



Positive Emotion in Muslim Fashion Mediating the Impact of Islamic Promotion and Hedonic Motivation on Impulse Buying

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Abstract. This study tries to comprehend how positive emotions in Muslim fashion products act as a mediator between the impression of Islamic promotion and hedonic shopping motivation on impulse buying. This research focuses on Generation Z consumers in Banyuwangi Regency who have shopped at e-commerce. Explanatory research using a quantitative methodology is this kind of research. With a total of 100 respondents, the slovin approach, a purposive sample technique, was utilized as the sampling method. An online survey with a Likert scale of 1–4 was used as the data source. The analysis method includes using SPSS for assumptions test, determinant coefficient, path analysis, and testing hypotheses. The findings of this study demonstrated that the direct influence between Islamic promotion and hedonic shopping motivation had a substantial impact on positive emotions. Islamic promotion, hedonic shopping motivation, and positive emotions have a substantial impact on impulsive buying. Positive emotions mediated the impact of Islamic promotion on impulsive buying, but diverse positive emotion outcomes are unable to mediate the relationship between hedonistic shopping motivation and impulsive buying.

Keywords: Islamic Promotion · Hedonic Shopping Motivation · Positive Emotion · Impulse Buying

1 Introduction

The usage of technology in the current era of digitalization makes it simple for consumers to transact in order to meet their needs. The ease of transactions can be seen with the increase in e-commerce in Indonesia which provides applications or websites to consumers, so consumers no longer have to leave the house to shop. A variety of products, such as fashion products are products in high demand by Indonesian consumers. The trend of fashion will increase when consumers easily find information via the internet [1]. Fashion from various kinds of fashion also gets attention for Muslims so Muslim dress styles follow current fashion trends. The Prophet did not prevent his people from following the progress of the times, including when dressing, but to dress according to the Shari'a [2]. Based on the State of Global Islamic Economy Report in 2018, the Muslim

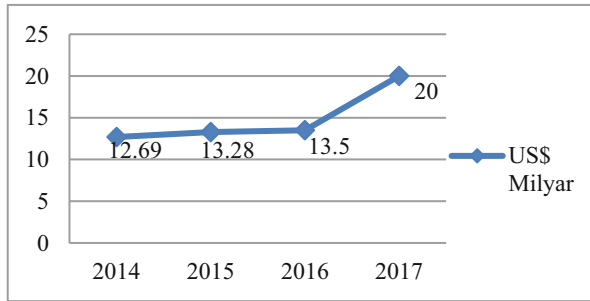


Fig. 1. Indonesian Muslim Fashion Consumption from Echo 2014–2017.

fashion sector in Indonesia occupies the 2nd position in the top 10 Gie Indicators and occupies the 3rd position with the highest Muslim Apparel expenditure and it is predicted that in 2021 Muslim fashion will have an increase of 6% to 6%. 9% [3] (Fig. 1).

The development of Muslim fashion consumption in Indonesia is growing from year to year with an average development of 18.2% per year [4]. This increase in consumption is because the majority of Indonesia's population is Muslim. Moreover, the population in Indonesia has also been dominated by Generation Z who was born in 1997 to 2012 with an estimated age of 10 to 25 years so the use of technology is very easy to master and can facilitate the development of Muslim fashion trends through the internet or e-commerce. Generation Z is a generation that is very creative, and imaginative and has a lifestyle that is dependent on the internet. One form of a character from generation Z is online transactions which are considered more efficient [5]. According to Moth in Tirtayasa et al. [6] stated that online consumer behavior improves, so does the likelihood of unplanned online purchases. Generation Z's tendency to buy goods online stimulates the emergence of sudden purchases or impulse buying. Yudhistira stated that Generation Z will advance the acceleration of Indonesia's entry into the industrial revolution 4.0 in startup businesses, one of which is in the e-commerce sector [7].

According to Troilo [8], consumers are faced with three types of purchases such as fully planned, partially planned, and unplanned. Sometimes consumers do not always plan their purchases, resulting in a sudden purchase called impulse buying. According to Yanti and Japrianto [9], several factors can trigger impulse buying, including external and internal factors. An external factor is a stimulus given by the market, namely promotion. Sales promotion strategies can increase consumer interest by providing current modern fashion trends so that consumers make unplanned purchases. Promotion in the Islamic perspective is conveying information correctly or appropriately on goods and services marketed to consumers [10].

