, 2019). Studies show that visual merchandising has a significant effect on consumer impulsive buying (P. Mehta & K. Chugan, 2013); (Moayery, 2013). The results of this study explain that visual merchandising is a determining factor in customer impulsive buying. Visual merchandising allows retailers to make stores innovative, attractive and encourage purchases (Suryana & Sari, 2021). Other studies state that visual merchandising does not have a significant effect on impulsive buying (Sudarsono, 2017).

Impulsive buying behavior can be driven by price discount policies (Jamjuri et al., 2022). Price discounts are a sales promotion strategy by giving price cuts to certain products (Jamjuri et al., 2022). Price discounts can attract consumers' attention because they make product prices cheaper so that they can encourage consumers to make impulsive purchases (Gumilang & Nurcahya, 2016). Previous studies have stated that price discounts have a significant and positive effect on impulsive buying where the more attractive the price discount policy offered by marketers is, the more it will encourage an increase in unplanned purchases (Bunyamin et al., 2021); (Jamjuri et al., 2022). Different results state that price discounts have no effect on impulse buying (Suryana & Sari, 2021). Based on the importance of studying the factors that influence impulsive buying behavior, this study aims to analyze the influence of hedonic shopping motivation, visual merchandising and price discounts partially have a significant effect on impulsive buying at the Galaxy Beauty Store Yogyakarta.

2. Literature Review

Hedonic shopping motivation, which refers to the enjoyment and emotional gratification derived from the shopping experience itself, has a profound influence on impulsive buying behaviors. Consumers with high hedonic shopping motivation often exhibit a greater tendency to make unplanned purchases. This is because their shopping activities are driven by the pleasure and excitement of the process, rather than just fulfilling a specific need or purpose. Such individuals are more likely to be swayed by the immediate appeal of products, leading to spontaneous and impulsive buying decisions (Hidayati & Nuvriasari, 2023). In contrast, consumers with low hedonic shopping motivation are generally less influenced by the pleasure derived from shopping, which consequently reduces their propensity for impulsive buying. These individuals approach shopping with a more utilitarian mindset, focusing on fulfilling specific needs rather than seeking enjoyment from the shopping experience. As a result, their lower hedonic motivation helps in curbing impulsive purchases, as their shopping behavior is more controlled and deliberate (Sari et al., 2024; Andani & Wahyono, 2018).

H1: Hedonic shopping motivation has a positive and significant effect on impulse buying.

Visual merchandising plays a crucial role in influencing impulse buying by presenting merchandise in an appealing and visually stimulating manner. This strategy involves designing product displays that capture the attention of potential customers, thereby enhancing their shopping experience. Effective visual merchandising can significantly boost impulse purchases by creating an engaging shopping environment that entices customers to make spontaneous buying decisions (Jain et al., 2012). Conversely, poor management of visual merchandising can have the opposite effect, leading to a reduction in impulsive buying behaviors. If displays are not effectively designed or fail to attract customers, the opportunity to prompt spontaneous purchases is diminished. Inadequate visual merchandising may result in a less engaging shopping experience, which can decrease the likelihood of impulse buys as consumers are less likely to be drawn to products that are not presented attractively (Sari et al., 2015; Saputri & Jalari, 2023; Widyastuti, 2018).

H2: Visual merchandising has a positive and significant effect on impulse buying.

The Effect of Price Discounts on Impulse Buying Price discounts can attract consumer interest because consumers think that by buying discounted products, they will get a lot of goods at a low cost, so that it will encourage consumers to make impulsive purchases (Gumilang & Nurcahya, 2016). The greater the price discount offered will have an impact on increasing impulsive purchases, conversely, the smaller the price discount given will have an impact on decreasing impulsive purchases. Bunyamin et al. (2021) and Jamjuri et al. (2022) stated that price discounts have a positive and significant effect on impulsive purchases.

H3: Price discounts have a positive and significant effect on impulse purchases.

