**THE EFFECT OF SALES PROMOTION AND STORE ATMOSPHERE ON HEDONIC SHOPPING MOTIVATION AND IMPULSIVE BUYING BEHAVIOR IN HYPERMART MANADO CITY**

**Nova Christian Mamuaya**

Faculty of Economics, Manado State University

e-mail: [novachmamuaya@unima.ac.id](mailto:novachmamuaya@unima.ac.id)

**ABSTRACT**

*The purpose of this research is to know and analyze the effect of sales promotion and store atmosphere on hedonic shopping motivation and impulsive buying of Hypermart consumers in Manado City. The method used in this research is explanatory survey method; with 175 consumers who shop at Hypermart in Manado City as sample with convenience sampling technique; primary data with data collecting technique using questionnaire instrument with Likert scale and structural equation modeling analysis technique with Lisrel 8.80 program. The result of this research shows that sales promotion has positive and significant effect on hedonic shopping motivation; store atmosphere has positive and significant effect on hedonic shopping motivation; sales promotion has positive and significant effect on impulsive buying; store atmosphere has positive and significant effect on impulsive buying; and hedonic shopping motivation has positive and significant effect on impulsive buying of Hypermart consumers in Manado City. Impulsive buying will be improved if Hypermart management in Manado City is able to increase hedonic shopping motivation with the most dominant indicator is “shopping for value”, where hedonic shopping motivation will be improved if Hypermart management in Manado City can increase sales promotion with the most dominant indicator is “sample giveaway program” and store atmosphere with the most dominant indicator is “in-store appearance”.*

Keywords: *Sales Promotion, Store Atmosphere, Hedonic Shopping Motivation, Impulsive Buying, Hypermart*

**1. INTRODUCTION**

Impulsive buying behavior has attracted the interest of academic researchers because the results appear to be a contradiction between what people plan and what they finally do (Gutierrez, 2004). Literature and consumers themselves recognize that impulsive buying behavior is normatively wrong, but large buying volume in various product categories are classified as impulsive buying (Cobb & Hoyer, 1986; Han *et al*., 1991; Rook, 1987 in Gutierrez, 2004). From consumer side, impulsive buying behavior brings negative implications, such as excessive money spending, useless buying, enduring uncertainties and risks in terms of product function and quality, and sense of guilt. Therefore, impulsive buying often considered irrationaland risky. Nevertheless, the phenomenon of impulsive buying behavior is something that still happens in consumer shopping behavior and large-scale researches on this topic has started since about sixty years ago until present (Gutierrez, 2004).

Impulsive buying covers 80% of all purchases (Kacen & Lee, 2002), 62% of supermarket sales and 80% of all sales in certain product category (Ahmad, 2011). According to Handi Irawan in *Marketing* magazine special edition in 2008, states that there are 10 Indonesian Consumers Character, one of which is unplanned or impulsive character. Indonesian consumers include consumers who are not used to plan everything. Even though they have, they will make a decision at last moment. One form of consumer behavior that does not have a plan is the occurrence of impulsive buying. Based on Nielsen survey (2008), 85% of modern retailers tend to shop for something unplanned. The preliminary survey conducted by the author at Hypermart in Manado City in August 2017 with 30 consumers as respondents that 18 people (60%) buy products unplanned or impulsive. The preliminary survey is done by asking a question to the customers after shopping, “are there any items you bought out of your plan?”.

Knowledge and understanding of consumers impulsive buying behavior and the factors that influence it become important for modern retail companies in the development of strategy in the face of increasingly competitive competition of modern retail business.

Several researches on impulsive buying have been done, mostly developed in developed countries such as United States and European countries, as well in some developing countries, including Indonesia. In this research, marketing researchers and consumer behavior focused primarily on identifying factors that increase impulsive buying (Tinne 2010). In Indonesia, especially in Manado City, research on impulsive buying and the factors that influence it is still very little.

Wood (1998) found that age is an important determinant in predicting impulsive buying; Dittmar et. al (1996) found that sex influences impulsive buying; Kacen & Lee (2002) found that culture influences impulsive buying, both regional or individual level; Beatty & Ferrel (1998) found that emotion (affection) or mood from individual is an important determinant of impulsive buying; Hausman (2000) found that impulsive buying behavior is done by consumers to satisfy hedonic desires such as fun, discovering and feeling new things, fantasy, social interaction, and emotional; Beatty & Ferrel (1998) found that propensity to buy impulsively associated with impulsive buying.

Youn & Faber (2000) found that atmosphere of a store increases likelihood of impulsive buying; Iyer & Ahlawat (1987) found that consumers tend to be impulsive in the type of food store. According with situational factor, Beatty & Ferrel (1998) found that time and money availability affected impulsive buying. According with product characteristics, Babin *et. al* (1994) found that impulsive buying occurred in the case of hedonistic product categories; Zhou & Wong (2003) found that sales promotion, product discount, or cheaper prices affect impulsive buying.