While the internal factors come from the hedonic nature of consumers and the emergence of a happy mood towards the product which can be referred to as positive emotion. Saad and Metwie [11] found that consumers have different needs, such as the need for social interaction and the need for shopping pleasure. It turns out that needs are expressed as hedonic. Happy moods or positive emotions can bring up consumer enthusiasm when shopping to meet today's modern styles, so with positive emotions impulse buying can occur.

Results Based on research conducted by Kurniawan and Kunto [12], it has been proven that promotion has a impact on impulsive buying. The development of technology that acts as a provider of information to consumers also provides opportunities for e-commerce business actors in providing product understanding to consumers. The reason why people like shopping is that of promotions by providing discount prices and displaying attractive products, which will trigger a sense of wanting to buy and wanting to own the product. This phenomenon triggers impulse buying or unscheduled purchases. However, different research results from Rosyida and Anjarwati [13] prove that promotion does not affect Impulse Buying. The difference in results was caused by the gender of the consumers studied, this study only took female consumers as samples.

Research conducted by Wahyuni and Rachmawati [14] hedonic shopping has a impact on impulse buying. Purchasing decisions on a product can be based on consumer behavior in shopping. Excessive shopping activities for consumer pleasure or called hedonic shopping value cause immersive purchasing decisions. Meanwhile, research by Setiadi Purnamasari, Somantri, and Agustiani [15] stated that hedonic shopping did not affect impulsive buying. The study lies in the object carried out on consumers Shopee.co.id while the previous research was on Tokopedia consumers.

Based on research made by Mahadewi and Sulistyawati [16] proved that positive emotions have a effect on impulsive buying. Consumer interest in appearance is influenced by futuristic fashion trends. Generation Z's involvement in dress mode greatly influences consumer confidence in purchasing decisions. Environmentally influenced consumers in making emotional purchases have very little effort made to find out information before shopping [17]. Positive emotions are influenced by the environment impulses where someone's feelings of pleasure can cause immersive purchases. The contradiction result by Mardhiyah and Sulistyawati [18] reported positive emotions do not have a significant influence on immersive purchases. The occurrence of an insignificant effect on Impulse Buying is caused because the buyer is in a positive heart situation but is not accompanied by direct purchase. Consumers are still thinking rationally about whether the purchased product is really useful.

With the inconsistency of the results of previous research, so the researchers were encouraged to make an exploration the role of positive emotion in mediating the impact of Islamic promotion and hedonic shopping motivation on Impulse buying on Muslim Fashion Products in Generation Z Banyuwangi. It is expected that the reason for conducting appropriate marketing in line with Islamic promotion and positive emotions as mediating variables will have a large impact both directly and indirectly. This study was conducted with Generation Z, given that this generation tends toward a consumer-oriented lifestyle. Generation Z is the generation that has been exposed to technological advances and the internet since childhood. For this generation to grow with technological progress and e-commerce development. Results from previous studies on hedonic purchase motivations and positive affect promotion variables in impulse purchases are conflicting. The purpose of this study is also to understand the extent to which impulse buying influences Muslim fashion products among his Gen Z group in Banyuwangi regency.

2 Method

This type of research is an explanatory with a quantitative approach that describes the deepening of the information search [19]. The data type of this study is primary data. Questionnaires with a Likert scale of 1–4 are used in the data collection technique. According to Azwar in Viandhy [20] the purpose of using a Likert scale with four levels is to eliminate doubtful or neutral answers because neutral answers have a double interpretation, do not give a firmness of opinion to the given questions so that the answers can go in the direction of disagreeing and agreeing, and most respondents tend to choose neutral answers.

