

# THE EFFECT OF MONEY AVAILABILITY, TIME AVAILABILITY AND PROMOTION OF IMPULSE PURCHASE BEHAVIOR OF CHOCOLATE SNACK PRODUCTS THROUGH POSITIVE EMOTIONS

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**Abstract:** This study examines and analyzes the influence of money available, time availability, and the promotion of impulse purchases through positive emotions as a mediating variable on chocolate snack products. This research is quantitative research conducted in Hypermart Malang Town Square (Matos), Giant Hypermarket Malang Olympic Garden (MOG), Giant Ekstra Sawojajar, and Giant Ekstra Kebonagung. The population studied were consumers who bought chocolate snack products on impulse purchases. The sample used 190 respondents. Data collection techniques using questionnaires, interviews, and literature review. Data analysis techniques in this research use validity test, reliable test, linear test, diagram test, PLS, and hypothesis test on the variable of money availability, time availability, promotion, impulse purchase, and positive emotion on chocolate snack product. This study indicates that the variable availability of money can impact positive emotional variables. The varying availability of money can not impact impulse buying variables. The time availability variable does not affect the positive emotional variables, meanwhile, the time availability variable impacts the impulse buying variable. Furthermore, promotional variables affect positive emotional variables as well as impulse buying variables. However, the positive emotional variable has no impact on the impulse buying variable. The positive emotional variable proved the relationship between money and promotional variables' variable availability in the mediation test. In contrast, the variable availability of time is not a provable positive emotional variable as a liaison influence the variable of time availability with impulse buying.

**Keywords:** Money Availability, Time Availability, Promotion, Positive Emotions, Impulse Buying

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Based on the Nielsen Global Survey survey in Q1 2014, chocolate ranks first for the most consumed snacks, followed by chips, cookies, and bread. Meanwhile,

chocolate is in fourth place in Indonesia after potato chips, biscuits, savory, and sweet biscuits. Indonesia is the third-largest cocoa-producing country after Ivory Coast and Ghana. However, consumption is still low, where the level of chocolate consumption in Indonesia in 2012 averaged 0.2 kg/capita/year and increased 250 percent in 2014 to 0.5. kg / capita / year, and it is expected that the end of 2015 (chocolate consumption) will be 0.6 kg / capita / year. This figure is much lower than in other Asian countries, such as Singapore and Malaysia, which have reached 1 kg/capita/year. Meanwhile, in European countries, cocoa consumption has reached more than 8 kg/capita/year.

The low consumption of chocolate is because Indonesians consider chocolate an expensive snack, only given to special moments such as Valentine's or birthday gifts, and negative consumer perceptions of chocolate connected with chocolate consumption and health. The myth develops that chocolate can increase bad cholesterol, contains high caffeine, causes hyperactivity, should not be consumed by diabetic people. It causes tooth decay, makes you fat, stressed, has no nutritional value, and causes acne. Even though the myth is not valid, chocolate has flavonoid compounds that increase blood flow and lower cholesterol to be good for the heart. The sales of chocolate products still support modern markets, including mini-markets, supermarkets, and hypermarkets, wherein in 2015, its contribution reached 69.1 percent compared to General Trade (conventional market). That is reasonable due to the effect of chocolate's price, which is relatively more expensive than the average snack and requires special handling from distribution to store storage.

Consumer behavior is an exciting topic for marketers, where for various reasons, someone wants to make an exchange (Engel et al., 2006; Kotler and Keller, 2009). The main problem when researchers investigate businesses is explaining why someone is willing to give up something they own to receive something else in return (Kotler and Keller, 2009). Many factors can influence consumer purchasing decisions (Engel et al., 2006). These factors include shop promotion, store atmosphere and cleanliness, service level, price, and overall shop/

outlet experience. Consumer behavior will differentiate consumers in determining purchasing decision-making. Cobb and Hoyer (1986), in their research, distinguish three types of consumer purchases. The three types of assets are planned purchase, partial purchase, and impulse buying (Cobb and Hoyer 1986; Engel et al., 2006).