Nevertheless, several studies yield different findings on certain factors. Crawford & Melewar (2003); Park & Lennon (2006); Soars (2009); and Graa *et. al* (2014) found an influence of store atmosphere on impulsive buying. However, the results of Tendai & Crispen (2009) shows that factors related to store atmosphere such as customer density, perfume in store, background music, and ventilation have no significant effect on impulsive buying.

Zhou & Wong (2003) found that sales promotion, product discount and cheaper price affected impulsive buying; Tendai & Crispen (2009) found that in-store promotional factors such as coupon, voucher, promotion & advertisement and low prices significantly affected impulsive buying; Karbasivar & Yarahmadi (2011) found that sales promotion approach is free product and discount price have an effect on impulsive buying and Xu & Huang (2014) found that two forms of sales promotion is discount price and bonus packaging have an effect on online impulsive buying. But Nagadeepa *et. al* (2015) result study shows that three sales promotion techniques, there are coupon, price packaging and contest have no effect on impulsive buying.

Store atmosphere can affect the creation of consumer hedonic value (Coley & Burgess, 2003); Ballantine *et. al* (2010) found that the elements of store atmosphere can make shopping experience more enjoyable so to awaken consumer emotions and create hedonic value; Zhang *et. al* (2011) found that store atmosphere affect consumer hedonic value; and Donovan & Rossiter in Bohl (2012) suggest that pleasure and passion are hedonic values that have significant influence as mediator of store atmosphere and consumer behavior including impulsive buying behavior (Bohl 2012). A research conducted by Maymand & Ahmadinejad (2011) on the role of stimulation caused by store promotion on impulsive buying, where the results showed that promotional incentives in form of sales promotion and advertising have significant effect on hedonic shopping motivation.

Hausman (2000) found that consumers that shop for satisfying their hedonic desires like searching for new experience, searching for variation and pleasure have significantly affected impulsive buying. Impulsive buying plays an important role in satisfying hedonic desires associated with hedonic consumption. This role supports conceptual relationship between hedonic shopping motivation and impulsive buying (Rock 1987; Piron 1991; and Hausman 2000). Park & Lennon (2006) research shows that hedonic value encourages impulsive buying. Silvera *et. al* (2008) states that impulsive buying behavior is often done to satisfy hedonic motives. Harmancioglu *et. al* (2009) found that the emotional value of consumers such as pleasure increases the tendency of impulsive buying behavior. Consumers who shop for recreation expect higher hedonic values. Consumers’ desire to find hedonic value in shopping can result in impulsive buying (Holbrook & Hirsman 1982; Rook 1987 in Hausman 2000). But research conducted by Rohman (2009) found that hedonic shopping did not affect impulsive buying.

The purpose of this research is to know and analyze 1) the effect of sales promotion on hedonic shopping motivation, 2) the effect of store atmosphere on hedonic shopping motivation, 3) the effect of sales promotion on impulsive buying, 4) the effect of store atmosphere on impulsive buying, and 5) the effect of hedonic shopping motivation on impulsive buying of Hypermart consumers in Manado City.

**2. LITERATURE REVIEW**

**2.1. Sales Promotion**

The American Marketing Association (AMA) in Khan & Dost (2011) defined sales promotion as a marketing pressure created through non-media and media activities to augment consumer demand for a limited and predetermined time period.

According Kotler & Keller (2009), sales promotion is a core ingredient in marketing campaign consisting of incentives collection, mostly short-term, designed to stimulate faster or larger purchases of certain products or services by consumers or trades.

Kotler & Armstrong (2012) argues that sales promotionconsists of short-term incentives to encourage the purchase or sales of a product or service. Whereas advertising offers reasons to buy a product or service, sales promotion offers reasons to buy now.

Sales promotion is any form of short term offer or incentive intended for buyers, retailers or wholesalers and designed to obtain a specific and immediate response (Tjiptono & Chandra, 2012).

Kotler & Keller (2009) suggests that sellers use incentive-type promotions to attract new experiments, reward loyal customers, and increase repurchase rates for rarely purchased users. Sales promotion often attract people who like to switch brands, who primarily look for cheaper prices, better value, or premiums. If some of them do not try brands, promotions can generate market share in long run. Promotions encourage consumers to try new products and lead to more diverse retail formats, such as daily low pricing and promotional pricing.

