

**ANALYSIS THE IMPACT OF SALES PROMOTION AND HEDONIC TO CONSUMER  
ONLINE IMPULSIVE BUYING ON SHOPEE USERS IN MANADO***ANALISIS DAMPAK PROMOSI PENJUALAN DAN HEDONIK UNTUK PEMBELIAN  
IMPULSIF KONSUMEN ONLINE PADA PENGGUNA SHOPEE DI MANADO*

By:

**Egalita R. M. Sumampouw<sup>1</sup>  
Merinda H. C. Pandowo<sup>2</sup>**<sup>1,2</sup>Management Department, Faculty of Economics and Business  
Sam Ratulangi University, Manado

E-mail:

<sup>1</sup>[ega.sumampouw@gmail.com](mailto:ega.sumampouw@gmail.com)<sup>2</sup>[merindapandowo@unsrat.ac.id](mailto:merindapandowo@unsrat.ac.id)

**Abstract :** The development of information and communication technology is very rapid. this is inseparable from the role of the internet in accessing information and communication. now the internet has become a community need, as internet users are increasing from year to year, this can be used as a potential market for ecommerce. One of the e-commerce that is in great demand by consumers is Shopee. The amount of competition in the e-commerce business requires business people to be able to understand consumer behavior in order to make purchases of the goods and services offered. Impulsive buying is an attractive consumer behavior for business people, with this impulsive action the products and services offered will be easier to sell. This study aims to determine: the impact of sales promotion on impulsive buying; hedonic impact on impulsive buying; and the impact of sales promotion and hedonic simultaneously on impulsive buying on Shopee e-commerce consumers. Sampling technique using non-probability sampling. data obtained by distributing questionnaires to 120 respondents. The data analysis technique in this study was descriptive analysis using SPSS 25. The results showed that: sales promotion had no effect on impulsive buying; hedonic effect on impulsive buying; sales promotion and hedonic influence simultaneously on impulsive buying on Shopee e-commerce consumers..

**Keywords :** impulsive buying, sales promotion, hedonic

**Abstrak :** Perkembangan teknologi informasi dan komunikasi sangat pesat. hal ini tidak terlepas dari peran internet dalam mengakses informasi dan komunikasi. Sebagaimana pengguna internet dari tahun ke tahun semakin meningkat, hal ini dapat dimanfaatkan sebagai pasar potensial bagi e-commerce. Salah satu ecommerce yang banyak diminati konsumen adalah Shopee. Banyaknya persaingan dalam bisnis e-commerce menuntut pelaku bisnis untuk bisa memahami perilaku konsumen agar dapat menciptakan pembelian atas barang dan jasa yang ditawarkan. impulsive buying merupakan perilaku konsumen yang menarik bagi para pelaku bisnis. Penelitian ini bertujuan untuk mengetahui: pengaruh sales promotion terhadap impulsive buying; pengaruh hedonic terhadap impulsive buying; dan pengaruh sales promotion dan hedonic secara simultan terhadap impulsive buying pada konsumen e-commerce Shopee. Teknik pengambilan sampel menggunakan non-probability sampling. data diperoleh dengan membagikan kuesioner kepada 120 responden. Teknik analisis data dalam penelitian ini adalah Descriptive Analysis menggunakan SPSS 25. hasil penelitian menunjukkan bahwa: sales promotion tidak berpengaruh terhadap impulsive buying; hedonic berpengaruh terhadap impulsive buying; sales promotion dan hedonic berpengaruh secara simultan terhadap impulsive buying pada konsumen e-commerce Shopee.

**Kata Kunci :** pembelian impulsif, promosi penjualan, hedonik

## INTRODUCTION

### Research Background

The development rapid of information technology has brought new influences that have never been imagined before. People tend to prefer shopping at modern retail. Shopping transactions Online can be referred to as e-commerce. According to Baum (1999), e-commerce is a dynamic set of technologies, applications and business processes that connect companies, consumers and certain communities through electronic transactions and trade in goods, services and information that are conducted electronically. If consumers want to buy goods

online anywhere and anytime, the seller will only receive payment after the goods are received by the buyer. As long as the goods have not arrived, the money will be deposited in a third-party account. Safe transactions without worrying about using an escrow service or a third-party account.