Impulse buying or unplanned purchase is the person's behavior where the person does not plan to shop. Impulse buying is the tendency of consumers to spontaneously, reflexively, suddenly, and according to mood (Rook and Fisher, 1995). Impulse buying is a challenge for market researchers because it is complicated. Hausman (2000) states that impulse buying is a complex and varied phenomenon that accounts for the large volume of products sold every year. Consumer researchers have identified the different factors that drive impulse purchases in various developed countries (Bayley and Nancarrow, 1998). In developing countries, there is a need to study impulse buying due to retail developments and the significant cultural differences compared to developed countries (Kacen and Lee, 2002). The dramatic increase in personal disposable income, lifestyle, and credit availability has made impulse buying widespread across different retail formats. Creating an attractive physical shopping environment and in-store stimuli is essential for increasing sales through unplanned purchases (Muruganantham and Bhakat, 2013).

Unplanned purchases are purchases made without prior planning, where consumers do not determine the specific product category and brand they buy (Cobb and Hoyer, 1986). That is attractive to producers, retailers, or marketers because it is the largest market share in modern markets and occupies an important position, mostly because it can increase sales (Hatane, 2006). For example, 50 percent of shoppers in shopping malls buy impulsively; in America, the US \$ 4.2 billion in annual sales occurs through impulse buying (Kacen et al., 2012). Impulsive shopping behavior also occurs in Indonesia. The Frontier Consulting Group's research results show that the purchase process by impulse buying or unplanned purchases in Indonesia is relatively high. Compared to consumers in America, our

consumers have an impulsive buying process around 15% to 20% higher (<http://www.marketing.co.id/>). Quoted from AntaraNews.com, based on AC Nielsen's research from December 2010 to January 2011, it is stated that, currently, shoppers in Indonesia are becoming increasingly impulsive. The number of people who did not plan before spending doubled from 2003. Twenty-one percent of shoppers said they never made a shopping plan, much higher than the 2003 figure of 11 percent, and in this year's study, 39 percent of even those who make shopping lists admit that they always buy items outside the list when shopping. Higher than the figure for 2003, which was only 13 percent. Such as the availability of money and time (Beatty and Ferrell, 1998; Pattipeilohy et al., 2013; Foroughi et al., 2012).

The availability of money and time has a crucial role as a facilitator that can increase consumer purchasing power, which influences the time to think of buyers while in the store (Beatty and Ferrell, 1998), which is a temporary environment that can form a context in consumer activity, which occurs. At a specific place and time. The availability of money and time is also inseparable from the resources owned by consumers or better known as resource expenditure (Babin and Darden, 1995). It is used to estimate spending time, sources of expenditure, and social interactions estimate two behaviors related to money and actual time spent shopping (Hatane, 2006).

Promotion affects impulse buying behavior while shopping (Karbasivar and Yarahmadi, 2011), the results of this study are reinforced by Mehta and Chugan (2013). They found a significant relationship between buying impulses and promotions. Tendai and Crispin (2009) found that factors economic in nature Coupons and vouchers, Store displays, Advertisements and promotions, Behavior of shop staff, and price are more influential on impulse buying than the aspects of atmosphere, music, and aroma.

Emotion is a complex (positive and negative) assessment reaction from a person's nervous system to stimuli from outside or within (Sarwono, 2012). Many concepts of emotions exist and can be differentiated into the influence of positive and nega-

tive emotions (Laros and Steenkamp, 2005). Positive consumer emotions are related to the urge to buy impulsively (Beatty and Ferrell, 1998; Park, et al., 2006; Amiri, et al., 2012; Pattipeilohy, et al., 2013).