Kotler & Keller (2009); Kotler & Armstrong (2012) argues that sales promotion include tools for consumer promotion, business promotion and business promotion and sales force. Major consumer promotional tools include:

1. Sample: offers a number of free products os services delivered door-to-door, mailed, store-bought, affixed to other products, or displayed in an advertising offer.
2. Coupon: certificate that make the holder have right to written savings on buying of particular product: sent by mail, enclosed in another product or affixed to product, or inserted in newspaper magazines and advertisements.
3. Cash refund offer (rebate): gives a price reduction after buying rather than in retail: Consumers send certain “proof of purchase” to producers who “return” part of the purchase price by mail.
4. Price packaging (price reduction deal): offer consumers save the regular price of product, affixed to the label or packaging. *Low price packaging* is a single package that sold at low price (like two for one item price). *Bonded packaging* is two related products bonded together (like toothbrush and toothpaste).
5. Premium (prize): Goods offered at relatively low cost or free as an incentive to buy certain products. *Premium in packaging* accompany the product inside or on the packaging. *Premium in free mail* sent to consumers who send proof of purchase, like top of the box or UPC code. *Self liquidation premium* sold below the normal retail price to consumer who requests them.
6. Frequency program: program that give a reward related with frequency and intensity of consumer in buying a product or company’s service.
7. Gift (contests, lottery, games): *Gift* is an opportunity to win cash, travel, or goods as a result of buying something. *Contests* require consumers to provide input to be learned by judges who will choose the best input. *Lottery* asks consumers to collect their drawn names. *Games* shows a game to consumers every time they buy – bingo numbers, missing letters – that might help them to win prizes.
8. Patronage reward: value in cash or in other forms comparable to the patronage of particular vendor or vendor group.
9. Free trial: invite potentional buyers to try the product for free in hope they will buy.
10. Product warranty: explicit or implied promises by seller that the product will perform well, otherwise the seller will fix it or refund customer’s money over a specified period.
11. Bundled promotion: two or more brands or partnership companies issue coupons, refunds, and hold contests to increase attractiveness.
12. Cross-promotion: use a brand to advertise other non-competing brand.
13. Layout and point of purchase (P-O-P) demonstration: views and demontstrations made at point of purchases or sales.

Tjiptono & Chandra (2012) suggests that there are three main classifications of sales promotion: 1) consumer promotion, including coupon, sample product, premium, prize, lottery and so on, 2) trade promotion, including cash discount, merchandise, equipment assistance, specialty advertising, or other incentives for retailers or wholesalers, 3) salesforce promotions, like sales contests.

Based on the theoretical research above, in this research, sales promotion is sales promotion to consumers (*consumer promotion*). Sales promotion defined as short-term incentives to encourage faster or larger buying of particular product or service by consumers, with indicators: samples, coupons, and price packaging.

**2.2. Store Atmosphere**

Kotler in Bohl (2012) defines store atmosphere as buying environments designed to produce specific emotional effects in the buyer that enhance his purchase probability, while Arnould *et. al* in Bohl (2012) defines store atmosphere as consciously designed places, calculated to produce commercially significant actions.

Bohl (2012) defines store atmosphere as all of the objective physical factors of a retail environment that can be controlled by the firm to enhance (or constrain) employee and customer actions.

Mowen & Minor in Sumarwan (2011) explains that atmosphere is a more general term than store layout, atmosphere relates to how managers can manipulate building designs, interior spaces, alley spaces, carpet textures and walls, smells, colors, shapes, and sounds experienced by customers (all to achieve a certain influence). Even the arrangement of things, types of exhibition, and puppet poses can affect persections of consumers over store atmosphere. These elements are incorporated in the definition developed by Philip Kotler, who describes atmosphere as an attempt to design a buying environment to generate a special emotional impact on buyers who are likely to increase their purchases.

Turley & Milliman in Bohl (2012) defines a store atmosphere as stimuli leading to some cognitive affect within the individual which, in turn, leads to some behavioral response.Turley & Milliman in Bohl (2012) grouped these stimuli into five categories:

1. External variables, includes: storefront, entrance, display windows, building architecture, and parking.
2. General interior variables, includes: lighting, sounds, temperatures, cleanliness, color usage*.*
3. Layout and design, includes: fixtures, product groupings, traffic flow*.*
4. Point-of-purchase and decoration, includes: product displays, point-of-purchases display, products signs, cards signs*.*
5. Human variables, includes: customer crowding or destiny, employe characteristics, employee uniforms*.*

Based on the theoretical review above, in this research, store atmosphere is defined as stimuli that affected cognitive and emotional influences on the individual which in turn leads to behavioral response, with indicators: in-store appearance, layout and design, and point of purchase and decoration.

**2.3. Hedonic Shopping Motivation**

According to Arnold & Reynold in Utami (2010), consumers motivation to shop can be separated into these two:

1. *Utilitarian Shopping Motivation*

Someone will shop if the person feels the benefit of product he wants. This motivation is based on a truly rational and objective thought. Thus the utilitarian shopping motivation is the consumers motivation to shop because it really needs or benefits from the purchased product.