The generation Z group in the Banyuwangi Regency used a population, totalling of 421,882 people. The sample of this research is a consumer of Z-generation Muslim fashion products in Banyuwangi who use e-commerce. The purposive sampling used based on the criteria that have been selected in selecting the sample [21]. Determination of the sample using the Slovin technique and the use of a margin of error (e) 10% is based on the allowance for sampling error. In general, the tolerable margins of error are 1%, 5%, and 10% because they are still considered representative in determining the sample [22]:

$$n = \frac{N}{1 + n(e)^2} = 99,976$$

Description:

n: sample size

N: total population (421,882)

e: Margin of error (10%)

Based on the formula above, the sample size was obtained by 99,976, then the sample size was rounded to 100 respondents.

SPSS was used for the data analysis. After collecting data from all respondents or other data sources, an activity known as data analysis is carried out. Assumption testing, path analysis, the coefficient of determination (R square), and hypothesis testing are all methods of data analysis. In order to predict the effect of a set of free variables on the bound variables of a causal relationship, path analysis examines the pattern of relationships between variables. In the meantime, the objective of the path analysis is to ascertain whether a set of independent variables has a direct or indirect effect on the dependent variables [23].

3 Result and Discussion

3.1 Classical Assumption Test

Regression analysis is predicated on test assumptions. Normality tests, multicollinearity tests, and heteroscedastic tests are the assumption tests used. The equations for the normally distributed data in models I and II can be used to infer that the significant value in the Kolmogorov-Smirnov normality test is greater than 0.05. Since the tolerance value in model equations I and II is greater than the tolerance value provision of 0.1 and the

variance inflation factor (VIF) value is smaller than the provision of the VIF value of 10. As a result, there is no multicollinearity. It is established that a significant value greater than 0.05 in the glejser test of heteroskedasticity indicates that heteroskedasticity does not exist.

3.2 Coefficient of Determination

In Equation I, the R Square value is 0.163. This demonstrates that Islamic Promotion (X1) and Hedonic Shopping Motivation (X2) influence Positive Emotion (Y) by as much as 16.3%, while other variables influence the remaining 83.7%. In path analysis model II, the R Square value is 0.655. The R Square value in equation II indicates that Islamic Promotion (X1), Hedonic Shopping Motivation (X2), and Positive Emotion (Z) each contribute up to 65.5% to Impulse Buying (Y), while other variables influence the remaining 34.5% (Table 1).

3.3 Path Analysis

Path analysis is needed to examine the participation between the coefficients in each path and also the causal relationship between variables. At this stage, we will divide the path analysis of model I and path analysis of model II (Fig. 2).

Based on the Fig. 3, the value of e1 can be known using the formula $e1 = \sqrt{(1 - 0.163)}$ = 0.914. So, the equation in the path analysis stage I is obtained:

$$Z = 0,321X1 + 0,209X2 + 0,914$$

Table 1. R-Square

Regresion	Variabel Dependent	R Square
Equation I	<i>Positive Emotion</i>	0,163
Equation II	<i>Impulse Buying</i>	0,655

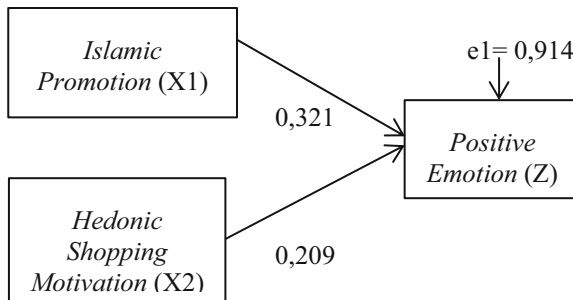


Fig. 2. Model I

In the Fig. 3, the value of e_2 is obtained by the formula $\sqrt{(1 - 0.655)} = 0.587$, so that the results of the path analysis of the equation stage II are obtained:

$$Y = 0,127X_1 + 0,200X_2 + 0,682Z + 0,587.$$

3.4 Hypothesis Test

H1: The Impact of Islamic Promotion on Positive Emotion.

Regarding the results of the study in Table 2, the significant value of Islamic promotion is $0.001 < 0.05$, proving that H1 is accepted. So it can be explained that Islamic promotion has a effect on positive emotion. Islamic promotion has an important role in increasing positive emotions about halal fashion products in the generation Z group. Islamic Promotion provides appropriate information regarding the products delivered without any acts of fraud. So that the development of Muslim fashion products that use Islamic Promotion in introducing products is very easy to grow positive emotions toward consumers. This finding support Mokhtar's research [24] examining that the Islamic promotion of halal products can affect positive feelings about a product. The study revealed that when determining consumer preferences and preferences for products in Islam, it is not permissible to make fun of other products and brag about their products. Promotion in Islam should encourage moderate buying behavior.