Research on positive emotions associated with impulse purchases was conducted by Park et al. (2006), Amiri et al. (2012), Pattipeilohy et al. (2013), who found evidence that consumers who experience positive emotions while shopping can lead to impulse purchases. The results showed that consumers who feel happy and feel satisfied would impulsively buy more products while shopping. Given the magnitude of the influence of impulse purchases on total sales, marketers need to identify the factors that cause them to formulate the right marketing strategy (Hausman, 2000), an exciting field to research. Consumer behavior for impulse buying is driven by situational factors, such as money and time (Beatty and Ferrell, 1998; Pattipeilohy et al., 2013; Foroughi et al., 2012).

Based on the phenomenon of impulse buying behavior from several previous studies, there are several research results or gaps. This study aims to determine the effect of money availability, time, promotion on impulse buying behavior with positive emotions as a mediating variable.

Starting from the description that has been described above, both theoretically and empirically, new questions arise, whether the availability of money, the availability of time, promotion, and positive emotions that act as mediation can influence Impulse Buying behavior?

## **LITERATURE REVIEW**

### **Money Availability, Time Availability, Promotion**

Consumers' decisions regarding products and brands are strongly influenced by economic resources, namely the availability of money, because it determines consumer behavior (Engel et al., 1995). The availability of money is a situational variable and is an essential facilitator in the impulse buying process (Beatty and Ferrell, 1998). Where these situational factors can increase or decrease the tendency of consumers to enjoy impulse consumption (Dholakia, 2000), money is an essential element in

our daily lives. - days, which motivate and influence a person in making purchasing decisions (Dongjin et al., 2009). The availability of money is a facilitator in the impulse purchasing process (Beatty and Ferrell, 1998). It can increase the purchasing power of individuals so that individuals do not have a lot of money, and they will avoid the shopping environment altogether (Foroughi et al., 2012). The availability of money owned by consumers has a direct positive effect on impulse purchases and tends to influence one's mood at the same time, and can be defined as the number of extra funds or funds that individuals feel about spending at that time or day (Beatty and Ferrell, 1998).

Time availability refers to the amount of time that is available when making judgments about purchasing decisions. Time availability is a consumer's perception of the time it takes to perform a shopping task compared to the actual time available to complete the task (Park et al., 2006; Pattipeilohy et al., 2013). Availability of time when shopping also affects the time spent by consumers searching for products in the store to encourage impulse purchases (Beatty and Ferrell, 1998). Furthermore, the availability of time that consumers feel when shopping is one of the situational factors influencing impulse buying behavior (Virvilaite et al., 2009).

Promotion is a way of changing consumer attitudes to become profitable for company products (Khan, 2006). Meanwhile, Kotler and Keller (2009) suggest that promotion is a variety of ways to inform, persuade, and remind consumers directly or indirectly about a product or brand being sold. Promotion is also a determining factor for the success of a marketing program. How good is the product's quality delivered? If consumers have never heard of or are sure about the product, they will not buy it (Kotler and Keller 2009). Sales promotion is defined as a marketing event focused on actions whose goal is to directly impact a company's customers (Peter and Olson, 2010). Based on the findings of Some of the researchers above, the hypothesis can be formulated as follows:

H1: Money availability has a direct effect on positive emotions in chocolate snack products

H2: Money availability has a direct effect on im-

pulse buying behavior in chocolate snack products

H3: Time availability has a direct effect on positive emotions in chocolate snack products

H4: Time availability has a direct effect on impulse buying behavior on chocolate snack products

H5: Promotion has a direct effect on positive emotions in chocolate snack products

H6: Promotion has a direct effect on impulse buying behavior in chocolate snack products

### Positive Emotions as Mediation

Emotions that include the influence (affect) of external stimuli are important in consumer purchasing decisions (Park et al., 2006). Emotion is a relatively uncontrollable feeling that affects a person's behavior (Bagozzi et al., 2000). Positive emotions can be created through consumer responses to the store environment (Park et al., 2006). Consumers in a positive emotional state tend to reduce the complexity of decisions and make purchasing decisions shorter (Park et al., 2006). Based on the findings of Some of the researchers above, the hypothesis can be formulated as follows:

