

Jurnal Manajemen dan Pemasaran Jasa
Vol. 13 No. 1 Maret 2020: 47-64
DOI: <http://dx.doi.org/10.25105/jmpj.v13i1.6123>

ISSN: 2442 - 9732 (Online)
ISSN: 0216 - 3780 (Print)

Impact of shopping emotion towards impulse buying in e-commerce platform

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Abstract

This empirical research aims to examine the influence of discount programs, website quality, and online reviews directly and indirectly on the impact of shopping emotion towards impulse buying on the e-commerce website. Data were purposively obtained from a total population of 130 respondents and analyzed using a Structural Equation Model (SEM). The results showed a significant positive effect on discount Programs and Website Quality on impulse buying with shopping emotions as a mediating variable. Besides, the result also showed an insignificant impact on online reviews.

Keywords: discount programs; website quality; shopping emotions; online review; and impulse buying.

Article history: Submission date: Dec 10, 2019 Revised date: Jan 28, 2020 Accepted date: Apr 15, 2020

INTRODUCTION

Globalization has created new changes in the business world, with the development of the internet increasingly dominating people's daily activities. According to the results released by the Global Business Consultant of Price Waterhouse Coopers (PWC) on "Total Retail 2017," out of the 500 online consumers in Indonesia, 36 percent have adopted to the "O2O" (online to offline and offline to online) shopping system on e-commerce platforms such as Tokopedia, Bukalapak, Shoppe, Lazada, Sociolla, Sephora, etc. The internet has led to a change in the compulsive and impulsive buying behavior of consumers, which are influenced by external and internal factors. According to Ling & Yazdanifard (2015), the external factors that influence impulse buying are programs designed to attract consumers' interest in making a purchase such as discounts, free shipping, coupons, and membership discounts, promo of one get one free, rating and valence reviews, availability of product diversity, as well as website quality and usage

easily understood by consumers. Ling & Yazdanifard (2015) also stated that internal factors are psychological or individual factors such as personality traits, emotional states, interests, and cognitive processes.

The website quality guarantees the searching convenience of consumers to obtain a shopping experience with features that help them determine whether the quality of products/prices are in accordance with their preferences and perceptions. Website features such as visuals, transaction security, and navigation are special signs that directly encourage consumers. According to Wells, Parboteeah., & Valacich (2011) graphics, frames, symbols, search engine configurations, text, hypertext links, check-out, site layout dimensions, and media dimensions are features of a website that play an essential role in online impulse buying. Liu, Li., & Hu (2013) stated that there are four different features of website quality, namely usability, ease of use, entertainment, and complete information. The convenience of consumers to search for various types of products in the e-commerce platform is supported by the availability of detailed information with a feedback system used to share information on shopping experiences to order to facilitate consumers' involvement tendency.

Furthermore, security in the transaction process and flash sale provided by the management is a stimulus for visitors. Liu *et al.*, (2013) reported that the quality of a website is dependent on its usability, information, and service interaction. Usability is related to the ease of operation, appearance, and design of a website that attracts users. The quality of data is dependent on the accuracy, reliability, and update website content. Service Interaction Quality is obtained from the in-depth use of a website by consumers to make product transaction and delivery. Transaction security is the most influential factor and a stimulus for consumers when making online purchases.

Ling & Yazdanifard (2015) stated the external factors of impulse buying (2), such as online reviews, are information shared by consumers that have already made a purchase. Online reviews are needed because many consumers use online reviews to check the opinions of previous buyers on products or services. Previous studies have shown that online reviews play an essential role in consumer shopping behavior (Yin, Bond., & Zhang, 2014). Lo & Yao (2019) stated that reviews written by experts are consistently very beneficial in providing ratings, with a much higher perception, and have credibility. Several empirical studies have tested and analyzed how online reviews assist consumers in making buying decisions.

Furthermore, Mohan, Sivakumaran., & Sharma (2013) stated that positive or negative reviews and emoticons of like or unlike, are forms of online relationships that occur in digital business media. It is proved to be a source of strong interpersonal influence on consumer's buying decision behavior. Cheung & Thadani (2012) stated that this perspective provides necessities to examine the effect of reviews on impulse buying. Consumers prefer to browse online reviews rather than content created by marketers because they are considered more credible and relevant. Its expected information and entertainment benefits play an important role in encouraging online impulse purchasing behavior (OIPB).