1. *Hedonic shopping motivation*

Someone will shop because the person feels pleasure and feel that shopping is something interesting. Thus, this motivation is based on subjective or emotional thinking as it includes emotional responses, sensual pleasures, dreams, and aesthetic considerations. Thus, hedonic motivation is the motivation of consumers to shop for shopping is a pleasure in itself so as not to pay attention to the benefits of products purchased. Babin in Utami (2010), said that the hedonic aspect is related to the consumers emotion so that when shopping, consumers really feel something like: adventure, gratification, role, value, social, idea, and social shopping to measure someone motivation to go shopping.

Solomon in Utami (2010), hedonist is defined as one type of need based on the direction of motivation that is subjective and experiental, means that consumers may rely on a product to find their need for joy, confidence, delusion or emotional response, and etc.

Babin *et. al* (1994) defined the value of hedonic as an entertainment and emotional value perceived by customers arising through shopping experience. Based on some definition above, it can be concluded that the characteristics of hedonic shopping value are pleasure, emotional value, and shopping potential entertainment.

According to Arnold & Reynold in Utami (2010) mentions there are six factors of hedonic shopping motivation:

1. *Adventure shopping*

Most of consumers shop because of something that can arouse consumers’ shopping passion, feel that shopping is an experience and by shopping consumers seem to have their own world.

1. *Social shopping*

Most consumers assume that the pleasure of shopping will be created when consumers spend time with family or friends. Consumers also feel that shopping is a good socialization activity between consumers with one another, or with employees who work in outlets. Consumers also assume that by shopping together with family or friends, consumers will get a lot of information about the product to be purchased.

1. *Gratification shopping*

Shopping is one alternative to reducing stress, overcoming bad moods, and shopping is a means to forget the problems at hand.

1. *Idea shopping*

Consumers shop to keep up with new fashion trends and to see new products or things. Usually consumers shop for seeing something new from the advertisements offered through the mass media.

1. *Role shopping*

Many consumers prefer to shop for others rather for themselves so that consumers feel that shopping for others is a fun thing to do.

1. *Value shopping*

Consumers assume that shopping is a game when it comes at bargaining price, or when consumers look for shopping spots that offer discounts, closeouts, or places to shop for a cheap price.

Based on the theoretical review above, in this research, hedonic shopping motivation defines as emotional feelings that consumers feel from their shopping experience on an outlet that more subjective and personal, can be fun, joy and enjoyment, with indicators: shopping for travel, shopping for satisfaction, shopping for a value, and shopping for social purposes.

**2.4. Impulsive Buying**

Rook in Utami (2010) defines impulsive buying as a sudden and powerful desire or impulse to buy something quickly. Impulsive to buy is hedonically complex and will stimulate emotional conflict. Impulsive buying also tend to be done by ignoring the consequences consideration.

Rock & Gardner (1993) defines impulsive buying as unplanned behavior that involves quick decision making and tendency to buy products quickly. Beatty & Ferrel (1998) illustrates that impulsive buying refers to buy immediately without a purpose before purchasing, either to purchase specific product categories or to meet specific needs.

Jones *et al.* in Dhaundiyal & Coughlan (2009) identifies three characteristics of impulsive buying that distinguish them from other buying behavior: accidental/unintentional, unreflective, and immediate. *Unintentional* refers to a situation where the consumer is notactively looking for the product but buys it in the course of shopping. The second trait, *unreflective*, implies the consumer’s lack of evaluation regarding the product and unwillingness to think about the long term consequences with only short term indulgence in mind. The third trait relates to *immediacy* of purchase i.e. the time period between the stimulus i.e. seeing the product and consequently buying the product is very little. Impulse purchase is a fast activity i.e. consumer tends to buy it almost immediately after seeing it without applying much thought.

According to Stern in Utami (2010) there are four type of impulsive buying:

1. Pure Impulse

This definition refers to the act of buying something for an interesting reason, usually when a buying occurs because of brand loyalty or buying behavior that has been commonly done.

1. Reminder Impulse

When consumers buy based on this impulse type because the unit is usually purchase as well, but does not happen to be anticipated or recorded in shopping list.

1. Suggestion Impulse

A product that consumers meet for the first time will stimulate the desire to try it.

1. Planned Impulse

The planning aspect of this behavior shows the consumers response to some special incentives to buy unanticipated units. These impulses are usually stimulated by the announcement of coupon sales, coupon deductions, or other lucrative offers.

Based on theoretical review above, in this research, impulsive buying defines as a sudden or powerful desire or impulse to buy something quickly, stimulate emotional conflict and tend to be done regardless of consequences consideration, with indicators: spontaneous buying, rush buying, buying without thinking the consequences, and buying affected by emotional state.