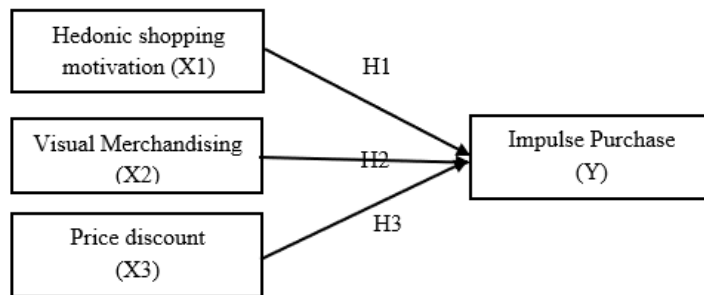


Figure 1. Research framework

3. Method

The research method used, this study is grouped into quantitative research. The population in this study were all consumers who had made purchases at the Galaxy Beauty Store Yogyakarta. The sampling technique used purposive sampling with the specified sample criteria being: Respondents were at least 17 years old and had made direct/offline product purchases at the Galaxy Beauty Store Yogyakarta at least 1 time in the last 1 month when the study was conducted. The technique for determining the number of samples used the formula from Lemeshow (1990) in Pratama (2019) and obtained a total of 96.04 respondents which were rounded up to 100 respondents. The data collection method in this study was a questionnaire. The statements in this research questionnaire were measured using the Likert Scale. The hedonic shopping motivation indicators adopted from the research indicators conducted by Hidayati & Nuvriasari (2023), namely: Seeking experience, following fashion trends, relieving stress, enjoying yourself and overcoming boredom. The visual merchandising indicators adopt from research indicators conducted by (Widyastuti, 2018), namely: Windows display, Mannequin display, Floor merchandising, Promotional signage and Assortment. The price discount indicator adopts from research conducted by Jamjuri et al. (2022); Bunyamin et al. (2021), namely: Quantity discounts, Seasonal discounts, Nominal discounts, Quantity purchase encouragement and encourage repeat purchases. The impulsive buying indicator adopts from research conducted by Hidayati & Nuvriasari (2023), namely: Shopping outside of needs, Shopping without thinking, Shopping stimulation, Spontaneous purchases and Emotional impulses. The data analysis technique in this study uses multiple linear regression analysis, determination coefficient analysis and t-test.

4. Result

The results of the validity test for the variables in this study indicate that all statements measured have a higher r count value than the r table of 0.1966, with a significance value (p) at 0.5. This indicates that all statement items used in the hedonic shopping motivation variables (X1), visual merchandising (X2), price discounts (X3), and impulsive buying (Y) are declared valid. With r count values varying from 0.515 to 0.816, it can be concluded that the items in each variable are strong enough to measure the intended concept. Specifically, hedonic shopping motivation (X1) shows high validity with r counts between 0.620 and 0.816, indicating that hedonic motivation has a significant contribution in the context of shopping behavior. The visual merchandising variables (X2) and price discounts (X3) also show valid results, with r counts ranging from 0.590 to 0.712. The impulsive buying variable (Y) has a significant r count value, with a range of 0.545 to 0.806, indicating that the instrument used to measure impulsive buying is quite reliable and trustworthy. The overall results of this validity test indicate that each

statement compiled for this research variable is effective in measuring the desired aspects, so it can be used for further analysis. Showing that all questionnaire items on the hedonic shopping motivation variable, visual merchandising, price discounts and impulsive buying have a calculated r value greater than the r table value of 0.1966 and a p value <0.05, so it can be concluded that all questionnaire items are valid.