According to Ling & Yazdanifard (2015), the external factors of impulse buying (3) such as discount program is provided to buyers at certain times and often used by retailers to attract consumers to buy their products. The word "discount" makes

consumers interested in buying the product with the perception that the price paid is cheaper. The transaction process during holidays, Christmas, Chinese New Year, Valentine, and New Year, tends to produce more impulse buying due to the various discount offered to make consumers happy. Positive effects are usually felt by a platform's retail partner that implements a promotion or discount program for products, and goods with low marginal value. Kurniawan & Kunto (2013) stated that a discount program that exceeds expectations make consumers possess a higher desire to buy outside the plan.

Ling & Yazdanifard (2015) further stated that the internal factors are influenced by the characteristics of each individual, such as shopping habits, hedonic lifestyles, and perceived shopping emotion, which is divided into pleasure, arousal, and dominance. Pleasure is someone's feeling of gladness, happiness, or satisfaction (Utami, 2012). Meanwhile, arousal is a feeling that varies, from excitement, stimulation, and alertness. Shopping emotion is an important determinant that influences consumer behavior when making a purchase. Some individuals recognize shopping emotion as the pleasure, experiences, sensations, stimuli, and varying environmental conditions of a store atmosphere capable of inspiring consumers. Wells et al., (2011) stated that the web atmosphere in e-commerce includes the following features, website design, graphics, frames, pop-ups, search engine configuration, text, hypertext links, "one-click" purchase procedures or check-out, site layout dimensions, and media dimensions. Web atmosphere in the online shopping (e-commerce) provides a stimulus for consumers in the process of buying decisions on the e-commerce platform because it is a critical evaluation material to understand whether their partners provide the type and quality of information and interactions desired by consumers such as, the ease of accessing and surfing the web, completing information, online customer relationships accommodated by the system, and transaction security on e-commerce platforms have a positive shopping emotional effect on consumers. Quality of information and interactions desired by consumers to make a person feel comfortable, satisfied, and interested or actively stimulated when using a website shopping emotion occurs in the e-commerce platform due to the quality of the website and discount programs. Many choices offered by the management of e-commerce and their partners include cash discounts of 20% to 80%, quantity such as buy 2 get one free or at a lower price, and seasonal, for example, during Eid Al-Fitr and National Online Shopping Day, discounted choice to make consumers feel attracted or stimulated active when shopping without planning or in making buying decisions. According to Lee, Kim., & Lee (2013), consumers are price-sensitive, therefore, it is rational and logical for them to hunt for cheap goods due to a discount that increases arousal and is actively stimulated to take advantage of the opportunity. Furthermore, they are able to satisfy their expressive ego in obtaining desired goods at low prices, discounts by getting price savings sometimes becomes the experience of consumers in treasure shopping, which stimulates them to act freely when shopping.

This research developed an impulse buying model in digital business media (1) to acquire a better understanding of quality web sites, (2) determine the shopping emotion process that occurs in digital business media in e-commerce platform, (3) and explain the technique associated with B2C (Buying to Customer). Although many previous studies have been conducted on the variables of impulse buying behavior, discount programs,

and shopping emotions that occur in retail businesses, this research largely adopts the theory of online impulse buying behavior (OIBB).

Website is the main repository of information that helps consumers to surf the internet and acquire more information. Its quality is an instrument used to evaluate site quality in terms of visual appeal, transaction security, and navigation, especially in the e-commerce facilities offered. The characteristics of web page design also influence consumers' online buying decisions. It comprises of 3 dimensions, namely usability, information, and service interaction qualities (Akram et al., 2018; Zhang, Xu, Zhao., & Yu, 2018). Usability is related to website design, such as its ease of operation, appearance, and design, which attracts users. The information quality of website content is accurate, reliable, up to date, and relevant. Meanwhile, Service Interaction Quality is obtained through interactions felt by consumers through in-depth usages, such as a sense of security when making product transaction and delivery. Website quality has experienced several developments from 1.0 to 4.0, which uses three dimensions, namely usability, information, and service interaction. In this latest version, the dimension is replaced by usability and its characteristics, such as visual appeal, transaction security, and navigation that directly affect consumers' impulsive buying (Huang, 2016). According to Xia, Burns., & Hou (2013), ease of use and comfort obtained when accessing the website is a reactive stimulus felt like a visual appeal that forces consumers to make impulse buying.

Sales promotion, which acts as a collection of various motivational tools, is designed to stimulate consumers to buy various products or services within a short time (Kotler & Keller, 2016). The aim is to provide a direct effect on consumer's buying decision behavior through discount programs. Changes in price tend to affect the amount of demand and supply of a company's products with a strong influence on consumers' buying decisions and satisfaction. An item that gets a discount leads to an increase in consumer perception on savings and value obtained from the reference price. According to Chen & Chou (2012), discount programs are the most widely used sales promotion strategies, both online and offline. It is carried out by reducing prices to increase sales of a company's products and to create shopping emotions that play an important role in consumers.