This technology makes it easier for people to switch to using an online business or buying online. It is enough to use your Smart phone to access online shopping application sites without the hassle. One application that is currently widely used is Shopee. Shopee is an application that is engaged in buying and selling online and can be accessed easily by using a smartphone. Shopee comes in the form of an application that makes it easy for users to shop online without having to use a computer device. But just use your smartphone, Shopee will offer a wide variety of fashion products to products for daily needs. Shopee participated in enlivening the Indonesian market at the end of May 2015 and began operating in June 2015.

According to Utami (2006), the existence of impulsive behavior has a positive impact on retailers. The positive impact is that retailers will get high profits at the store every month. Therefore, it is important for retailers to get information in determining the competitive strategy that must be carried out on impulsive buying behavior. The increase in consumer income causes consumer needs to increase, and the need that continues to increase causes the level of consumer spending to also increase. Seeing this situation, retailers are collaborating with the Bank to provide shopping service facilities using credit cards.

Impulsive buying occurs right away without going through a long thought process. This is supported by Rook and Fisher (1995) that impulsive buying is the tendency of consumers to buy spontaneously, reflexively, suddenly and automatically. There are 2 factors driving a consumer to impulsive buying, namely internal factors and external factors. Internal factors come from one self, while external factors come from the attributes of the products being sold and the promotions carried out.

There are 2 factors driving a consumer to impulsive buying, namely internal factors and external factors. Internal factors come from one self, while external factors come from the attributes of the products being sold and the promotions carried out. One of the actors that stimulate consumers in doing impulsive buying is the sales promotion activities offered. Therefore, consumers often experience impulsive buying when driven by hedonic desires, or other reasons other than economic reasons, such as because of liking a product, happy, social or because of emotional influences. In other words, the customer's desire for impulsive buying arises from within the consumer himself and the promotions carried out by Shopee.

### **Research Objectives**

Based on research problems, the purpose of this research is as follows:

1. To examine the impact of sales promotion on impulsive buying Shopee products
2. To examine the impact of hedonic on impulsive buying Shopee products
3. To examine the impact sales promotion and hedonic on impulsive buying Shopee products

## **THEORETICAL FRAMEWORK**

### **Marketing Theory**

According to Priansa (2017), marketing comes from the word market. In simple terms, the market can be understood as where a group of sellers and buyers meet to carry out transactions for exchanging goods. The market is a place where consumers with their needs and wants are willing and able to engage in exchanges to satisfy those needs and wants.

### **Consumer Behavior**

Understanding consumer behavior itself is all activities that involve people when selecting, buying and using products and services to satisfy their needs and desires. These activities involve mental and emotional processes that support physical activity. The seven keys to consumer behavior are consumer behavior as motivation, consumer behavior includes many activities, consumer behavior as motivation, consumer behavior involves different rules, consumer behavior is influenced by external factors and consumer behavior is different for different people (Wilkie, 1990).

### **E-Commerce**

E-commerce is the activity of buying, selling, marketing, and providing services for products and services offered through computer networks. Another definition of e-commerce is the commercial

communication activity of business and its management which is carried out using electronic methods such as electronic data interchange and automated data-collection systems (Sanjaya and Sanjaya, 2009).

### Impulsive Buying

According to Arifianti et al. (2010) in Alviani, (2018), impulsive purchases are not based on need, but on the attraction of an item. Purchases in impulse buying are not based on need but purchases made because of interest in an item. Emotional considerations are dominant in this type. The behavior is out of control behavior.

### Sales Promotion

According to Kotler (2005), sales promotion is various sets of incentive tools, most of which are short-term, which are designed to stimulate the faster and greater purchase of a particular product or service by consumers or merchants.

### Hedonic Shopping

According to To, Liao, and Lin (2007), hedonic shopping motivation is a consumption behavior in search of happiness, fantasy, awakening, sensuality and enjoyment. The benefits of hedonic shopping motivation are emotional experiences and feelings. The reason that hedonistic consumers love shopping is because they enjoy the shopping process.

