

# The Effect Analysis of Variety of Selection, Price Attribute, Sensory Attribute, Promotional Approaches, and Physical Stimuli on Impulse Buying Through Positive Emotions and Hedonic Shopping Value Towards H&M Store Customers in Surabaya

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**Abstract:** Purchasing power in Indonesia is the factor that can support Fashion Retailers to develop. As time progresses, customers' needs are increasingly varied too. Customers often decide to purchase product without prior planning or spontaneous, this behavior is called Impulse Buying. The aim of this research is to analyze the influence of factors that can affect Impulse Buying on H&M Customers in Surabaya. This research is a quantitative research. Data collection methods used is literature study and questionnaires. Analyses in this research is using AMOS 22.0. The populations in this research are all the H&M Customers in Surabaya, who made a purchase of fashion products at the H&M Store within the last six months. The results showed that Variety of Selection with regression coefficient of 0.082 positive but had no significant effect on Positive Emotions; Price Attribute with regression coefficient of 0.370 positive and significantly effect on Positive Emotions; Sensory Attribute with regression coefficient of 0.059 positive but had no significant effect on Positive Emotions; Promotional Approaches with regression coefficient of 0.251 positive and significantly effect on Positive Emotions; Physical Stimuli with regression coefficient of 0.439 positive and significantly effect on Positive Emotions; Positive Emotions with regression coefficient of 0.421 positive and significantly effect on Hedonic Shopping Value; Positive Emotions with regression coefficient of 0.144 positive but had no significant effect on Impulse Buying; Hedonic Shopping Value with regression coefficient of 0.326 positive and significantly effect on Impulse Buying.

**Keywords:** Variety of selection, Price attribute, Sensory attribute, Promotional approaches, Physical stimuli, Impulse buying, Positive emotion and Hedonic shopping value.

## 1. Introduction

Fashion textile and clothing industry increased rapid growth in early 2019, compared to 2018, industrial fashion in Indonesia growth significantly from 8.73% to 18.98%. This rapid growth as well as a sign that business competition has become

increasingly fierce, therefore companies must compete to create competitive strategies in order to survive in global competition. (<https://www.tribunnews.com> downloaded on July 10, 2019).

The entry of international fashion retail stores in Indonesia is more encouraging customers to adopt overseas fashion trends than local fashion, this kind of customers behavior also causes international retail shops to start expanding in the Indonesian market. International retailers are also glance at the East Java market, especially Surabaya, because it is considered that the growth of the fashion industry in Surabaya is relatively growing rapidly.

H & M is one of the international retailers from Sweden that glance at the Surabaya market. Total stores in Surabaya so far have reached four stores located in Galaxy Mall 2, Galaxy Mall 3, Supermall Pakuwon Indah, and Tunjungan Plaza 6. In this modern era, business expansion is carried out inseparable from the encouragement of customers interest in the products offered that are influenced by the behavior of these customers, so this can also trigger an increasing rate of business growth.

The study will refer more to the research of Park et al., (2011) with some modifications that are adjusted to the research object, that is the H&M store in Surabaya. Modifications made in this research are by changing the Online Store research object into an Offline Store. The variables used in this study are a form of merging several other research variables, that is research from Suhud (2017) and Foroughi (2013). It is important to examine the influence of internal and external factors in a store that can shape the Impulse Buying behavior from customers, because Impulse Buying behavior is an aspect that greatly influences the financial and non-financial conditions in the company. When a store offers a product and store atmosphere that can turn potential customers into customers, this can make the store successful in attracting customers attention, because by notice

the customers behavior is one of the success key to a store. High levels of consumption from customers can help the government in increasing national economic growth, so this research becomes interesting. Based on the facts above, this research is about “The Effect Analysis of Variety of Selection, Price Attribute, Sensory Attribute, Promotional Approaches, and Physical Stimuli on Impulse Buying through Positive Emotions and Hedonic Shopping Value towards H&M Store Customers in Surabaya”

## 2. Literature Review

### A. Conceptual Background

#### 1) Variety of Selection

According to Suarmaja et al., (2016) Product diversity is a set of products that are already available in amount and varied types that will be offered to customers.

#### 2) Price Attribute

According to Firmansyah (2018) Price attribute is a concept that has quite different meanings for customers, this is distinguished depending on the characteristics of customers, products, and situations.

#### 3) Sensory Attribute

Vivekanandan and Balaji (2012) said that Product Attributes can be extrinsic (eg, price, brand name, and store image) or intrinsic (eg: style, color, fabric, care, compatibility, and quality).

#### 4) Promotional Approaches

According to Sukirno and Purwanto (2014) Promotions are activities that are effectively carried out by sellers to encourage prospective customers to buy the products or services offered.