According to Utami (2012), humans express emotions in three dimensions, namely (1) Pleasure, which is associated with feeling of comfort or satisfaction in an environment, (2) Arousal, related to the feeling of attraction, alert or active in situations, and (3) Dominance, related to the extent to which a person feels controlled or free to act. Consumers with shopping emotions show greater encouragement in making purchases because they have feelings that are not limited by the surrounding environment. Lee et al., (2013), categorized emotions into positive and negative constructions, namely interests, joys, surprises, sadness, anger, disgust, fear, shame, and guilt.

Online Consumer Review is a form of electronic word of mouth (e-WOM), built by digital media for business and social purposes to communicate by utilizing the internet. Therefore, potential customers use it to obtain information on a product or service from a particular brand. Online review is one of the simple and easy ways to find product information and recommendations from consumers (Mudambi & Schuff, 2010). According to Shimp (2007), there are three indicators from online consumer review namely 1) expertise, which is an indicator measured by the knowledge and experience possessed by

informants, 2) trustworthiness, which is an indicator measured by the honesty and integrity of the credible informants, and 3) attractiveness which is an indicator measured by the attractiveness of the informant. Research shows that traditional word-of-mouth (WOM) plays a significant impact on consumer buying behavior, in digital business media or online platforms such as reviews. Credible e-WOM is produced by trusted and experienced online platforms, and when the recipient of information considers reviews and recommendations to be valid, trustworthy, factual, accurate, credible, and trustworthy when making a buying decision (Lo & Yao, 2019). The influence of online reviews has been widely explored in the literature on consumer behavior, marketing, and information systems. Due to the potential risks associated with product performance and finance, many consumers conclude that online reviews from other consumers reduce uncertainty on the quality of products and services available on each business platform. Previous research stated that online reviews influence consumer perceptions on credibility, and behavior when adopting products or services (Gvili & Levy, 2016; Lin & Xu (2017).

Impulse buying is a condition that is created due to the availability of products in large quantities and with various types. It occurs spontaneously and makes buyers satisfied with an increase in the number of varied products. According to Huang (2016), there is various characteristics associated with impulse buying as follows: (1) Spontaneity, which is a purchase that occurs unexpectedly, thereby making the consumer feel very eager to buy the item at that moment. This happens due to the visual stimulation of the point of sale. (2) Strength, Compulsion, and Intensity, which is the motivation to ignore other needs and act as quickly as possible. (3) Excitement and Stimulation is the feeling of wanting to buy an item, and it happens suddenly, followed by a sense of emotion such as thrilling, excitement, or wild. (4) Disregard for Consequences is the high desire to buy an item despite the possibility of negative consequences. Floh & Madlberger (2013), stated that the stimulus of impulse buying occurs through extrinsic characteristics or actuality of the product, such as obtaining its related information. Consumers often act impulsively which is actively triggered by an easy purchase of the product when they make the decision to buy online (Floh & Madlberger, 2013).

According to Lee et al., (2013), consumers are very price-sensitive, rational, and logical when hunting for cheap goods due to discounts, which increases their arousal, and makes them take advantage of these opportunities. Empirical studies show that discount programs influence shopping emotions. Chen & Chou (2012), defined the discount program as a promotion strategy used to reduce prices and increase sales of a company's products. Shopping emotions play an essential role, and it is formed because a buyer gets good influence when visiting websites, with the existence of various discount programs. In this research, the first hypothesis formulates that the discount program has a significant effect on shopping emotions.

Rusell's framework on SOR stated that website quality comprises of 3 dimensions, namely usability, information, and service interaction (Akram et al., 2018). According to Zhang et al., (2018), a stimulus causes emotional reaction such as organisms, and generate buying behavior in response. The research result of Lee *et al.* (2013) showed that website design has a significant and positive impact on emotions. Therefore, consumers' shopping emotions are influenced by the quality of a website, which makes

them feel more comfortable. Shopping emotions are feelings or moods of a person's experience, such as being happy or glad when satisfied with something. Similarly, when consumers visit a website, and its usage is easy and interesting, their moods are affected. Liu, Hu, & Xu (2017) examined how web site characteristics, such as ease of use, product availability, and visual affect consumers through individual traits, to fulfill their desires in impulse buying. From the research, the second hypothesis, which states that website quality has a significant effect on shopping emotions, is formulated.