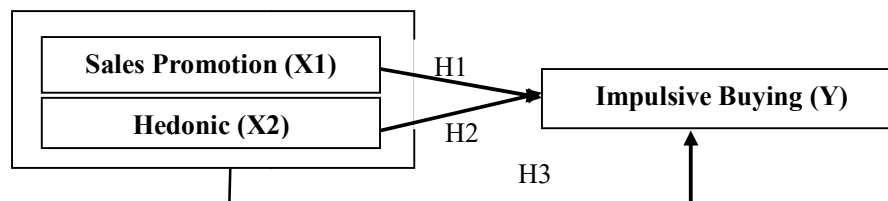
### Previous Research

Dhurup (2014) complemented the growing body of literature by examining three individual traits of human behaviour, namely hedonism, fashion involvement and emotional gratification and their effect on impulsive buying among a cohort of university students. The study is located within a post-positivist paradigm using a quantitative method. Participants were 385 randomly selected students registered in 2013 from a University in South Africa. Descriptive statistics were used to describe the composition of the sample. Correlations and regression analysis were used to test the relationships between the constructs. The results show that the three independent latent constructs, namely hedonic, fashion involvement and emotional gratification positively correlates with impulsive buying behaviour among the university cohort. However, only emotional gratification and fashion involvement were significant predictors of impulsive buying behaviour.

Nagadeepa, Selvi, and Puspha (2015) examination work has put forth an attempt to distinguish the different deals advancement strategies and the request by which they impact the buyers' dynamic towards clothes. Five important sales promotion techniques namely, Rebate & Discount offer, Coupon, Loyalty Programs, Price Packs and Contests are considered in this research. A self-regulated survey is arranged and complete of 110 respondents are met with it. Utilizing the SPSS device, the gathered information is investigated and it is discovered that Refunds and Markdown offer and Unwaveringness programs have huge connections towards the motivation purchasing conduct at Bangalore

Fitri (2018) proved that web-quality has a positive influence on impulse buying behavior. It means that the higher level of web quality, so the higher level of impulse buying behavior. The result of this study is in line with the opinion of Nagadeepa et al., (2015) who suggested sales promotion influences buying decisions of customers and simply exists to have a direct impact on consumer buying behavior. The result of this study shows that open personality moderates the influence of web quality on impulse buying behavior. It means that the higher level of openness personality is consistently strengthened the effect of web quality on impulse buying behavior.

### Conceptual Framework



**Figure 1. Conceptual Framework**

*Source: Literature Review*

**Research Hypothesis**

H1: Sales promotion has a significant effect on impulsive buying

H2: Hedonic has a significant effect on impulse buying

H3: Sales promotion and hedonic simultaneously have a significant effect on impulse buying

**RESEARCH METHOD****Research Approach**

This research approach is quantitative research. Quantitative research methods can be defined as a method used to examine a particular population or sample, data collection using research instruments, statistical data analysis, with the aim of testing predetermined hypotheses.

**Population, Sample, and Sampling Technique**

The population in this study are all consumers who have been shopped at Shopee ecommerce at least once in Manado city. The sample of this study is Shopee consumers who have purchased products at Shopee at least once in the city of Manado. Sampling technique uses non-probability sampling, specifically purposive sampling which is a sampling technique website or application. So, the sampling in this study was in accordance with the actors or Shopee customers in Manado who were given a research instrument in the form of a questionnaire.

**Data Collection Method**

The data collection technique used in this study was to use a questionnaire distributed online via Google Form. m. A questionnaire or questionnaire is a data collection technique that is carried out by giving written questions to respondents to be answered (Sugiyono, 2012).

**Instrument Testing**

The measuring instrument used in this research is by using a questionnaire or questionnaire and to process or calculate the data obtained the researcher uses SPSS (Statistical Product and Service Solution) software. Of course, beforehand the research instruments must be tested for validity and reliability.

**Data Analysis Method**

The data analysis technique used in this study is to use multiple linear regression analysis technique because there is more than one independent variable in it. Thus in this case multiple linear regression analysis is done to look for the influence between sales promotion variables on impulsive buying, the influence between hedonic variables on impulsive buying variables and the influence of both variables to jointly influence the variables of impulsive buying.