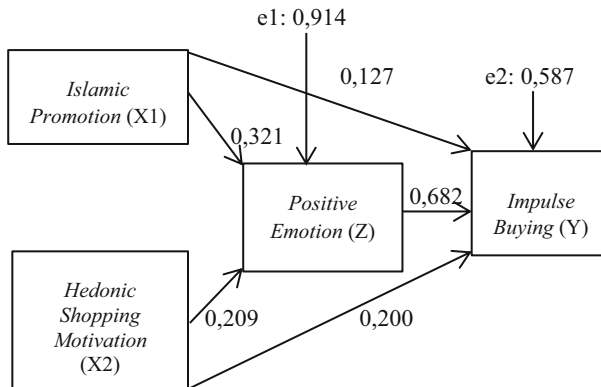


Fig. 3. Model II

Table 2. Hypothesis Model I

Model	Sig.
Islamic Promotion	0,001
Hedonic Shopping Motivation	0,028

Dependent Variable: Positive Emotion

Sig.: <0,05

H2: The Impact of Hedonic Shopping Motivation on Positive Emotion.

The results of the study based on Table 2, the significant number of hedonic shopping motivations was $0.028 < 0.05$, indicating that H2 was accepted. So there is a significant effect between hedonic shopping motivation on positive emotion. Respondents who are the Z generation group aged 10–25 years like to shop online according to their ability to access the internet from an early age. At the age of generation Z, they have a highly hedonistic lifestyle, so the clothes used must follow current fashion trends. The study’s findings are consistent with Nurlinda and Christina’s [25] study, which found that hedonic shopping significantly affects positive emotions. According to the study, shoppers experience more positive emotions when they are motivated to purchase a product that is tailored to their purchasing power.

H3: The Impact of Islamic Promotion on Impulse Buying.

The acceptance of H3 is demonstrated by the fact that Table 3 reveals that the Islamic promotion value is $0.049 < 0.05$. Then, the Islamic promotion’s direct and significant impact on impulsive buying can be explained. This can be stated when Muslim fashion products implement an Islamic promotional approach well so that they can add to the marketing experience felt by buyers also the products marketed are Muslim fashion products where the majority are Muslims, to determine consumers’ shopping decisions. This result is by the results of research from Setiawan and Asyhari [10] stated that Islamic Promotion influences purchasing decisions. The study stated that when using an Islamic promotion approach well, it can encourage customers to make purchase decisions.

H4: The Impact of Hedonic Shopping Motivation on Impulse Buying.

Table 3, shows that hedonic shopping motivation influences impulsive buying with a p value $0.002 < 0.05$, so H4 is declared accepted. The hedonic lifestyle in online shopping in Generation Z arouses curiosity about the latest fashion product trends, this can determine spontaneous purchasing decisions [26]. This outcome is consistent with Tir-tayasa et al. [6], which showed that hedonic shopping desire significantly affects impulse buying. Based on a study that examined the impact of hedonic shopping motivation on the participation of fashion in impulse buying. Zalora consumers in Medan stated that shopping is a fun thing, they are more interested in clothes that encourage interest and cause no planning in deciding purchases.

H5: The effect of Positive Emotion on Impulse Buying.

H5 is approved because it is shown in Table 3 that positive emotion directly influences impulsive buying with a significant value of $0.000 < 0.05$. It is possible to conclude that

Table 3. Hypothesis Model II

Model	Sig.
Islamic Promotion	0,049
Hedonic Shopping Motivation	0,002
Positive Emotion	0,000

Dependent Variable: Impulse Buying

Sig.: <0,05

Table 4. Direct and Indirect Effect

Relations	Effect		
	Direct	Indirect	Total
X1 - Z	0,321	–	0,321
X1 - Y	0,127	$0,321 \times 0,682 = 0,218$	0,345
X2 - Z	0,209	–	0,204
X2 - Y	0,200	$0,209 \times 0,682 = 0,142$	0,342
Z - Y	0,682	–	0,682

consumers' impulsive purchases are motivated by declarations of happiness. This study demonstrates that buyers in the Generation Z will purchase every item of Muslim clothing they desire while they are satisfied while shopping. These findings are based on study by Rosyida and Anjarwati [13], who discovered a direct relationship between happy feelings and impulsive buying. This is because shoppers experience emotional joy and excitement, which makes them desire to purchase even when there was no prior plan to do so.