Psychological/ individual factors include personality traits, emotional states, interests, and cognitive processes (Chen & Lee, 2015). These factors directly cause people to buy impulsively. The emotion of shopping is an uncontrollable feeling influenced by a person's behavior or habits, where the act of buying is consciously carried out due to the purchase intention formed after visiting an e-commerce website in line with the numerous stimuli. According to Ling & Yazdanifard (2015), psychological factors significantly and directly influence consumers to buy impulsively using online and in-store shopping without evaluating the process. It is also the result of reflective and emotional actions associated with when people experience negative events. In the Big Five Personality Theory, those with positive emotions like shopping and make online impulse buying such as excitement and pleasure. These internal factors always interact with external stimuli. For example, people with positive emotions are more likely to browse e-commerce platform longer therefore impulsive buying opportunities increases. Therefore, a third hypothesis, which states that shopping emotion has a significant effect on impulse buying, is formulated.

Consumers are more likely to focus on the fun part of online reviews, due to the ease in developing the spontaneous desire to buy when browsing through shopping websites (Floh & Madlberger (2013), and Chen & Lee (2015)). People are more likely to be affected by environmental stimuli when they conduct explorative searches. Explorative search refers to the search of consumers in finding information on shopping sites, both content produced by sellers or online reviews from consumers, without specific shopping purposes. Floh & Madlberger (2013), also stated that consumer search contributes to impulse buying, and this led to the fourth hypothesis, which stated that online review has a significant effect on impulse buying.

Therefore, a quality website with ease of usage has the ability to affect impulse buying. Website quality is an instrument to assess the quality of the site in terms of usability, information, and service interactions, especially in e-commerce facilities based on users (Liu et al., 2013). Impulse buying is an activity of buying a product unconsciously by considering or visiting the website. Akram et al., (2018) stated that all three dimensions of website quality, including entertainment, ease of use, and usability, have a positive effect on the impulse buying of e-commerce consumers. Clemes, Gan, & Zhang (2014), researched Chinese consumer behavior using a well-designed website feature that significantly influenced online shopping adoption. Based on the study, the fifth hypothesis, which stated that website quality has a significant effect on impulse buying, was formulated.

According to Utami (2012), impulse buying is a strong sense to own an item regardless of the consequences. Chan, Cheung, & Lee (2017) stated that in-store stimulation, such as product placement, display design, and promotion, influences

impulsive buying. Online shopping provides consumers the opportunity to search for information such as keywords of advertisements, sponsors, product reviews, price comparisons, and other promotional activities anytime, anywhere, and whatever they need arises, thereby, leading to spontaneous buying (Kim & Eastin, 2011). Furthermore, Ling & Yazdanifard (2015) stated that the promo program through electronic virtual product vouchers, which is used for purchases, has the ability to stimulate consumers to make impulse buying. Based on the research, the sixth hypothesis, which stated the discount program has a significant effect on impulse buying, is formulated.

According to Lee et al., (2013), consumers are price-sensitive, therefore, it is rational and logical for the hedonic ones to hunt for cheap goods due to discount to take advantage of the opportunity. Therefore, price savings help them to satisfy their expressive ego in obtaining desired goods at low prices, which sometimes becomes their experience in treasure shopping that stimulates them to be uncontrolled or free to act when shopping. Hwang & Lee (2017) found that consumers are interested in finding discounts when exploring online shopping platforms. It stimulates them to produce positive emotional responses that are exciting, and which leads to impulse buying. Discounts are also able to lure buyers to return to online shopping platforms. Based on the research, the seventh hypothesis on a discount program with a significant effect on impulse buying through shopping emotions is formulated.

Web quality is an essential factor when consumers evaluate retailers in the e-commerce platform because it provides ease of surfing with shopping entertainment that leads to positive emotions (Asih & Pratomo, 2018). In addition, web quality also reduces the risk felt by consumers (Lee et al., 2013). Liu, Li, Edu, Jozsa., & Negricea (2019) stated that the characteristics of mobile shopping platforms have an impact on consumers' emotions as an external stimulus with five dimensions of website quality, namely information, entertainment, personalization, visual, and economic benefits. According to Liu et al., (2019), information plays a significant positive impact on consumer arousal, as well as on the number of choices of products, brands, and online shops. This, therefore, led to the formulation of the eighth hypothesis, which stated that website quality has a significant effect on impulse buying through shopping emotions.