#### 5) Physical Stimuli

Physical stimuli are actually stimuli owned by the store. According to Baker et al., (2002) Stimulus of the store environment is one of the store atmosphere factors, which can affect unplanned purchases such as color, scent, music, store layout, and lighting.

#### 6) Positive Emotions

According to Chang et al., (2014) Positive emotions can be caused by a person's previous mood such as excitement, and reactions to the environment (i.e. promotion of the desired products).

#### 7) Hedonic Shopping Value

According to Setiadi (2003), Hedonic Shopping Motives are psychological needs, such as emotions, satisfaction, prestige, and other subjective feelings. These needs often arise because of social and aesthetic demands and also can be referred as an emotional motive.

#### 8) Impulse Buying

According to Hoyer et al., (2013) Impulse buying is a process of decisions that have a strong affective component that can occur when customers suddenly immediately decide to buy an item that is not planned in advance.

### B. Conceptual Model

#### 1) Positive Emotions

- *Variety of Selection*

Research conducted by Moe (2003) stated that Variety of Selection sold in malls can form a feeling of Enjoyment (Positive Affect) to customers, because customers tend to feel happier when the products offered are diverse, so they can choose the products according to their wants. The study is in line with research from Lim and Dibinsky (2004) which said that customers prefer to be faced with a variety of choices because they tend to prefer being a Variety-Seekers.

Based on the facts above, the following hypotheses are developed:

H1: Variety of Selection has a significant effect on Positive Emotion.

- *Price Attribute*

Based on the theory, it can be concluded that the effect of Price will form Positive Emotion, because when customers buy products at an affordable price, customers will feel that the value of these products can be felt, so that positive feelings will be built up within customers.

Based on the facts above, the following hypotheses are developed:

H2: Price Attribute has a significant effect on Positive Emotion

- *Sensory Attribute*

Research from Moody et al., (2010) stated that the mood of customers will completely change the compilation of wearing new clothes that suit their tastes. Sensory Attributes of fashion products or Clothing Attributes had a significant effect on Positive Emotions. Research from Subhani (2011) also provides the same research results, namely style, print, color, brand, fittings and stitching of a fashion had a significant effect on customers mood.

Based on the facts above, the following hypotheses are developed:

H3: Sensory Attribute has a significant effect on Positive Emotion.

- *Promotional Approaches*

Theresia (2014) examined the effect of sales promotion on Positive Emotion, the results stated that there was a significant effect of both. Research from Suhud (2017) included sales discounts variable to test whether true sales discounts can affect Positive Emotion, prove that sales discounts had a significant effect on Positive Emotion.

Based on the facts above, the following hypotheses are developed:

H4: Promotional Approaches has a significant effect on Positive Emotion.

- *Physical Stimuli*

According to research conducted by Park et al., (2005), stated that aspects of the physical environment (stimulus) significantly influence the emotions of customers, because the physical environment can be one of the attractions of customers to shop.

Research conducted by Hetharie (2011) also proved that store stimulus had a positive effect, this positive effect will drive customers towards purchasing trends.

Based on the facts above, the following hypotheses are developed:

H5: Physical Stimuli has a significant effect on Positive Emotion.

2) *Hedonic Shopping Value*

Based on the theory, it can be concluded that the value in each person can be formed with the supporting factors. Positive Emotion that has been formed before will further encourage the creation of value from customers, so the urge to spend time when shopping is stronger.

Based on the facts above, the following hypotheses are developed:

H6: Positive Emotions has a significant effect on Hedonic Shopping Value.

3) *Impulse Buying*

According to research conducted by Premananto (2007), stated that Positive Emotions by customers can encourage customers to make unplanned purchases. Customers who consider shopping is a pleasure that is needed in themselves will certainly be easier to behave as an Impulse Buyer. According to research conducted by Rachmawati (2009), Hedonic Shopping Value had a significant effect on Impulse Buying

Based on the facts above, the following hypotheses are developed:

H7: Positive Emotions has a significant effect on Impulse Buying.

H8: Hedonic Shopping Value has a significant effect on Impulse Buying.

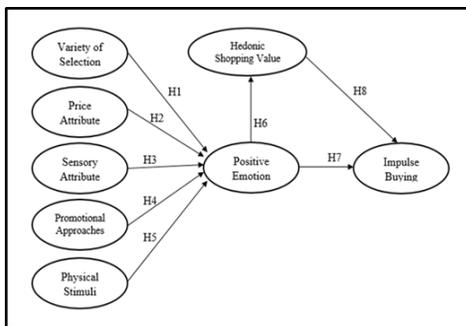


Fig. 1. Conceptual model

**3. Methods**

A. *Profile Participants*

The population are customers of H&M Stores in Surabaya consisting of men and women, aged 18-60 years where this age is an early adulthood (Kotler and Armstrong, 2010), who made a purchase of fashion products at the H&M Store within the last six months. It is assumed that customers have a good knowledge about the products at the H&M Store in Surabaya, so it can lead customers to be an Impulse Buyer. In addition, in this age customers can be assumed to be able to think well in

filling out the questionnaire, so the data obtained is valid.