**RESULT AND DISCUSSION****Result**

The validity test used is to perform bivariate correlation between each indicator score and the total construct score. A statement indicator is said to be valid if the correlation between each shows significant results. If the validity value of each answer obtained when giving a list questions is greater than 0.5 then the question item can be said to be valid.

**Table 1. Validity Test**

	Item	Pearson core	Significant Value	Descriptions
Impulsive Buying	Y.1	0,705	0,000	Valid
	Y.2	0,774	0,000	Valid
	Y.3	0,691	0,000	Valid
	Y.4	0,510	0,000	Valid
	Y.5	0,815	0,000	Valid
	Y.6	0,769	0,000	Valid

Sales Promotion	X1.1	0,854	0,000	Valid
	X1.2	0,751	0,000	Valid
	X1.3	0,892	0,000	Valid
	X1.4	0,862	0,000	Valid
	X1.5	0,894	0,000	Valid
	X1.6	0,574	0,000	Valid
Hedonic	X2.1	0,694	0,000	Valid
	X2.2	0,633	0,000	Valid
	X2.3	0,686	0,000	Valid
	X2.4	0,502	0,000	Valid
	X2.5	0,547	0,000	Valid
	X2.6	0,771	0,000	Valid

Source: Data processed by SPSS (2022)

**Table 2. Reliability Test**

Variable	Alpha Cronbach's	Descriptions
Y1	0,897	Reliable
X1	0,889	Reliable
X2	0,717	Reliable

Source: Data processed by SPSS (2022)

### Classical Assumption Test

#### Normality Test

Normality test aims to determine that the sample data comes from a population that is normally distributed or not. Good and appropriate data used in this study is data that is normally distributed, in this study the researcher used the normality test with the Kolmogrov-Smirnov test. The following are the results of the Kolmogrov-Smirnov test:

**Table 3. Normality Test**

One-Sample Kolmogrov-Smirnov Test		Unstandardized Residual
N		96
Normal Parameters <sup>a,b</sup>	Mean	17,03
	Std. Deviation	4,483
Most Extreme Differences	Absolute	0,102
	Positive	0,102
	Negative	-0,058
Test Statistic		0,102
Asymp. Sig. (2-tailed)		0,016 <sup>c</sup>

Source: Data processed by SPSS (2022)

Based on the test results, the normality test using the Kolmogrov-Smirnov method is significant at  $0.016^c > 0.05$ , so it can be concluded that the regression method in this study has met the assumption of normality.

#### Multicollinearity Test

This test is conducted to determine whether there is a strong correlation between the independent variables by using the Variance Inflation Factor (VIF) for each independent variable. If the variable has a VIF 10, it means that there is multicollinearity, on the other hand, if the variable has a VIF  $< 10$ , there is no multicollinearity.

From the table 4 below, it can be seen that the calculation results of the analysis show that the VIF value of each independent variable is  $< 10$  and the tolerance value is  $> 0.10$  so it can be concluded that the regression model does not contain multicollinear symptoms.

**Table 4. Multicollinearity Test**

Model		Coefficients <sup>a</sup>					Collinearity Statistics	
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
		B	Std. Error	Beta				
1	(Constant)	3.627	2.681		1.353	.179		
	SalesPromotion	.181	.101	.178	1.797	0.076	.853	1.172
	Hedonic	.454	.120	.374	3.777	.000	.853	1.172

a. Dependent Variable: Y

Source: Data processed by SPSS (2022)

**Heteroscedasticity Test**



**Figure 2. Heteroscedasticity Test**

Source: Data processed by SPSS (2022)

Figure 2 above the scatterplot chart displayed for the heteroscedasticity test shows Scattering data points above and below or around the number 0, the dots do not collect just above or below. The test shows randomly spreading points does not from a wavy pattern widening then narrowing and widening again. The spread of unpolated data points, and it can be concluded that there are n symptms of heteroscedasticity.