METHODS

This is an explanatory research that aims to examine the effect of two or more independent variables on the dependent (Ghozali, 2016). The purposive sampling technique was used to obtain data from (1) Consumers that carried out unplanned shopping using the e-commerce platform and based in the reviews available in the platform, and (2) those that received discounts when making purchases.

The sample size for the SEM (Structural Equation Modeling) analysis method is between 100-200. Therefore, the number of representatives is determined in accordance with the guide line, which is 5 to 10 times the indicators (Ferdinand, 2014). Also, the number of samples used in this research is 5 x 28 indicators = 140 samples. A total of 140 questionnaires were collected, and 130 fulfilled the requirements.

This research utilized the exogenous and endogenous variables. The exogenous variables include (1) discount programs (X1) using indicators of cash, quantity, and

seasons, (2) website quality (X2) using dimensions of usability, information quality, and service interaction, (3) online review variables (X3) such as informant's experience, knowledge, honesty, integrity, and attractiveness. Endogenous variables include (1) shopping emotions (Z) using dimensions of Pleasure, Arousal, and Dominance, and (2) Impulse buying (Y) which comprises of pure, suggestion, reminder, and planned. From a sample of 140 questionnaires collected, 130 were completed and declared valid. Approximately 72.3% were females, with 66.2% between the ages of 17-25 years, 53.1% with an income of above 3 million, 37.7% of students, and 53.1% with a college education.

Table 1
CFA, Validity, and Reliability Tests of Construct

Variable	Indicator	CFA	Validity and Reliability Test			
		Test	CR	P	Construct Reliability	Description
Discount program	Cash Discount X1.1	.740	***	***	.680	Valid
	Quantity Discount X1.2	.680	5.822	***		Valid
	Seasonal Discount X1.3	.740	5.988	***		Valid
	Usability (X2.1)					
	Easy to operate X2.1a	.830	7.495	***	.630	Valid
	The display of features is attractive X2.1b	.890	***	***		Valid
	In accordance with the website word Press X2.1c	.320	-	-		disqualified
	Information Quality (X2.2)					
Website quality	Information is reliable X2.2a	.610	6.172	***		Valid
	Information is up to date X2.2b	.370	-	-	.680	disqualified
	Information is easy to understand X2.2c	.730	7.404	***		Valid
	Information is detailed X2.2d	.750	***	***		Valid
	Service Interaction Quality (X2.3)					
	Positive reputation X2.3a	.680	6.524	***		Valid
	Secure in transaction X2.3b	.750	7.168	***	.740	Valid
	Data privatization is guaranteed X2.3c	.740	7.096	***		Valid
	Delivery on time X2.3d	.700	***	***		Valid
	Safe return system X2.3e	.500	-	-		disqualified
Online Review	Informant's Knowledge X3.1	.760	5.209	***		Valid

		CFA Test	Validity and Reliability Test			
	Informant's Experience X3.2	.480	-	-	disqualified	
	Informant's Honesty X3.3	.680	5.030	***	.720	Valid
	Informant's Integrity X3.4	.600	***	***		Valid
	Informant's Attractiveness X3.5	.590	4.624	***		valid
Shopping Emotions	Comfortable in shopping Z1.1	.560	***	***		Valid
	Happy in shopping Z1.2	.550	4.077	***	.630	valid
	Interested in shopping Z1.3	.300	-	-		disqualified
	Excited in shopping Z1.4	.570	4.165	***		Valid
Impulse Buying	Pure Impulse(Y1)	.830	***	***		Valid
	Suggestion Impulse Y1.2	.750	8.462	***		Valid
	Reminder Impulse Y1.3	.730	8.075	***	.760	Valid
	Planned Impulse Y1.4	.790	8.960	***		Valid

Source: data processed

In Table 1, the CFA (Confirmatory factor analysis) test shows that the discount program is a latent variable measured by three indicators. In addition, the test results also show that each indicator has a t-value, with a loading factor above .50, probability below .05, a critical ratio greater than 1.96, and a construct reliability value above .60, therefore, they are all valid and reliable.

Validity and CFA tests showed that website quality is a latent second-order variable measured by three dimensions, namely Usability, Information Quality, and Service Interaction. Based on the test results, for X2.1c, X2.2b, and X2.3e, the loading factor value is less than .50. Therefore, the indicators need to be disqualified, while the others are valid and reliable due to its probability value of less than .05, the critical ratio is above 1.96, construct reliability above .60, and a t-value above .50.