**2.5. Theoretical Model**

**MBH**

**PI**

**PP**

**AT**

**H3**

**H1**

**H5**

**H2**

**H4**

**Figure 1**

**Theoretical Model**

*note*:

PP = sales promotion; AT = store atmosphere; MBH = hedonic shopping motivation; PI = impulsive buying

**2.6. Hypothesis**

Based on theoretical model, the hypothesis is formulated as follows:

2.6.1. There is an effect of sales promotion on hedonic shopping motivation of Hypermart consumers in Manado City.

2.6.2 There is an effect of store atmosphere on hedonic shopping motivation of Hypermart consumers in Manado City.

2.6.3. There is an effect of sales promotion on impulsive buying of Hypermart consumers in Manado City.

2.6.4.There is an effect of store atmosphere on impulsive buying of Hypermart consumers in Manado City.

2.6.5.There is an effect of hedonic shopping motivation on impulsive buying of Hypermart consumers in Manado City.

**3. RESEARCH METHOD**

The method used in this research is survey with explanatory method. Sales promotion are short-term incentives to encourage faster or bigger purchasing of a particular product or service by consumers, assessment indicators include: sample (X1), coupon (X2), and price packaging (X3). Store atmosphere is a stimulus that generates cognitive and emotional influence on individual which in turn leads to a behavioral response, assessment indicators include: in-store appearance (X4), layout and design (X5), and point of purchase and decoration (X6).

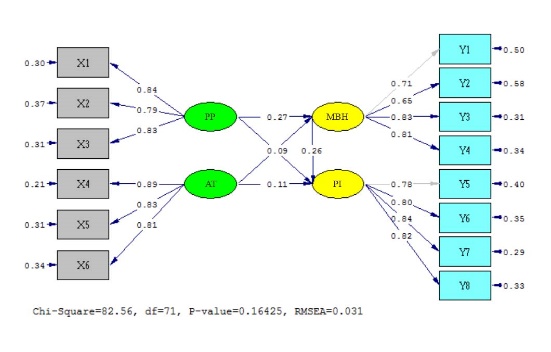
Hedonic shopping motivation is emotional feeling that consumers feel from their shopping experience on an outlet that more subjective and personal, can be fun, joy and pleasure, assessment indicators include: shopping for travel (Y1), shopping for satisfaction (Y2), shopping for a value (Y3), and shopping for social purposes (Y4). Impulsive buying is defined as a sudden or powerful desire to buy something quickly, stimulate emotional conflict and tend to be done by ignoring the consideration of its consequences, assessment indicators include: spontaneous buying (Y5), rush buying (Y6), buying without thinking about the consequences (Y7), and buying that affected by emotional state (Y8).

Score of sales promotion, store atmosphere, hedonic shopping motivation, and impulsive buying are scores obtained through the questionnaire developed from the variables indicator above. From questionnaire provided 5 choices: Strongly Disagree (score = 1), Disagree (score = 2), Simply Agree (score = 3), Agree (score = 4), and Strongly Agree (score = 5).

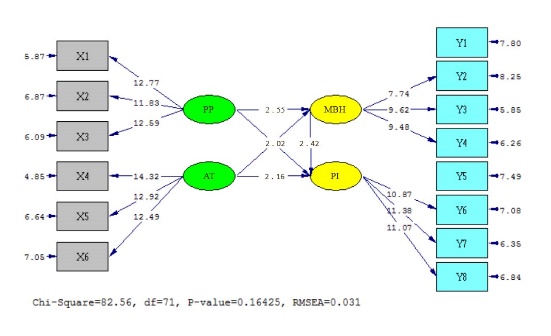
The population of this study is all consumers who had impulsive shopping in Hypermart Manado City. The population of this research is large and can not be certainty known, so that the sampling is done by non-probability sampling. In general, structural equation modeling (SEM) requires a larger sample size ranges from 100 to 200 people is an adequate sample size for SEM model (Hair *et al.*, 2006; Schumaker & Lomax, 2010) in Hendryadi & Suryani (2014). Based on these guidelines, the sample size of this research is 175 people. The sampling technique is used convenience sampling where the selection of sample element is based on ease or researcher’s desire because the data is obtained quickly, by asking person who is out from Hypermart after shopping (Supranto & Nandan, 2013). This research used SEM (Structural Equation Modeling) analysis technique with Lisrel 8.80.

**4. RESULTS AND DISCUSSION**

Hybrid model (*basic model*) with Lisrel 8.80 program obtained two models, there are standaridized model and t-value model, as shown in Figure 2 and 3 below.



**Figure 2. Standardized Hybrid Model**



**Figure 3. t-value Hybrid Model**

It will be described below the hypothesis testing in more detail in each of the previously proposed hypotheses, as follows.