H6: The Effect of Islamic Promotion, Positive Emotion on Impulse Buying.

Table 4 showed that the number of direct influences is 0.127 and indirect affect are 0.218. This result proves that positive emotion mediated Islamic promotion on impulse buying so that it can be declared H6 accepted. This shows that the influence of Islamic promotion is stronger if it is mediated with positive emotion so that there will be spontaneous or sudden purchases of Muslim fashion products among generation Z. When the positive emotions of consumers in the generation Z group are higher, then consumers tend to buy suddenly. The findings of this study concur with Andani and Wahyono's [27], which discovered that sales advertising has a favorable and significant impact on immersive purchases through positive feelings. This means that the influence of sales promotion on immersive purchases is stronger if mediated by positive emotions. The more marketing promotions given, the more suddenly increased purchases will increase consumers. Positive emotions can mediate between marketing promotion and impulsive purchases. A good marketing promotion will evoke positive emotions and be able to increase impulsive purchases.

H7: Positive Emotion Mediating The Affect of Hedonic Shopping Motivation on Impulse Buying.

The direct influence number is 0.200, and the indirect effect number is 0.142, according to the analysis' findings in Table 4. This indicates that the value of the direct influence is greater than the indirect effect. These findings indicate that pleasant emotion-mediated indirect hedonic shopping incentive does not significantly affect impulsive purchases, hence it can be said that H7 is not supported. The results of this study demonstrate that hedonic purchasing motivation and impulse buying are not influenced by the emotional state of Z generation Muslim fashion buyers. Positive emotions are not always required when purchasing, and feelings of pleasure do not always mediate hedonistic behavior

in Muslim fashion products in the Z age group. Feeling happy does not guarantee that a consumer will purchase every fashion item they desire, as impulsive purchases are not always motivated by a feeling of happiness. These findings are consistent with research by Setyawati, Sumarsono, and Praditya [28] demonstrating that hedonic consumption trends cannot be mitigated by good emotions. The underlying reason that positive emotions are not mediators is because impulse purchases made by consumers with a tendency to high hedonic consumption are not always caused by strong positive emotions. This means that the trend of hedonic consumption has a direct effect on impulse buying.

4 Conclusion

Islamic promotion has a direct influence on positive emotion. Where this study proves that the use of Islamic promotion can increase consumer enjoyment of Muslim fashion products among generation Z. Hedonic shopping motivation is able to influence positive emotions. The hedonic style of following the futuristic Muslim fashion trends that Generation Z has today can increase positive emotions. In the Model II equation, there is a significant direct effect between Islamic promotion and hedonistic buying motivation with positive emotional mediation to impulse buying behavior. Meanwhile, indirectly, Islamic promotion that mediated positive emotions rather than impulsive buying. However, the results differed from positive emotions, where there was no significant effect between hedonistic and impulsive buying motives. This demonstrates that Islamic promotion, hedonistic shopping motivations, and positive emotions can directly influence Gen Z's spontaneous purchases. Positive emotions can mediate between Muslim advertising and impulsive shopping to encourage Generation Z consumers to buy Muslim fashion products impulsively. Meanwhile, positive emotion mediated hedonistic buying motives had no significant effect on impulse buying. It is understandable that positive emotions do not always affect Generation Z shoppers when purchasing Muslim fashion products.

The first implication of this research is that the use of Islamic promotion can encourage the impulsive purchase of Muslim fashion products by Generation Z in Banyuwangi Regency. Second, generation Z as consumers who shop with hedonic motives have the potential to make impulsive purchases. Third, further research should pay attention to the effect of hedonic shopping motivation through positive emotion mediation by providing a stimulus.

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