Validity and CFA tests show that online review is a latent variable measured using five indicators. Based on the test results, for X3.2, the value of t indicated by the loading factor is less than .50. Therefore, it needs to be disqualified, while the other is valid and reliable because its probability is less than .05, the critical ratio is below 1.96, and the construct reliability is above .60.

Validity and CFA tests showed that shopping emotion is a latent variable measured by four indicators. Based on the test results, Z1.3 has a loading factor value of less than .50. Therefore, the indicator needs to be disqualified, while the other is valid and reliable with probability less than .05, a critical ratio above 1.96, and construct reliability above .60.

Validity and CFA tests showed that impulse buying is a latent variable measured by four indicators. Based on the test results, each indicator has a t-value with a loading factor above .50, the critical ratio greater than 1.96, probability below .05, and constructs reliability above .60. Therefore, all indicators are valid and reliable.

The next stage is to visualize the suitability of the model by evaluating the goodness-of-fit, which is used to determine whether a model is accepted or rejected statistically, as shown in Table 2.

Table 2
Goodness-of-fit Index of Model

Criteria	Cut Off Value	Calculation results	Description
<i>Chi-Square</i>	Expected to be small	201.443	Good
<i>Sig. Probability</i>	> .050	.006	Good
RMSEA	< .080	.067	Good
GFI	> .900	.811	Marginal
AFGI	> .900	.805	Marginal
CMIN/DF	< 2 or 3	1.515	Good
TLI	> .900	.880	Marginal
CFI	> .900	.896	Marginal

Source: data processed

Table 2 shows the measurement results for the Goodness of Fit test. The results concluded that the testing model was feasible due to the presence of several items that met the criteria.

RESULTS AND DISCUSSION

Table 3
Results of the Regression Weights Test

Hypothesis	P	CR	Decision
H1: Discount Program has a significant effect on Shopping Emotion	.000	2.235	Supported
H2: Website Quality has a significant effect on Shopping Emotion	.000	4.400	Supported
H3: Shopping Emotion has a significant effect on Impulse Buying	.000	4.076	Supported
H4: Online Review has a significant effect on Impulse Buying	.478	0.393	Not supported
H5: Website Quality has a significant effect on Impulse Buying	.022	2.294	Supported
H6: Discount Program has a significant effect on Impulse Buying	.029	2.188	Supported
H7: Discount Program has a significant effect on Impulse Buying through Shopping Emotions	.045	1.990	Supported
H8: Website Quality has a significant effect on Impulse Buying through Shopping Emotions	.002	3.033	Supported

Source: data processed

The first hypothesis showed that the relationship of discount programs with consumer shopping emotions on e-commerce platforms has a significant positive effect. The relationship shown by the regression coefficient is positive, meaning that more discount programs provided by e-commerce platforms increase consumer shopping emotions. The discount program is the most widely used online and offline sales promotion strategy. It is carried out by reducing prices to increase sales of a company's products and to create shopping emotions that play an important role when consumers shop (Chen & Chou, 2012). Shopping emotions occur positively or negatively, and it is formed when a buyer is influenced by visiting a website, due to discounts offered and its quality. The stimulus in the form of attractive or seasonal discounts on e-commerce platforms makes consumers comfortable, satisfied, interested, and excited. Various discounts offered by e-commerce platforms at certain times increase the arousal of consumers to make impulse buying which is rational and logical for them to hunt for cheap goods due to the discount that increases arousal and makes them actively stimulated to take advantage of the opportunity (Lee et al., 2013). An increase in discounts leads to a higher consumer's interest in buying a product. Conversely, assuming the arousal possessed by consumers is a negative emotion, they tend not to buy a product (Lee et al., 2013). Therefore, the discount program is one of the factors that increase consumer shopping emotions.

This second hypothesis showed that the relationship between website quality and consumer shopping emotions on the e-commerce platform has a significant positive effect. The relationship shown by the regression coefficient is positive, meaning that the better the quality of the website designed by the e-commerce platform, leads to an increase in consumer shopping emotions. Website quality becomes a way or method to assess the quality of a website based on user perception and makes them comfortable when shopping. The use of websites that are easy, interesting, informative, trustworthy, and communicative on the e-commerce platform affects the mood of consumers. This is consistent with an empirical study through Russell's framework on SOR, in accordance with the usability, information quality and service interaction of a website, which stimulates emotional reaction, thereby, generating buying behavior (Akram et al., 2018; Zang et al., 2018). Furthermore, the management of the e-commerce platform needs to invest in maintaining a satisfactory website, features to increase positive emotions and reduce perceived risk. For example, retailers need to convince consumers that their personal and credit information will remain safe through the provision of a privacy policy. In addition, the management needs to constantly update the website and offer good designs with features that are fast, informative, neat, and easy to navigate (Jin, Park., & Kim, 2009). This research supports previous empirical studies conducted by Kim & Lennon (2013), which stated that companies need to create unique designs and improve the quality of e-commerce platforms to drive more consumers. Websites tend to contribute to reducing the perceived risk of consumers and generate positive emotions, which ultimately lead to buying behavior through improvements and innovations in terms of usability, information quality, and service interaction. According to Liu et al., (2017), the characteristics of a website such as ease of use, product availability, and visual appeal influence consumers through their traits to fulfill their desires in impulse buying. Several empirical studies have shown management of online platforms needs to pay