**4.1. The Effect of Sales Promotion and Store Atmosphere on Hedonic Shopping Motivation**

The results of the analysis on standardized hybrid model (figure 2) shows the magnitude of the effect of sales promotion (PP) variables on hedonic shopping motivation (MBH) is 0,27 with the most dominant indicator in forming sales promotion is sample (X1) with 0,84 loading factor; and the direct influence of store atmosphere (AT) variables on hedonic shopping motivation (MBH) is 0,09 with the most dominant indicator is in-store appearance (X4) with 0,89 loading factor.

t-value of the effect of sales promotion (PP) on hedonic shopping motivation (MBH) is 2,55 > 1,96, so it can be said to be siginificant (Figure 3. t-value Hybrid Model). So, sales promotion significantly affected hedonic shopping motivation, means that the more attractive sales promotion, the higher hedonic shopping motivation. Thus, **Hypothesis 1 is accepted**.

t-value of the effect of store atmospehere (AT) on hedonic shopping motivation (MBH) is 2,02 > 1,96 (Figure 3. t-value Hybrid Model), so it can be said to be significant. So, store atmosphere significantly affected hedonic shopping motivation, means that the more attractive store atmosphere, the higher hedonic shopping motivation. Thus, **Hypothesis 2 is accepted**.

**4.2. The Effect of Sales Promotion and Store Atmosphere on Impulsive Buying**

The results of the analysis on standardized hybrid model (figure 2) shows the magnitude of the effect of sales promotion (PP) variables on impulsive buying (PI) is 0,09 with the most dominant indicator in forming sales promotion is sample (X1) with 0,84 loading factor; and the effect of store atmosphere (AT) variables on impulsive buying (PI) is 0,11 with the most dominant indicator is in-store appearance (X4) with 0,89 loading factor.

t-value of the effect of sales promotion (PP) on impulsive buying (PI) is 2,02 > 1,96, so it can be said to be siginificant (Figure 3. t-value Hybrid Model). So, sales promotion significantly affected impulsive buying, means that the more attractive sales promotion, the more impulsive buying increase. Thus, **Hypothesis 3 is accepted**.

t-value of the effect of store atmosphere (AT) on impulsive buying (PI) is 2,16 > 1,96, so it can be said to be siginificant (Figure 3. t-value Hybrid Model). So, store atmosphere significantly affected impulsive buying, means that the more attractive store atmosphere, the more impulsive buying increase. Thus, **Hypothesis 4 is accepted**.

**4.3. The Effect of Hedonic Shopping Motivation on Impulsive Buying**

The results of the analysis on standardized hybrid model (figure 2) shows the magnitude of the effect of hedonic shopping motivation (MBH) variables on impulsive buying (PI) is 0,26 with the most dominant indicator in forming hedonic shopping motivation is shopping for a value (Y3) with 0,83 loading factor.

t-value of the effect of hedonic shopping motivation (MBH) on impulsive buying (PI) is 2,42 > 1,96, so it can be said to be siginificant (Figure 3. t-value Hybrid Model). So, hedonic shopping motivation significantly affected impulsive buying, means that the higher hedonic shopping motivation, the more impulsive buying increase. Thus, **Hypothesis 5 is accepted**.

**5. CONCLUSION**

5.1. Sales promotion positive and significantly affected hedonic shopping motivation, means that the increase of sales promotion resulted the increase of hedonic shopping motivation of Hypermart consumers in Manado City. Increased sales promotion means the improvement of sample programs, coupons, and price packaging, with the most dominant indicator in forming sales promotion is sample giveaway program.

5.2. Store atmosphere positive and significantly affected hedonic shopping motivation, means that the increase of store atmosphere resulted in the increase of hedonic shopping motivation of Hypermart consumers in Manado City. Increased store atmosphere means the improvement of in-store factor, layout & design, and point of purchase and decoration, with the most dominant indicator in forming store atmosphere is in-store appearance.

5.3. Sales promotion positive and significantly affected impulsive buying, means that the increase of sales promotion resulted in the increase of impulsive buying of Hypermart consumers in Manado City. Increased sales promotion means the improvement of sample giveaway programs, coupons, and packaging prices, with the most dominant indicator in forming sales promotion is sample giveaway program.

5.4. Store atmosphere positive and significantly affected impulsive buying, means that the increase of store atmosphere resulted in the increase of impulsive buying of Hypermart consumers in Manado City. Increased store atmosphere means the improvement of in-store factor, layout and design, and point of purchase & decoration, with the most dominant indicator in forming store atmosphere is in-store appearance.