H7: Positive emotions have a direct effect on impulse buying behavior on chocolate snack products

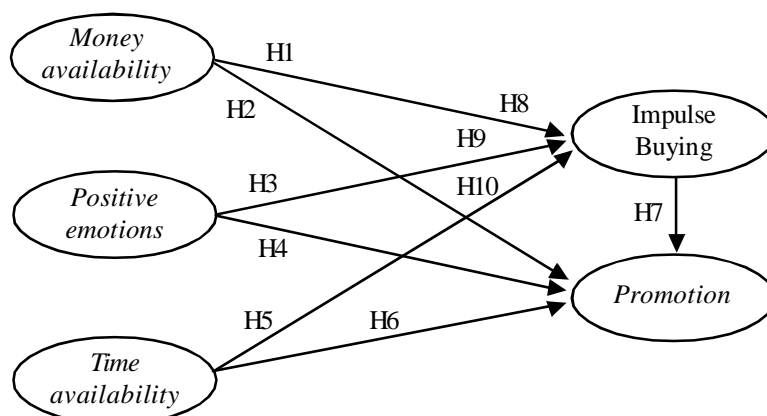
H8: Positive emotions mediate the effect of the willingness of money on impulse buying of chocolate snack products

H9: Positive emotions mediate the effect of time availability on impulse buying of chocolate snack products

H10: Positive emotions mediate the effect of promotion on impulse buying of chocolate snack products

### METHOD

This study uses a quantitative approach - explanatory research, which explains and tests the relationship or influence of a variable with other variables (Creswell, 2015). The population in this study are consumers who have done shopping (shopping trips) and have purchased chocolate products at Hypermart Malang Town Square (Matos), Giant Extra Malang Olympic Garden (MOG), Giant Ex-



**Figure 1. Research Model**

tra Sawojajar, and Giant Extra Kebonagung. The sampling technique used is the Roscoe formula. The research will carry out multivariate analysis (correlation or regression), so the sample members are at least ten times the number of variables studied. If the variable under study is considered insufficient, it can be multiplied by using dimensions. Then the sample taken was 190 respondents data collection using questionnaires, interviews, and literature review. The operational definition of the money availability variable can be measured by buying planned goods, having an adequate budget, and having an extra budget (Park et al., 2006; Pattipeilohy et al., 2013). The time availability variable can be measured by having enough time, not being rushed, having no pressure (Park et al., 2006; Pattipeilohy et al., 2013). Promotion variables are measured by Free Products, Discounts, Sweepstakes, Prizes (Karbasivar and Yarahmadi, 2011; Peter and Olson, 2010). At the same time, the Positive Emotions variable is measured by pleasure, new experiences, enthusiasm, comfort (Park et al., 2006). and the impulse Buying variable is measured by changing mood, excitement, feeling sorry, difficulty controlling, buying more (Mehta and Chugan, 2013). Analysis tools using excel software and smartPLS 3.

## RESULTS

### Validity and Reliability

The results showed that the variables of money availability, time availability, promotion, positive emo-

tions, and impulse buying with  $N = 190$  had a value greater than the  $r$ -table 0.296. So it can be said to be valid. The reliability study results of the variables of money availability, time availability, promotion, positive emotions, and impulse buying showed a value above 0.6 so that each variable could be reliable.

### Path Analysis and Hypothesis Testing

The results of the path analysis will be used to see the influence between variables by looking at the level of significance between variables and the relationship between variables.

Based on Table 1, it is known that directly the availability of money has not increased Impulse Buying. The availability of time has not been able to increase positive emotions. At the same time, the Availability of Money to Positive Emotions can enhance each other. And the availability of time can also increase Positive Emotions. Promotion can increase Positive Emotions and Impulse Buying. The role of positive emotions indirectly has a partial mediation role.