Table 1. Validity test results

Statement	r Count	r table	Significance (p)	Information
Hedonic shopping motivation (X1)				
X1.1	0.645	0.1966	0.5	Valid
X1.2	0.620	0.1966	0.5	Valid
X1.3	0.816	0.1966	0.5	Valid
X1.4	0.702	0.1966	0.5	Valid
X1.5	0.668	0.1966	0.5	Valid
Visual merchandising (x2)				
X2.1	0.662	0.1966	0.5	Valid
X2.2	0.658	0.1966	0.5	Valid
X2.3	0.712	0.1966	0.5	Valid
X2.4	0.599	0.1966	0.5	Valid
X2.5	0.590	0.1966	0.5	Valid
Price discount (X3)				
X3.1	0.696	0.1966	0.5	Valid
X3.2	0.672	0.1966	0.5	Valid
X3.3	0.643	0.1966	0.5	Valid
X3.4	0.665	0.1966	0.5	Valid
X3.5	0.515	0.1966	0.5	Valid
Impulse Purchase (Y)				
X4.1	0.766	0.1966	0.5	Valid
X4.2	0.806	0.1966	0.5	Valid
X4.3	0.545	0.1966	0.5	Valid
X4.4	0.772	0.1966	0.5	Valid
X4.5	0.627	0.1966	0.5	Valid

The reliability test shows that all variables measured in this study have a Cronbach's Alpha value above the critical value of 0.6, indicating that the instrument used is reliable. The hedonic shopping motivation variable has a Cronbach's Alpha value of 0.717, indicating a good level of internal consistency. Likewise, visual merchandising and price discounts, although having slightly lower Cronbach's Alpha values (0.648 and 0.631), still meet the reliability criteria, indicating that the items measuring these two variables consistently reflect the intended concept. In addition, the test results show that the Variance Inflation Factor (VIF) is all below 2, with the highest value being 1.452 for visual merchandising. This indicates that there is no significant multicollinearity problem among these variables, so that each variable can be considered independent of each other. The impulse buying variable also shows very good reliability with a Cronbach's Alpha value of 0.752, further strengthening the reliability of the research instrument. Overall, these results indicate that the instruments used in this study have good internal consistency and are reliable for measuring variables. The Cronbach's Alpha coefficient on the variables of hedonic shopping motivation, visual merchandising, price discounts and impulsive purchases shows a value greater than the critical value of 0.60, so the statement elements in the questionnaire are declared reliable.

Table 2. Reliability Test Results

Variable	Cronbach's Alpha	VIF	Information
Hedonic shopping motivation	0.717	1.190	Reliable
Visual merchandising	0.648	1.452	Reliable
Price discounts	0.631	1.252	Reliable
Impulse buying	0.752	1.124	Reliable

The data used did not experience collinearity. The hedonic shopping motivation variable obtained a tolerance value of 0.841 and a VIF of 1.190, the visual merchandising variable obtained a tolerance value of 0.688 and a VIF of 1.452 and the price discount variable obtained a tolerance value of 0.799 and a VIF of 1.252. The decision that there was no multicollinearity was if the Tolerance value > 0.05 and VIF < 10.00, so that all independent data did not experience collinearity. The Significance Value (Sig.) for the hedonic shopping motivation variable (X1) was 0.148, visual merchandising (X2) was 0.539, and the price discount variable (X3) was 0.534. Because the significance value for the three variables above was > 0.05, it was concluded that there were no symptoms of heteroscedasticity in the regression model.

Table 3. Multiple Linear Regression Analysis Results

Model	Unst. Coef. B	Std. Error	Std. Coef. Beta	t	Sig
Constant	5.562	3.098		1.795	0.076
Hedonic shopping motivation	0.294	0.098	0.236	2.999	0.003
Visual merchandising	0.995	0.141	0.594	7.082	0.000
Price discounts	-0.639	0.109	-0.453	-5.849	0.000

Based on Table 3, the multiple linear regression equation is obtained as $Y = 5.562 + 0.294X_1 + 0.995X_2 - 0.639X_3 + e$. Based on the regression equation above, the results of the multiple linear regression analysis of the hedonic shopping motivation and visual merchandising variables have a positive value and direction of influence on impulsive purchases, but price discounts have the opposite direction (negative) of influence on impulsive purchases.

Table 4. Results of the Determination Coefficient Analysis Test (R^2)

R	R Square	Adjusted R Square	Std. Error of Estimate
0.578	0.334	0.313	2.950

The analysis of the coefficient of determination (R^2) obtained an adjusted R^2 value of 0.313, meaning that the variables of hedonic shopping motivation, visual merchandising and price discounts contributed an influence on impulsive purchases of 31.30%, while the remaining 68.70% was influenced by other variables not examined in this study.