5.5. Hedonic shopping motivation positive and significantly affected impulsive buying, means that the increase of hedonic shopping motivation resulted in the increase of impulsive buying of Hypermart consumers in Manado City. Increased hedonic shopping motivation means the improvement of consumers shopping motivation for travel, for satisfaction, for a value, and for a social purpose, with the most dominant indicator in forming hedonic shopping motivation is shopping for a value.

Impulsive buying will be able to be improved if Hypermart management in Manado City is able to increase the hedonic shopping motivation with the most dominant indicator is shopping for a value, where hedonic shopping motivation will be improved if Hypermart management in Manado City is able to increase sales promotion with the most dominant indicator is sample giveaway program and store atmosphere with the most dominant indicator is in-store appearance.

**REFERENCES**

Ahmad, T. (2011). “The Impulse Buying Behavior of Consumes For The FMCG Products In Jodhpur”, *Australian Journal of Basic and Applied Sciences*, 5(11): 1704-1710.

Babin, B. J., & Attaway, J. S. (2000). “Atmospheric Affect as a Tool for Creating Value and Gaining Share of Customer,” *Journal of Business Research* 49, pp. 91-99.

Babin, B. J., Darden, W. R., & Griffin, M. (1994). Work and/or Fun: Measuring Hedonic and Utilitarian Shopping Value. *Journal of Consumer Research*, 20 (4), 644-656.

Ballantine, P. W., Jack, R., & Parsons, A. G. (2010). “Atmospheric Cues and Their Effect on The Hedonic Retail Experience”, *International Journal of Retail and Distribution Management* Vol. 38 No. 8, pp. 641-653.

Beatty, S.E., & M.E. Ferrel. (1998). “Impulse Buying: Modeling Its Precursors”, *Journal of Retailing* 74 (2) 169-191.

Bohl, Patrick. (2012). *The Effects of Store Atmosphere on Shopping Behaviour - A Literature Review*. Corvinus Marketing Studies. 2012 – 1.

Coley, A., & Burgess, B. (2003). “Gender Differences In Cognitive and Affective Impulse Buying”, *Journal of Fashion Marketing and Management* Vol. 7 No.3, pp. 282-295.

Crawford, G., & Melewar, T.C. (2003). “The Importance Of Impulse Purchasing Behavior In The International Airport Environment”, *Journal Of Consumer Behavior*. Vol. 3, 1, pp. 85-98.

Dhaundiyal, M., & Coughlan, J. (2009). “The Effect of Hedonic Motivations, Socialibility and Shyness on The Impulsive Buying Tendencies of The Irish Consumer”, *Irish Academy of Management*, Dublin.

Dittmar, H., Beattie, J., & Friese, S. (1995). Gender Identity and Material Symbols: Objects and Decision Considerations in Impulse Purchases, *Journal of Economic Psychology*,16(3): 491-511.

Foroughi, A., Buang N.A., Senik, Z.C., & Sadeghi R.H.M. (2013). “Impulse Buying Behaviour and Moderating Role of Gender among Iranian Shoppers”, *Journal of Basic and Applied Scientific Research*, 3(4)760-769.

Graa, A., Dani-Elkebir, M., & Bensaid, M. (2014). “The impact of Environmental Factors on Impulse Buying Behavior Using the Mehrabian and Russell’s Framework”, *Leonardo Journal of Sciences,* p. 101-114.

Gutierrez, Ben, P.B. (2004). “Determinants of Planned and Impulse Buying: The Case of the Philippines”, *Asia Pacific Management Review*, 9(6), 1061-1078.

Harmancioglu, N., Finney, R. Z., & Joseph, M. (2009). “Impulse Purchases of New Product: An Empirical Analysis”, *Journal of Product and Brand Management* 18/1, pp. 27-37.

Hausman, A. (2000). “A Multi Method Investigation of Consumer Motivations in Impulse Buying Behavior”, *Journal of Consumer Marketing*17(5) 403-419.

Hawkins, D.I., & Mothersbaugh, D.L. (2009). *Consumer Behavior. Building Marketing Strategy*. Eleventh Edition. New York: McGraw Hill Irwin.

Iyer Easwar, S., & Sucheta, S. Ahlawat (1987), “Deviations from a Shopping Plan: When and Why Do Consumers Not Buy as Planned,“ in Advances in Consumer Research, Vol. 15, ed. Michael J. Houston, Provo, UT.: *Association for Consumer Research*, 246-249.

Kacen, J.J., & Lee, J.A. (2002), “The Inﬂuence of Culture on Consumer Impulsive Buying Behavior”, *Journal of Consumer Psychology*, Vol. 12 No. 2, pp. 163-76.

Karbasivar, A., & Yarahmadi, H. (2011). “Evaluating Effective Factors on Consumer Impulse Buying Behavior”, *Asian Journal of Business Management Studies* 2 (4): 174-181.