## DISCUSSION

### Money Availability, Positive Emotions, Impulse Buying

Based on the research conducted, it is known that the availability of money influences positive emotions. That means that the variable value of financial availability through its three indicators,

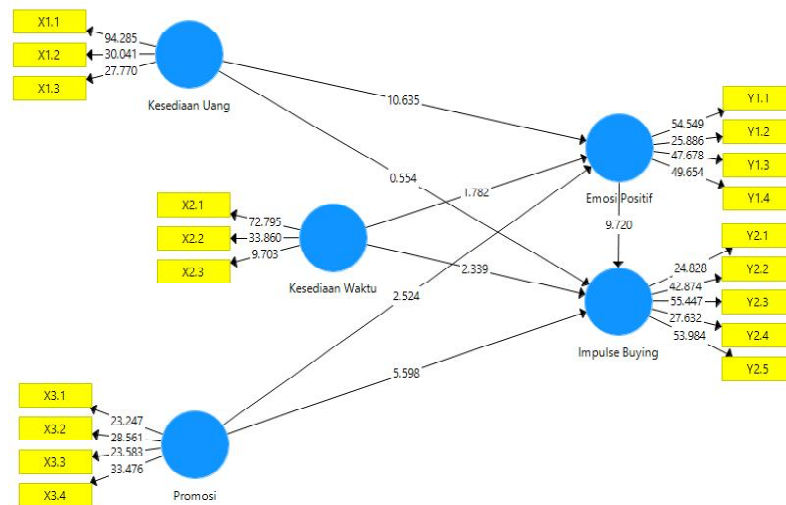


Figure 2. Model construct

Table 1. Variable Relationship Results

Path	Variable Relationship	T-statistics	T-table	Result
<b>Direct</b>				
1	Money availability > Positive emotions	10,635	1,96	Significant
2	Money availability > Impulse Buying	0,554	1,96	Not significant
3	Time availability > Positive emotions	1,782	1,96	Not significant
4	Time availability > Impulse Buying	2,339	1,96	Significant
5	Promotion > Positive emotions	2,524	1,96	Significant
6	Promotion > Impulse Buying	5,598	1,96	Significant
7	Emosi Positif > Impulse Buying	9,720	1,96	Significant
<b>Indirect</b>				
8	Money availability > Positive emotions > Impulse Buying	7,753	1,96	Full Mediation
9	Time availability > Positive emotions > Impulse Buying	1,876	1,96	No Mediation
10	Promotion > Positive emotions > Impulse Buying	2,458	1,96	Partial Mediation

namely purchasing ability, budget, and extra funds, also impacts positive emotions that can be seen in the sense of pleasure, satisfaction, enthusiasm, and pride. Also, based on the interpretation of the data, the results show that the indicator value contained in the money availability variable. Namely, extra funds have the lowest significant value related to their correlation with positive emotions in impulse buying for chocolate snack products than the other two indicators of funding capacity and budget. It

shows that the extra funds have not been maximized for impulse buying a chocolate snack with positive, positive emotions where consumers feel able to purchase the goods that I have planned to buy at this time (purchasing ability). Consumers think they have enough budget to shop now (budget), and consumers feel they have more money to shop now (extra funds). Contrary to the availability of other money, one of which is the purchasing ability, which has the highest significant value related to its corre-

lation to positive emotions in impulse buying of chocolate snack products. That shows that the availability of money, where the ability to buy, appeals to positive emotions in impulse buying of chocolate snack products.

Pattipeilohy et al. (2013) suggest that the availability of money and time that consumers feel about spending does not directly influence impulse buying behavior. Still, positive emotional mediators affect impulse buying. That is reinforced by the results of research conducted by Beatty and Ferrell (1998); Foroughi et al. (2012) stated that consumers who feel that they have the availability of money when making shopping visits increasingly influence or increase the positive emotions of these consumers in determining the products they will buy. The availability of money requires a consumer to determine the positive emotions given to a sales product is a natural thing. A consumer who has a lot of money will feel that he has many choices in determining a product to buy. And if consumers only have a little money, consumers will buy a product solely as needed.