**Autocorrelation Test**

**Table 5. Durbin Watson Test**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.472 <sup>a</sup>	.222	.206	3.995	1.910

a. Predictors: (Constant), Hedonic, SalesPromotion

Source: Data processed by SPSS (2022)

From the table results, it can be seen that the DW value is 1.910. based on the decision criteria that the DW value is between -2 and +2, it can be concluded that in this study there was no autocorrelation or free from autocorrelation.

**Multiple Linear Regression Analysis**

The test results of the multiple regression model on the Sales Promotion variable (X1), Hedonic (X2) that affect the purchase decision.

**Table 6. Multiple Linear Regression Equation Result**

		Coefficients <sup>a</sup>				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	3.672	2.681		1.353	.179
	SalesPromotion	.181	.101	.178	1.797	.076
	Hedonic	.454	.120	.374	3.777	.000

a. Dependent Variable: ImpulsiveBuying  
 Source: Data processed by SPSS (2022)

Based on the table 7, the multiple regression equations are obtained as follows;

$$Y = a + b_1.X_1 + B_2.X_2$$

$$Y = 3,627 + 0,181X_1 + 0,454X_2$$

The explanation of regression equation:

1. The constant value in table B has a value of 3.627 which means sales promotion (X1) and Hedonic (X2) variables are accepted. Which means that every single scale added to all independent variables affects an increase in the value of Impulsive Buying 3,627.
2. Sales Promotion (X1) shows a coefficient value of 0.181, which means that every single scale added to the Sales Promotion, will increase the 0.181 impulsive buying value.
3. Hedonic (X2) shows a coefficient value of 0.454, which means if the trust value increases one scale or one unit, will affect the increase in the value of Impulsive Buying at 0,454.

**Table 7. Analysis of Correlation (R) and Coefficient of Determination (r ^2) Result**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,472 <sup>a</sup>	0,222	0,206	3,995

Source: Data processed by SPSS (2022)

From table 8, the value of Adjusted R Square (coefficient of determination) is 0.206, which means that the influence of Sales Promotion and Hedonic variables on impulsive buying variables is 20.6%. this means that the ability of the independent variable in this study affects the dependent variable by 20.6%, while the remaining 79.4% (1 - 0.206) is explained by variables other than the independent variables in the study.

### Hypothesis Test

**Table 8. T-Test**

		Coefficients <sup>a</sup>				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	3.672	2.681		1.353	.179
	SalesPromotion	.181	.101	.178	1.797	.076
	Hedonic	.454	.120	.374	3.777	.000

a. Dependent Variable: ImpulsiveBuying  
 Source: Data processed by SPSS (2022)

Significant values for the effect of X1 on Y are  $0.076 > 0.05$  and the value of Thitung is  $1,797 < T_{table}$  1.986, so it can be concluded that H1 is rejected which means there is no effect of X1 on Y. Significant values for the effect of X2 on Y are  $0.000 < 0.05$  and Thitung values of  $3,777 > 1,986$ , so it can be concluded that H2 is accepted which means there is an effect of X2 on Y.

**Table 9. F-Test**

The F test is used to measure how far independent variables together affect dependent variables. The results of the F test can be selected in the following table:

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	t	Sig.
1	Regression	424.443	2	212.221	13.295	.000 <sup>b</sup>
	Residual	1484.464	93	15.962		
	Total	1908.906	95			

a. Dependent Variable: ImpulsiveBuying

b. Predictors: (Constant), Hedonic, SalesPromotion

Source: Data processed by SPSS (2022)

Based on the known output the significance value for the simultaneous influence of X1 and X2 on Y is  $0.000 < 0.05$  and the Fhitung value of  $13.295 > F_{table} 3.09$ , so it can be concluded that H3 is accepted which means there is an effect of X1 and X1 simultaneously on Y.