Khan, M., & Dost, Z. U. R. K. B. (2011). “Rationale and Proclivity of Sales Promotion influencing the Impulsive Buying Behavior of the customers: An experimental study on cellular service providers in Pakistan”, *Interdisciplinary Journal of Contemporary Research in Business* Vol. 3 Issue 1, p346.

Kotler, P., & Keller, Kevin L. (2009) *Manajemen Pemasaran*. Edisi Ketigabelas. Jakarta: Erlangga.

Kotler, P., & Armstrong, Gary. (2012). *Principles of Marketing.* 14th Edition. New Jersey: Prentice Hall.

Muruganantham, G., & Ravi Shankar B. (2012). “A Review of Impulse Buying Behavior”, *International Journal of Marketing Studies*; Vol. 5, No. 3.

Nagadeepa, C., Tamil Selvi, J., & Pushpa A. (2015). “Impact of Sale Promotıon Technıques on Consumers’ Impulse Buyıng Behavıour towards Apparels at Bangalore”, *Asian Journal of Management Sciences & Education*, Vol. 4(1).

Park, J., & Lennon, S. J. (2006). “Psychological and Environmental Antecedents of Impulse Buying Tendency in The Multichannel Shopping Context”, *Journal of Consumer Marketing* 23/2, pp. 58–68.

Piron, F. (1991). “Defining Impulse Purchasing”, *Advances in Consumer Research*, 18: 509-514.

Rohman, F. (2009). “Peran Nilai Hedonik Konsumsi dan Reaksi Impulsif sebagai Mediasi Pengaruh Faktor Situasional terhadap Keputusan Pembelian Impulsif di Butik Kota Malang”, *Jurnal Aplikasi Manajemen* Vol. 7 No. 2, Mei.

Rook, D. W. (1987). “The Buying Impulse”, *Journal of Consumer Research*, 14(2), 189-197.

Rook, D. W., & Gardner, M. P. (1993). “In the mood: impulse buying’s affective antecedents”, *Research in* *consumer behavior*, *6*(7), 1-28.

Silvera, D. H., Lavack, A. M., & Kropp, F. (2008). “Impulse Buying: The Role of Affect, Social Influence, and Subjective Wellbeing”, *Journal of Consumer Marketing* 25/1, pp. 23–33.

Soars, B. (2009). “Driving Sales Through Shopper’s Sense of Sound, Sight, Smell, and Touch”, *International Journal of Retail and Distribution Management* Vol. 37 No.3, pp. 286-298.

Sumarwan, U. (2011). *Perilaku Konsumen: Teori dan Penerapannya Dalam Pemasaran*. Jakarta: Ghalia Indonesia.

Supranto & Nandan L. (2013). *Petunjuk Praktis Penelitian Ilmiah Untuk Menyusun Skripsi, Tesis, dan Disertasi*. Edisi 3. Jakarta: Mitra Wacana Media.

Tendai, M., & Crispen, C. (2009). “In-Store Shopping Environment and Impulsive Buying”, *African Journal of Marketing Management* Vol. 1(4) pp. 102-108 July.

Tinne, W.S. (2010). “Impulse Purchasing: A Literature Overview”. *ASA University Review*, Vol. 4 No. 2, July–December.

Tjiptono, F., & Chandra, G. (2012). *Pemasaran Strategik*. Yogjakarta: Andi.

Utami, C. W. (2010). *Manajemen Ritel, Strategi dan Implementasi Operasional Bisnis Ritel Modern Di Indonesia*. Jakarta: Salemba Empat.

Wood, M. (2005). Discretionary Unplanned Buying in Consumer Society, *Journal of Consumer Behavior*, 4(4): 268-281.

Wu, W., & Huan, Tzung-Cheng (2010). “The Effect of Purchasing Situation and Conformity Behavior on Young Students’ Impulse Buying”, *African Journal of Business Management* Vol. 4(16), pp. 3530-3540, 18 November.

Xu, Y., & Huang Jin-Song (2014). “Effects of Price Discounts and Bonus Packs on Online Impulse Buying”, *Social Behavior and Personality*, 42(8), 1293-1302, *Society for Personality Research.*

Youn, S., & Faber, R. J. (2000). “Impulse Buying: Its Relation to Personality Traits and Cues”, *Advances in Consumer Research* Volume 27, pp. 179-1.

Zhang, Y., Sirion, C., & Combs, H. (2011). “The Influence of The Mall Environment on Shopper’s Values and Consumer Behavior in China”, *ASBBS Annual Conference* Volume 18 Number 1, pp. 214-224.

Zhou, L., & Wong, A. (2003). “Consumer impulse buying and in-store stimuli in Chinese supermarkets”, *Journal of International Consumer Marketing*, 16, 37-53.