Money availability has not been able to increase Impulse Buying. That shows that the availability of funds will give consumers the freedom to make purchasing decisions, like the research results by Beatty and Ferrel (1998), which states a significant relationship between the availability of funds and impulse buying. In the end, this situation will make it easier for consumers to decide to purchase with little consideration. Consumers can make shopping trips in every aisle in the Hypermarket without considering the price of the offered products. Likewise, what happened to the hall of chocolate snack products in the Hypermarket in Malang. The Hypermarket offers various chocolate snack products with different shapes, types, flavors, and varying prices. It all depends on the choices and abilities of consumers themselves. When consumers who have great attention to a chocolate snack product but cannot make a purchase, the purchase decision does not occur. However, for consumers who have the availability of funds and perceive that these consumers can make purchases and want the product, purchasing decisions can occur. Human wants are

unlimited, and when accompanied by the availability of funds, the consumer can make whatever assets he wants. This behavior can ultimately lead to unplanned purchases. Consumers on a shopping trip at a hypermarket in Malang are offered various chocolate snack products based on each consumer's abilities. Unexpected purchase decisions for fashion products due to shape, taste, type, and price are unplanned purchases. Due to the perception of these funds' availability, consumers who are doing hypermarket shopping in Malang tend to make purchases not. So it can be concluded that consumers who have certain available funds tend to make impulse buying.

One of the insignificant relationship factors can be caused by the promotion variable. It is confirmed by the questionnaire data, which shows that 58% of respondents purchased due to a promotion. Situational factors, whether consumers have large or small available funds, do not, in fact, affect a consumer to make impulse purchases on chocolate snack products. Consumers tend to wait for a promotion to decide to make a purchase. It can be explained that consumer behavior, such as impulse buying, is planned impulse buying (Han et al., 1991). Based on the explanation above and the facts from the questionnaire data, it can be seen that consumers who have the availability of funds in the city of Malang do not easily decide to make an unplanned purchase if they find a chocolate snack product, but also consider whether there is a promotion or not. If consumers predict that there will be a promotion on a product, the consumer will temporarily delay. Apart from the promotion factor, the insignificance can be caused by the type of product where the chocolate snack products for most Indonesians are still considered not relevant for their daily needs. And that consumers will buy chocolate snacks only at partial moments such as Valentine's, as gifts, parcels, and so on.

The results of this study support the findings of Maymand and Ahmadinejab (2011); Pattipeilohy et al. (2013), which states that the availability of money that consumers feel when shopping does not affect consumer impulse buying behavior or will not be impulsive when shopping, even though they think

there is money available. However, the results of this study indicate that the availability of money affects indirectly through the mediator of the urge to buy hedonic consumption tendencies and positive emotions, or in other words, the availability of money that consumers perceive indirectly makes them buy impulsively when consumers get new experiences and feel happy, satisfied, enthusiastic and proud when buying chocolate snacks at Hypermarket.

### **Time Availability, Positive Emotions, Impulse Buying**

Based on the research conducted, it is known that the availability of money has not been able to increase positive emotions. That means that the variable availability of funds will give consumers the freedom to make purchasing decisions. As the research results by Beatty and Ferrel (1998), the availability of time when shopping also affects the time spent by consumers searching for products in the store to encourage impulse purchases and the time spent in the store (Peter and Olson, 2010). the availability of time perceived by consumers will affect purchase decisions to buy unplanned products (Park et al., 1989). The availability of time that consumers feel affects or increases positive emotions when the consumer is searching for the shop (Beatty and Ferrell, 1998). Subsequent findings reported that the time availability perceived by consumers affects the positive emotions of consumers (Foroughi et al., 2012; Pattipeilohy et al., 2013).