B. *Measures*

Data collection is done by distributing questionnaires to respondents in corresponding to the characteristics of the sample that has been described previously, that is using primary data. After completing the questionnaire, the respondent returns the questionnaire that has been filled out and then the questionnaire will be selected by author. The area for distributing questionnaires is in Surabaya city. Furthermore, data tabulation is performed to recap all respondents assessment results. After the data is tabulated, the research model will be tested using AMOS software version 22.0. The questionnaire in this study will be divided into two parts. The first part contains questions to get general information about the respondent that is useful to determine the suitability of the characteristics of the respondent with the sample criteria. The second part contains several statements to obtain research data and analyze the effect of Variety of Selection, Price Attribute, Sensory Attribute, Promotional Approaches, and Physical Stimuli on Impulse Buying through Positive Emotion and Hedonic Shopping Value.

**4. Findings and Discussions**

A. *Full Structural Equation Modeling Analysis*

The measurement model to analyze the full Structural Equation Modeling includes eight variables used in this study, namely Variety of Selection, Price Attitude, Sensory Attribute, Promotional Approaches, Physical Stimuli, Positive Emotions, Hedonic Shopping Value, and Impulse Buying using 25 indicators.

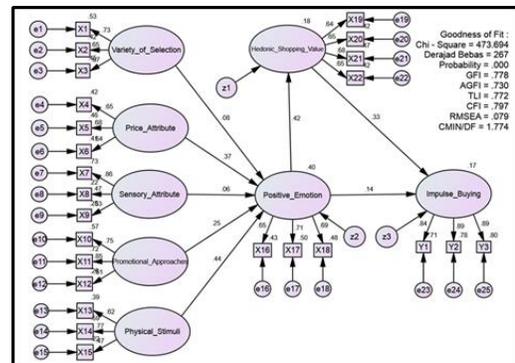


Fig. 2. Full Structural equation model

Figure 2 explained that the results of the comparison between the criteria of goodness of fit with the results between the full structural equation model in table 1 shows that the criteria of RMSEA and CMIN/DF has been accepted. Meanwhile, chi-square, significant probability, TLI, and CFI are only marginally accepted.

C.R. value for each relationship between the variables tested are shown in table 2. Causality relationship that occurs between variables Price Attribute on Positive Emotions, Promotional

Table 1  
Feasibility Testing Index

Goodness-of-fit-index	Cut-off Value	Hasil Analisis	Evaluasi Model
X <sup>2</sup> -chi-square	Kecil, ≤306.1126	473.694	Marginal
Significant Probability	≥0.005	0.000	Marginal
RMSEA	≤0.08	0.079	Baik
CMIN/DF	≤2.0	1.774	Baik
TLI	≥0.95	0.772	Marginal
CFI	≥0.95	0.797	Marginal

Table 2  
Regression weights full structural equation model

			Estimate	S.E.	C.R.	P	Std. Estimate
PE	<-	VOS	0.095	0.136	0.701	0.483	0.082
PE	<-	PA	0.337	0.123	2.749	0.006	0.370
PE	<-	SA	0.09	0.249	0.361	0.718	0.059
PE	<-	PrA	0.456	0.223	2.045	0.041	0.251
PE	<-	PS	0.638	0.218	2.925	0.003	0.439
HSV	<-	PE	0.531	0.159	3.341	***	0.421
IB	<-	PE	0.187	0.149	1.249	0.212	0.144
IB	<-	HSV	0.335	0.137	2.437	0.015	0.326

Table 3  
Hypothesis testing results

Hypotheses	Analysis
H1: Variety of Selection has a significant effect on Positive Emotion	Rejected
H2: Price Attribute has a significant effect on Positive Emotion	Accepted
H3: Sensory Attribute has a significant effect on Positive Emotion	Rejected
H4: Promotional Approaches has a significant effect on Positive Emotion	Accepted
H5 : Physical Stimuli has a significant effect on Positive Emotion	Accepted
H6: Positive Emotion has a significant effect on Hedonic Shopping Value	Accepted
H7: Positive Emotion has a significant effect on Impulse Buying	Rejected
H8: Hedonic Shopping Value has a significant effect on Impulse Buying	Accepted

Approaches on Positive Emotions, Physical Stimuli on Positive Emotions, Positive Emotions on Hedonic Shopping Value, and Hedonic Shopping Value on Impulse Buying has a significant relationship because the value of C.R is above 2.00. While Variety of Selection on Positive Emotions, Sensory Attribute on Positive Emotions, and Positive Emotions on Impulse Buying has no significant relationship because the value of C.R is under 2.00.