## Discussion

### Sales Promotion and Impulsive Buying

From the results of the regression test it can be known that sales promotion does not have a significant effect on impulsive buying. By arguing the first hypothesis that sales promotion affects impulsive buying in Shopee consumers in Manado is not accepted or cannot be proven. So, it can be concluded that the more attractive sales promotion carried out by Shopee does not make consumers do impulsive buying. The results of this study do not support the results of previous research conducted by Fitri (2018:53) which states that that sales promotion affects impulsive buying. This is allegedly because the subject of this study is not only people who already have their own income but most of the respondents are still students / students (there are a number of 42 people or 48.8%). As we know together, most of the students do not have their own income so still rely on pocket money from parents, and still have other responsibilities that are more important to fulfill first. Students / students cannot always do impulsive buying even though it is driven by the attractive Sales Promotion conducted by Shopee. In addition, the needs of students / students are also many to support their education such as having to spend money to meet their learning / college needs (such as buying teaching books from school / campus, doubling learning materials / lectures, and buying stationery or materials for school / college assignment purposes). In addition, during college students are also required to participate in committee and organizational activities that sometimes make students have to spend a lot of money to help the needs of funds in organizing and organizational events.

### Hedonic and Impulsive Buying

From the results of regression tests, it can be known that hedonics has a significant effect on impulsive buying. Thus, the second hypothesis that mentions Hedonic influences impulsive buying on Shopee consumers in Manado is accepted or can be proven. So, it can be concluded if a person's Hedonic increases then Impulsive Buying will also increase. This is in accordance with research conducted by Gültekin and Ozer (2012:186) which found that Hedonic motivational factors such as adventure shopping, gratification shopping, role shopping, value shopping, social shopping, and idea shopping have an influence on Impulsive Buying, hedonistic motifs affect browsing, browsing affects Impulsive Buying, and browsing mediates between Hedonic motives and Impulsive Buying.

### Sales Promotion and Hedonic on Impulsive Buying

Based on the output, it is known that H3 is accepted, which means that there is an effect of X1 and X1 simultaneously on Y. have a high hedonic shopping value, then it can affect the emergence of positive emotions which include feelings of pleasure, happiness, satisfaction and the like in that person. and when consumers see a product that is on sale it will cause emotional decision making. Emotional decision making can lead to unplanned purchases. The results of this study are also in line with research conducted by Putri (2017) which states that there is a positive and significant effect of Hedonic Shopping Motives and sales promotion on Impulsive Buying.



## CONCLUSION AND RECOMMENDATION

### Conclusion

Based on the results of the research that has been done, it can be concluded as follows:

1. Sales Promotion (X1) has no significant effect on Impulsive Buying (Y) at Shopee by the people of Manado City.
2. Hedonic (X2) has a significant effect on Impulsive Buying (Y) at Shopee by the people of Manado City.
3. Simultaneously, Sales Promotion and Hedonic affect Impulsive Buying at Shopee by the people of Manado City.

### Recommendation

Based on the results of the research that has been done, the suggestions that can be give by the author to be taken into consideration are as follows:

1. For Companies (Shopee). Judging from the hedonic variables and sales promotions on impulse buying, companies can maximize again in providing sales promotions, in order to attract consumers to make impulse purchases.
2. In this study it was found that sales promotion had no significant effect on impulsive buying.
3. Further researchers are expected to be able to expand the object of research. In one smart phone there are usually various marketplaces.