There is no significant relationship between the availability of time and positive emotions because of the availability of money. When consumers have sufficient time to do shopping, it does not necessarily make emotions positive because when consumers feel they have little money, consumers cannot buy chocolate snack products. It can be seen from the purchasing ability indicator, where most of the respondents stated that they could buy products that have been planned. Apart from the availability of money, the promotion also plays an essential role in increasing consumers' positive emotions. When consumers get 94 promotions in free products, discounts, sweepstakes, or prizes, consumers feel

happy and satisfied because they think they get more value from the transaction.

Consumers with the perception of having time availability do not necessarily have positive emotions. This study found that the availability of funds and promotions more influenced consumers' positive emotions. With the condition of the availability of funds (purchasing power, sufficient budget, and extra funds) and promotions in the form of free products, discounts, sweepstakes and prizes can increase positive emotions for consumers.

This study can conclude that time availability can also influence impulse purchases of chocolate snack products from consumers. It means that the value of the time availability variable through its three indicators, namely shopping time, is not being rushed. Also, time pressure impacts impulse buying as seen from changing moods, being happy, having difficulty controlling, and buying more. In theory, the time availability by consumers can affect the purchase of an existing product. If there is no time, consumers will not buy a product that is being sold because, according to them, time is too short if it is only used to buy a product that is being sold. Consumers will decide to buy a product if there is a lot of time available to them.

This is confirmed by (Beatty and Smith, 1987). Furthermore, the findings of Virvilaite et al. (2009). Consumers with sufficient or available time tend to make impulsive purchases. Park et al. (1989) also reported that consumers who feel that no time pressure is felt when shopping will cause these consumers to process information in the store correctly. Availability of time can affect the impulse buying of chocolate snack products. Thus, consumers who have time availability will tend to behave impulsively. This is because the availability of time will allow consumers to go on shopping trips to see products outside those that have been planned to be purchased. Therefore, the role of time availability (shopping time, not being rushed, and time pressure) correlates with impulse buying for chocolate snack products. Thus, consumers who have time availability will tend to behave impulsively. That is because the availability of time will allow consumers



to go on shopping trips to see products outside those that have been planned to be purchased.

### **Promotion, Positive Emotions, Impulse Buying**

Promotional activities have a direct effect on positive emotions in chocolate snack products. It means that the value of the promotional variable through its four indicators, namely free products, discounts, sweepstakes, and prizes, also impacts positive emotions, which can be seen in the sense of joy, satisfaction, enthusiasm, and pride. In theory, the availability of promotions on one's positive emotions in buying chocolate snack products is influential because attractive promotions can bind consumers' hearts and make consumers interested and taste for wanting to buy a product that is being promoted. A promotional activity affects consumers' positive emotions to buy. The more attractive the promotion is, the more consumers want to buy a product.

That is confirmed by research conducted by Peter and Olson (2010). The results of his research say that one of the goals of promotion is to position the brand in the minds of consumers. In this case, the promotion is designed to maintain or change affection (affect), cognition (cognition), and consumer behavior (consumer behavior). Therefore, the role of promotion (free products, discounts, sweepstakes, and prizes) correlates with positive emotions in impulse buying chocolate snack products. Thus, consumers who get promotions, whether free products, discounts, sweepstakes, or prizes, will tend to have positive emotions. Therefore, the role of promotion (free products, discounts, sweepstakes, and prizes) correlates with positive emotions in impulse buying chocolate snack products. Thus, consumers who get promotions, whether free products, discounts, sweepstakes, or prizes, will have positive emotions.

The promotion has a direct effect on impulse buying behavior on chocolate snack products. That means that the value of the promotional variable through its four indicators, namely free products, discounts, sweepstakes, and prizes, also impacts impulse buying, which is seen from changing moods, joy, difficulty controlling, and buying more. In theory, promotion is an activity carried out to attract the

attention of potential customers. With the promotion, consumers will be interested in buying if the promotional activities are carried out to contain a lot of beneficial to potential consumers. Profitable, in this case, is a discount or discount given or a tempting bonus if you make a purchase transaction. The existence of promotional activities can affect impulse purchases because the decision to buy a product in connection with the product and brand is influenced by the promotion carried out by the seller.

