



THE TRIGGERS OF IMPULSIVE BUYING BASED ON BRAND PERSONALITY, SALES PROMOTION, AND SERVICESCAPE USING SHOPPING EMOTION AS MEDIATION OF WARDAH PRODUCTS IN ROXY BANYUWANGI

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Abstract

The increasing demand of halal cosmetics products made PT. Paragon Technology Innovation (PTI) developed Wardah cosmetics which is the pioneer of halal cosmetics in Indonesia. Roxy is one of the modern retail outlets in Banyuwangi city which became one of the shopping attractions. Because not everyone makes a purchase, then the first attempt to stimulate the purchase is to make people want to visit the store location. Therefore, retailers implemented promotional strategies to convey promotional information to the public. Promotions are made as interesting as possible so people will actually visit Roxy. Once inside the retail, consumers will be treated with additional information and a convenient physical environment (*servicescape*) so they are willing to linger.. This triggers impulsive buying to consumers who are interested in sales promotions by retailers. The purpose of this study is to examine the influence between variables, which are: brand personality, sales promotion, *servicescape* toward impulse buying using shopping emotion as mediation. Based on the research objectives and characteristics of the problems, therefore confirmatory research is used as research method.

Introduction

At present, the development of the Indonesian cosmetics industry is quite solid. This can be evidenced by the increase in the number of cosmetics customers in 2012 by 14%, from Rp 9.76 trillion to the previous Rp 8.5 trillion, based on data from Ministry of Industry of Republic Indonesia. This indicates that there is an increasing number of consumers who use cosmetics. The increase makes the cosmetics industry competition becomes one of the opportunities that can increase revenue. Therefore, many cosmetic-producing companies are trying to meet cosmetic needs with a variety of product innovations.

The authors are interested in choosing Wardah products as the object of research because of the comparison of the sales of Wardah products with other beauty products, due to the increase of Wardah's cosmetic product sales from 2011 to 2012. In 2011, Mustika Ratu's products occupied the first position of the biggest sales in the category of cosmetics, and then Wardah came second. But in 2012 until 2015, Wardah turned ahead by occupying the first position and otherwise Mustika Ratu came second. Despite being in the top position in 2012 until 2015, Wardah must remain alert to its competitors.

The phenomenon in Muslim consumers of cosmetics in Indonesia is almost totally dependent on cosmetic products made by non-Muslims (Husain, et al, 2011). Thus, the issue of halal materials in cosmetic products faces serious challenges. Realizing there are many materials that become critical point of the existence of illicit materials in cosmetics, PT. Paragon Technology Innovation (PTI) developed Wardah cosmetics which was the pioneer of Indonesian halal cosmetics in 1995. Product development carried out by PTI has successfully captured the attention of Muslim women. It is necessary for marketers to increase Muslim consumers' confidence in Wardah cosmetics. Therefore, the higher confidence in the halal labels of the product, the stronger the consumer attitude to use the product (Umar, 2011, p. 73).

Wardah cosmetic products start to enter Banyuwangi city in 2013, the promotional system used is to hold beauty classes, demonstrations, and cosmetic exhibitions at several events. Based on that, the brand becomes important



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and also serves as a differentiator between products with another product. A brand also serves to help consumers in finding a product (Green and Keegan, 2008). Just like humans, a brand is also considered to have a personality. Consumers sometimes choose brands that fit their personality. Best, et al. (2007) stated that brand personality is a set of human characteristics that have similarities with the brand. Brand personality becomes an important point because it is able to add plus value in the minds of consumers, and able to influence customers in deciding their purchases.

Roxy is one of the modern retail outlets in Banyuwangi city which became one of the shopping attractions. Because not everyone makes a purchase, then the first attempt made to stimulate the purchase is to make people want to visit the store location. Therefore, retailers implemented promotional strategies to convey promotional information to the public. Promotions are made as interesting as possible so that people actually visit Roxy. Once inside the retail, consumers will be treated with additional information and a convenient physical environment (*servicescape*) so they are willing to linger. Promotion is one element that has an important role in marketing. Sales promotion is an example of direct persuasion through the use of various incentive tools to encourage the purchase of a product or service quickly and increase the amount of goods purchased by consumers (Tjiptono, 2008 p.86).

Methods

Conceptual framework is a general description of the relationship of variables found in a study. This study aims to examine the influence between variables, which are: brand personality, Sales promotion, *servicescape* toward impulse buying with shopping emotion mediation. Several hypotheses proposed in this study can be described as follows:

- H₁: brand personality has significant effect on shopping emotion
- H₂: sales promotion has significant effect on shopping emotion
- H₃: *servicescape* has an effect on shopping emotion
- H₄: brand personality affects impulse buying
- H₅: sales promotion has a significant effect on impulse buying
- H₆: *servicescape* affects impulse buying
- H₇: shopping emotions have a significant effect on impulse buying

Results and discussion

Some studies have shown that brand personality significantly influences the impulsive buying behavior. On one hand, the importance of branding and the pervasive nature of impulsive purchases on the other hand, several efforts are made to explore the possible impact of the personality brand on impulsive buying behavior. (Anant Jyoti, 2017).

Some research on promotion and also analysis of this research proves that sales promotion and store atmosphere have a positive and significant effect on shopping behavior. Sales promotion and store atmosphere are implemented by Giant supermarket to improve the feeling of comfort, satisfy and enjoy. Meanwhile, sales promotion and store atmosphere have a positive but not very significant effect on impulsive purchases. Store sales and store promotions made by Giant supermarkets do not made the customers to buy items beyond their planned shopping list (spontaneous purchases). Emotional shopping positively and significantly impacts the impulsive purchases. The main priority for increasing impulse purchases is to create emotional spending first. Emotional shopping can be established by observing the inner and outer of outlet's atmosphere such as music, outlet design and entrance design. Giant supermarkets also have to create more variations of sales promotions that will attract customers to continue shopping, for example, multiplying promotions as well as introducing the member card systems (Sri Restuti, 2014).

Impressive *servicescape* (physical appearance) as well as existing promotions can make visitors excited or can stimulate visitor's emotions to make purchases. Consumer purchases may be spontaneous, without rational consideration, and consumers feel they need to be purchased. Shopping emotions, promotions and the physical environment have played an important role in the unplanned purchases made by consumers (impulse buying). Abdolvand (2011) stated that impulse buying is an important aspect in consumer behavior and a vital concept



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for retailers. According to Hatane *et al* (2007), it is estimated that 65 percent of supermarket purchasing decisions made inside the stores with more than 50 percent are unplanned purchases, which explains that unplanned purchases made by customers has contributed to the store's sales turnover.

Khandai (2012) states that impulse purchases are related to the ease in purchasing a product, while Ahmad (2011) said that impulse buying occurs because of the coming of strong motivation that turns into the desire to buy a certain commodity. Allan Dwi Isnara (2013) stated in the Shopping Cart articles in Media Indonesia (2011) that people who shop in a bad emotional state tend to buy in an impulsive and buy goods to entertain themselves (journal of Psychology and Marketing).

Conclusion

From the theoretical review and the results of previous research, it can be concluded that brand personality, promotion and servicescape have a significant influence on shopping emotion and impulse buying on consumers of Wardah products that purchase at Roxy in Banyuwangi

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