## REFERENCES

- Alviani, Anastasia Aprilia (2019) Pengaruh motivasi Hedonis terhadap pembelian impulsif yang dimediasi Shopping Lifestyle pada E-Commerce (studi kasus pada mahasiswa akuntansi Universitas Sanata Dharma). *Skripsi thesis, Sanata Dharma University*. <http://repository.usd.ac.id/35289/>, Retrieved on: May 21, 2022.
- Baum, D. (1999). *E-Commerce 7*. New Jersey: Oracle Corp.
- Dhurup, M. (2014). Impulsive Fashion Apparel Consumption: The Role of Hedonism, Fashion Involvement and Emotional Gratification in Fashion Apparel Impulsive Buying Behaviour in a Developing Country. *Mediterranean Journal of Social Sciences*, 5(8), 168-168. Available at: <https://www.richtmann.org/journal/index.php/mjss/article/view/2544>. Retrieved on: May 19, 2022.
- Fitri, F. R. (2018). The Influence of Web Quality and Sales Promotion Toward Impulse Buying Behavior with Openness Personality as Moderating Variable. *Jurnal Akuntansi, Manajemen dan Ekonomi*, 20(1), 48-55. Available at: <http://jos.unsoed.ac.id/index.php/jame/article/view/1028>. Retrieved on: April 19, 2022.
- Gültekin, B., & Ozer, L. (2012). The Influence of Hedonic Motives and Browsing on Impulse Buying. *Journal of Economics and Behavioral Studies*, 4(3), 180-189. Available at: <https://ojs.amhinternational.com/index.php/jeps/article/view/315>. Retrieved on: April, 19 2022.
- Kotler, P. (2001). *Marketing Management*. Millennium Edition. Prentice-Hall of India Private Limited New Delhi.
- Kotler, P. (2005). The Role Played by the Broadening of Marketing Movement in the History of Marketing Thought. *Journal of Public Policy & Marketing*, 24(1), 114-116. Available at: <https://journals.sagepub.com/doi/abs/10.1509/jppm.24.1.114.63903?journalCode=ppoa>. Retrieved on: May 05, 2022.
- Kotler, P., & Keller, K. L (2009), *Marketing Management*. 13th Edition. Prentice Hall: Pearson Education International.
- Nagadeepa, C., Selvi, J. T., & Pushpa, A. (2015). Impact of Sale Promotion Techniques on Consumers' Impulse Buying Behaviour towards Apparels at Bangalore. *Asian Journal of Management Sciences &*

- Education*, 4(1), 116-124. Available at: [https://www.researchgate.net/profile/Jegadeesan-Tamilselvi/publication/331917332\\_Impact\\_of\\_Sale\\_Promotion\\_Techniques\\_on\\_Consumers'\\_Impulse\\_Buying\\_Behaviour\\_towards\\_Apparels\\_at\\_Bangalore/links/5c931d9c45851506d71f7856/Impact-of-Sale-Promotion-Techniques-on-Consumers-Impulse-Buying-Behaviour-towards-Apparels-at-Bangalore.pdf](https://www.researchgate.net/profile/Jegadeesan-Tamilselvi/publication/331917332_Impact_of_Sale_Promotion_Techniques_on_Consumers'_Impulse_Buying_Behaviour_towards_Apparels_at_Bangalore/links/5c931d9c45851506d71f7856/Impact-of-Sale-Promotion-Techniques-on-Consumers-Impulse-Buying-Behaviour-towards-Apparels-at-Bangalore.pdf). Retrieved on: May 21, 2022.
- Priansa, D. J. (2017). *Perilaku Konsumen dalam Persaingan Bisnis Kontemporer*. Bandung: Alfabeta
- Putri, A. S. K. (2017). Pengaruh Hedonic Shopping Motives dan Promosi Penjualan Terhadap Impulse Buying (Survei pada Konsumen Matahari Department Store Malang Town Square). *Doctoral Dissertation, Universitas Brawijaya*. Available at: <http://repository.ub.ac.id/id/eprint/760/>. Retrieved on: May 21, 2022.
- Rook, D. W., & Fisher, R. J. (1995). Normative Influences on Impulsive Buying Behavior. *Journal of Consumer Research*, 22(3), 305-313. Available at: <https://academic.oup.com/jcr/article-abstract/22/3/305/1791744>. Retrieved on: May 20, 2022.
- Sanjaya, W., & Sanjaya, R. (2009). *Membangun Kerajaan Bisnis Online*. Jakarta: Elex Media Komputindo. Retrieved on: April 19, 2022.
- Sugiyono. (2012). *Metode Penelitian Kuantitatif Kualitatif dan R&D*. Bandung: Alfabeta.
- To, P. L., Liao, C., & Lin, T. H. (2007). Shopping Motivations on Internet: A Study based on Utilitarian and Hedonic Value. *Technovation*, 27(12), 774-787. Available at: <https://www.sciencedirect.com/science/article/abs/pii/S0166497207000144>. Retrieved on: May 20, 2022.
- Utami. (2006). *Manajemen Ritel: Strategi dan Implementasi Ritel Modern*. Salemba.
- Wilkie, W. L. (1990). *Consumer Behavior*. Second Edition. John Wiley & Son, Inc., Canada