special attention to making and creating a positive reputation through website innovations that are usable and informative, with service interaction because it is an ongoing need to gain competitive advantage.

The third hypothesis showed that the relationship between shopping emotions and impulse buying of consumers on the e-commerce platform has a significant positive effect. The relationship shown by the regression coefficient is positive, meaning that the greater the shopping emotions felt by consumers increase impulse buying on the e-commerce platform. The shopping emotion as a picture of a consumer's mood determines the intensity of their decision making. According to Utami (2012), positive emotions felt by consumers encourage them to buy a product immediately or without a plan known as impulse buying. Consumers with positive shopping emotions have a strong influence on impulse buying with a diversity of service and product offerings. E-commerce platforms that offer a variety of products, services, and brands act as a stimulus for consumers to make impulse buying. According to Ling & Yazdanifard (2015), psychological factors significantly and directly influence consumers to buy impulsively from online and in-store shops without evaluation. However, it is the result of reflective and emotional actions such as negative events experienced by people. These internal factors always interact with external stimuli, thereby, leading to impulse buying. For example, people that experience positive emotions tend to browse e-commerce platforms longer, thereby, increasing their impulsive buying opportunities. Meanwhile, consumers feel less eager to make unplanned purchases when they see products offered on e-commerce platforms, thereby increasing their negative shopping emotions. Mohan et al., (2013) stated that online shopping is driven by consumer emotions, spontaneous behavior, or low cognitive control. Meanwhile, impulsive behavior is due to attractive objects that trigger buying without considering financial aspects and other online shopping.

The fourth hypothesis showed no effect on the relationship between online review and impulse buying on the e-commerce platform. However, this does not prove the theory that stated that when people carry out exploratory searches, they are more likely to be affected by environmental stimuli. Furthermore, this research is contrary to the empirical study of Zhang et al., (2018) and Floh & Madlberger (2013) which stated that consumers are more likely to focus on the fun part of online reviews and it is easier to develop the desire to buy spontaneously when searching on shopping websites. Gvili & Levy (2016) and Lin & Xu (2017) stated trustworthiness, as one of the dimensions of online review capable of influencing consumer behavior when adopting products or services, with a perception of credibility on e-commerce platforms, brands, products and services offered, thereby, reducing certain levels of risk. The theory explains that online review has no effect on impulse buying because consumer confidence in transacting for goods, brands, and services is not only obtained through online reviews. However, to reduce certain risks, they choose to rely on their past experience. Therefore, the presence or absence of online reviews does not influence consumer buying decision behavior. Viswanathan and Jain (2013) stated that trust occurs when a group of peers provides an opinion in choosing a brand, goods, or service, while a systematic online review on an e-commerce platform is made based on peer influence communities such as on social media.

The fifth hypothesis showed a significant positive relationship between website quality and impulse buying on the e-commerce platform. Therefore, the website quality has a significant effect on impulse buying on the e-commerce platform. The relationship shown by the regression coefficient is positive, meaning that a better quality of the e-commerce platform increases impulse buying. This research is in accordance with previous empirical studies carried out by Xia et al., (2013) on the ease and comfort obtained when accessing a website due to its visual appeal that forces consumers to buy impulsively. It showed that the website quality is one of the factors that cause impulse buying because consumers are stimulated by its ease of use or attractive appearance. A good and easily understood e-commerce website is a stimulus for consumers to make a purchase. Another important thing is creating a positive reputation through quality service interaction of the e-commerce platform. This is because reputation is the image and information received by consumers on a company. A positive reputation by creating quality service interactions is an important precursor to acquire consumer trust due to its ability to support the creation of impulse buying. This research is also in line with empirical studies conducted by Akram et al., (2018) on the three dimensions of website quality, namely entertainment, ease of use, and usability, with a positive effect on impulse buying of e-commerce consumers.