**B. Hypothesis Testing**

SEM was applied to estimate the structural model and test the hypotheses. Our results indicated a good fit with the data chi-square = 473.694; significant probability = 0.000; RMSEA = 0.079; CMIN/DF = 1.774; TLI = 0.772; and CFI = 0.797. Furthermore, based on this fit model, an eight-hypothesis will be tested in this study, as shown in table 3.

Variables that effect Impulse Buying are Positive Emotions and Hedonic Shopping Value. Based on the results of the regression coefficient, the strongly variable effect is Hedonic Shopping Value of 0.326. This explains that when wanting to encourage impulse buying behavior towards customers, the customers must consider shopping as something that is very interesting to do, this is called Hedonic Shopping Value.

The second strongly effect on Impulse Buying is Positive Emotions, with a regression coefficient of 0.144, but has no significant effect. Nevertheless, the effect is in the positive direction, so this variable is maintained. This proves that Impulse Buying behavior is not only driven by Positive

Emotions, because Positive Emotions do not necessarily make customers directly spontaneously buy products that are viewed without considering their usefulness, because customers will be more selective in evaluating the product.

Variables that effect Hedonic Shopping Value are Positive Emotions of 0.421. This explains that, when wanting to increase the Hedonic Shopping Value of H&M store customers, the thing to note is customers must be enthusiastic when shopping, customers must feel inspired when shopping, and customers should feel proud when shopping at H&M stores, because this is part of Positive Emotions.

Variables that effect Positive Emotions are Variety of Selection, Price Attribute, Sensory Attribute, Promotional Approaches, and Physical Stimuli. Based on the results of the regression coefficient, there is the strongly effect, namely Physical Stimuli on Positive Emotions, which is equal to 0.439. This is because the atmosphere of the store is the main thing that can trigger the emotions of every customer. The physical environment is also one of the attractions of customers to shop, because it is believed to be a stimulus that can easily affect the customers emotions.

The second strongly effect on Positive Emotions variable is the Price Attribute which is equal to 0.370. When customers buy fashion products at H&M stores at any affordable prices, it can make customers has a good or positive mood, so the more H&M offered products at any affordable prices, the greater the positive emotional value customers will show for H&M products.

The third strongly effect on Positive Emotions variable is Promotional Approaches, which is equal to 0.251. This is explained that the more H&M does promotional programs, the more H&M will get an attention from customers positive feelings, because the product promotion is the most awaited thing from customers.

The fourth strongly effect on Positive Emotions variable is Variety of Selection, but has no significant effect. This can be explained by comparing the variety of products from another fashion store. H&M is only able to offer product variations that tend to be the same with another fashion store does, so customers attention will be shared with other stores and customers will feel unenthusiastic, not proud, and not inspired when they see product variations offered by H&M, because they are considered product variations in H&M is the same as the others.

Sensory Attribute variable is the last variable to measure the effect on Positive Emotions that is equal to 0.361 and the results also stated that this variable has no significant effect. This is because when looking at products sold, H&M mostly does not have much difference with other fashion stores, so the Sensory Attribute that H&M offers tends to have the same ratings as other fashion stores. This can underlie an insignificant effect on customers Positive Emotions, because the Sensory Attribute of H&M cannot arouse feelings of enthusiasm, pride, and inspiration from customers.

## 5. Conclusion

This model was developed in the context of Impulse Buying research at H&M store in Surabaya. This research model is the result of Variety of Selection, Price Attributes, Sensory Attributes, Promotional Approaches and Physical Stimuli on Buying Impulses through Positive Emotions and Hedonic Shopping Value. The formulation of the research problem is whether the Variety of Selection variable has a significant effect on Positive Emotions, the Price Attribute variable has a significant effect on Positive Emotions, the Sensory Attribute variable has a significant effect on Positive Emotions, the Promotional Approaches variable has a significant effect on Positive Emotions, the Physical Stimuli variable has a significant effect on Positive Emotions, the Positive Emotions variable has a significant effect on Hedonic Shopping Value, the Positive Emotions variable has a significant effect on Impulse Buying, and the Hedonic Shopping Value variable has a significant effect on Impulse Buying. Based on the data processing done, the final result of eight hypotheses that were submitted, proved that five hypotheses were accepted and three hypotheses were rejected.

## 6. Limitations and Future Research

1. The limitations of this study is about the object that used. The object only takes respondents from H&M in Surabaya. The further research is expected to using the same or modified models that can be applied to different object to

get more general results on the factors that effect Impulse Buying.

2. Further research is expected to be able to complete the variables that already exist in this research, such as Role Playing and Exploration.
3. Further research can be developed by linking the factors that influence Impulse Buying based on income level. Future research can also conduct in areas that are different from current research.

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