Table 5. t-Test Results

Variable	t	Sig. (p)	Conclusion
Hedonic shopping motivation	2.999	0.003	Ha1 Accepted
Visual merchandising	7.082	0.000	Ha2 Accepted
Price discount	-5.849	0.000	Ha3 Accepted

The results of the first hypothesis test (H1) prove that H_0 1 is rejected and H_a 1 is accepted with a significance value of 0.003 < 0.05. This shows that hedonic shopping motivation has a positive and significant effect on impulsive purchases at

Galaxy Beauty Store Yogyakarta. The results of the second hypothesis test (H2) prove that Ho2 is rejected and Ha2 is accepted with a significance value of $0.000 < 0.05$. This shows that visual merchandising has a positive and significant effect on impulsive purchases at Galaxy Beauty Store Yogyakarta. The results of the third hypothesis test (H3) prove that Ho3 is rejected and Ha3 is accepted with a significance value of $0.000 < 0.05$. This shows that price discounts have a negative and significant effect on impulsive purchases at Galaxy Beauty Store Yogyakarta.

Based on the results of hypothesis 1 testing, it is proven that hedonic shopping motivation has a positive and significant influence on impulsive purchases at the Galaxy Beauty Store Yogyakarta. This statement proves that hedonic shopping motivation can influence impulsive purchases. If consumers have strong hedonic shopping motivation, it will have an impact on increasing impulsive purchases, conversely, if hedonic shopping motivation is low, it will decrease the level of impulsive purchases. The results of this study are in accordance with the results of research conducted by Nisa' & Nuvriasari (2023) and Kosyu et al. (2014) which show that hedonic shopping motivation has a positive and significant influence on impulsive purchases.

Based on the results of hypothesis 2 testing, it is proven that visual merchandising has a positive and significant influence on impulsive purchases at the Galaxy Beauty Store Yogyakarta. This statement proves that visual merchandising can influence impulsive purchases. If visual merchandising is well managed, it will have an impact on increasing impulsive purchases, and vice versa. When consumers see an attractive and neatly arranged product display, they tend to be encouraged to make impulsive purchases because they feel attracted and tempted by the appearance of the product. The results of this study are in accordance with the results of research conducted by Saputri & Jalari (2023) and Moayery (2013) showing that visual merchandising has a positive and significant influence on impulsive purchases.

Based on the results of hypothesis 3 testing, it is proven that price discounts have a negative and significant effect on impulsive purchases at the Galaxy Beauty Store Yogyakarta. This means that the price discount program offered by the Galaxy Beauty Store Yogyakarta actually has an impact on reducing the level of impulsive purchases. This could be because the price discount policy offered is considered unattractive to consumers or the price discount is given to products that are considered unpopular with consumers. So that the price discount policy actually reduces the tendency for impulsive purchases to arise. This is also because consumers become more careful and planned in purchasing when they see a discount, thereby reducing the tendency to buy impulsively. The results of this study are in accordance with the results of research conducted by Andriani et al. (2023) showing that price discounts have a negative and significant effect on impulsive purchases.

5. Conclusion

This study was conducted to analyze the factors that influence impulsive purchases, so that it can be concluded as Hedonic shopping motivation has a positive and significant effect on impulsive purchases at Galaxy Beauty Store Yogyakarta. This shows that the higher the hedonic shopping motivation of consumers, the more it will increase consumer impulsive purchases at Galaxy Beauty Store Yogyakarta. Visual merchandising has a positive and significant effect on impulsive purchases at Galaxy Beauty Store Yogyakarta. This shows that the more attractive the visual merchandising displayed by Galaxy Beauty Store, the more it will increase impulsive purchases at Galaxy Beauty Store Yogyakarta. Price discounts have a negative and significant effect on impulsive purchases at Galaxy Beauty Store Yogyakarta. This shows that the greater the price discount, the more it tends to reduce the desire of consumers to make impulsive purchases at Galaxy Beauty Store Yogyakarta because consumers will be more careful in deciding purchases.

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