The sixth hypothesis showed a significant positive effect on the relationship of the discount program with impulse buying. The relationship shown by the regression coefficient is positive, meaning that more discount programs offered by e-commerce platforms increase impulse buying. The results of the study are in accordance with previous empirical studies carried out by Chan et al., (2017), which stated that in-store stimulation such as product placement, display design, and promotion influences impulse buying. It also showed that the discount program is one of the factors that cause impulse buying because consumers have the desire to have a product at a cheaper price. This discount program strategy is generally used by companies to encourage old customers to buy in large quantities and encourage new ones to try the products. Discounts tend to obtain a relatively fast response from consumers, as seen from the enthusiasm of consumers during a discount program through electronic virtual product vouchers that are used for the next period to make impulse buying (Ling & Yazdanifard, 2015). The discount program has a positive effect, therefore companies need to continuously maintain and improve discount strategies to be more able to attract consumers (Amsani et al., 2017). The discount program is the most widely used online and offline sales promotion strategy. It is carried out by reducing prices to increase sales of a company's products to create impulse buying (Chen & Lurie, 2013; Bae, Lu-Anderson, Fujimoto., & Richelieu, 2015).

The seventh hypothesis determines the role of the shopping emotion as a mediating variable between the discount program and impulse buying. Sobel test showed a significant positive effect, meaning that shopping emotion plays an indirect role in increasing impulse buying influenced by the discount program. Furthermore, it showed that the discount program has the ability to cause arousal on a person, therefore, consumers are interested or actively stimulated, uncontrolled when shopping or making a buying decision. This research is in accordance with previous empirical studies (Lee et al., 2013), which stated that consumers are price sensitive. It is very rational and logical for

hedonic consumers to hunt for cheap goods due to discount, which increases arousal and make them actively stimulated to take advantage of the opportunity. Therefore, price savings help consumers satisfy their expressive ego in obtaining desired goods at low prices, which sometimes becomes their experience in treasure hunt shopping, which stimulates them to be uncontrolled or free to act when shopping. Therefore, consumers are interested in finding discounts when exploring online shopping platforms, thereby leading to impulsive purchases (Hwang & Lee, 2017).

The eighth hypothesis analyzes the role of shopping emotion as a mediating variable between website quality and impulse buying. Sobel test showed a significant positive effect, meaning that shopping emotion plays an indirect role in increasing impulse buying influenced by website quality. It showed that the ease of accessing/surfing the web, completing information, online customer relationships, and transaction security on the e-commerce platform, provide a positive shopping emotion effect. These pleasures and arousal of consumers make a person feel comfortable, satisfied, and interested or actively stimulated through impulsive buying when using a website. This research is in accordance with the previous empirical studies conducted by Liu et al., (2019), which stated that information has a significant positive impact on consumer arousal. Entertainment, such as the number of choices of products, brands, and online shops, has a significant positive impact on the arousal and pleasure of the consumer, as a stimulus for impulse buying. The characteristics of mobile shopping platforms have an impact on consumers' emotions with the characteristics of a mobile shopping platform as an external stimulus, comprising of five dimensions of website quality, which are information, entertainment, personalization, visual benefits, and economic benefits.

CONCLUSION

In conclusion, the structural equation model, discount program, and website quality have a significant positive effect on impulse buying and shopping emotions on e-commerce platforms. Furthermore, shopping emotion has an effect on impulse buying on e-commerce platforms, the online review has no effect on impulse buying, while discount program and website quality have a significant positive effect through shopping emotions.

This research showed the inputs used to attract the interest of the public on online shopping applications and increases stimulus for impulse buying, as follows: (1) the e-commerce platform management pays more attention and develops discount programs offered to all consumers in order to increase shopping emotions of consumers which are able to stimulate impulse buying. (2) The modern retail influences the buying decision behavior and the tools used by the company to make consumers feel comfortable when shopping online. The results showed that the website quality and the discount program had an effect on impulse buying through shopping emotion. This implies that in the future, the management of the e-commerce platform tends to innovate discount programs and website quality due to the stimulus, and ability to psychologically understand how to please consumers, to improve their buying decision behavior.

The research is limited to the empirical theory used as the basis for measuring website quality variable (Akram et al., 2018; Zang et al., 2018). In addition, the constructs that form these variables are dimensions, with the less detailed instrument on the basic

questions used for making the research. Therefore, for further research, observations on the influence between the dimensions of website quality on buying decision behavior in e-commerce.

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