It is reinforced by research conducted by Tendai and Crispen (2009). Their study found that economic actors such as Coupons and vouchers, Store displays, Advertisements and promotions, Behavior of shop staff, and price are more influential on impulse buying than atmospheric factors, music, and aroma. Similar results were found by Karbasivar and Yarahmadi (2011). This study proved a significant relationship between window displays, credit cards, promotional approaches (cash discounts, free products), and impulse buying behavior. Other research on the effect of promotion on impulse was carried out by Mehta and Chugan (2013). They found that promotional signage affected impulse buying (Iqbal, et al., 2014), which obtained evidence of a positive relationship between promotional approaches and impulsive buying behavior. Therefore, the role of promotion (free products, discounts, sweepstakes, and prizes) correlates with impulse buying of chocolate snack products. Thus, consumers who get promotions for chocolate products will tend to make impulse buyers.

### **Positive Emotions as Mediation**

Positive emotions directly influence impulse behavior in chocolate snack products. Through its four indicators, the value of the positive emotion variable, namely pleasure, feeling satisfaction, enthusiasm, and impact, also affects impulsive buying as seen from mood, joy, difficulty controlling, and buying more. In research, positive emotion is when a decision will determine the attitude in expressing yourself towards a product being sold. If it is attractive, consumers will buy the product, and if consumers are not interested in a product offered, consumers will be indifferent. It happens by research

conducted by (Beatty and Ferrell, 1998), who state that the emotional state of consumers is classified into two dimensions, namely positive emotions (positive emotions) and negative emotions (negative emotions). Laros and Steenkamp (2005) state that although different ways of measuring affection, positive and negative influence (affection) are often used as general dimensions of positive emotions.

Furthermore, forming a customer's positive emotions towards a product or store environment can increase customer motivation to make purchases that are not planned (Amiri, et al., 2012). Several previous studies have found results that explain positive emotions on impulse buying behavior, among which are the research findings of Park et al. (2006), which states that consumers in a positive emotional state influence impulsive purchases. The same determination is also obtained from the research of Pattipeilohy et al. (2013). Therefore, the role of positive emotions (pleasure, satisfying taste, enthusiasm, and pride) has the impulsive buying feature of chocolate products. Thus, consumers who have positive emotions when shopping tends to make purchases impulsively.

Positive emotions can mediate the relationship between the availability of money and impulse buying of chocolate snack products at Hypermart Malang City, which is supported by the direct correlation between the variable availability of money, positive emotions, and impulse buying. Between variables Time availability, positive emotions, and also impulse buying. Because the money availability variable cannot directly influence the impulse buying variable without going through the positive emotional mediator variable, the positive emotion variable is a total mediation variable. The availability of money can underlie a person to get more strength and encouragement in carrying out consumption activities. Engel et al. (1995). Consumer decisions regarding products and brands are strongly influenced by economic resources, namely, the availability of money because it determines consumer behavior. Unplanned purchase behavior is unplanned purchase behavior that makes sense when the behavior is related to objective evaluation and emotional choices when shopping (Park et al., 2006; Pattipeilohy et al., 2013); Foroughi et al., 2012).

Positive emotions cannot mediate the time availability relationship to impulse buying on chocolate snack products at Hypermart Malang City. It is supported by the direct correlation between time availability variables, positive emotions, and impulse buying. It is because the availability of time cannot increase the positive emotions of consumers in hypermarkets. After all, consumers are happier when they have money, and there are attractive promotions in hypermarkets for snack products. It is essential for hypermart to increase positive consumer emotions by holding attractive promotions.

Positive emotions can be created through consumer responses to the shop environment. The availability of money owned by consumers has a direct positive effect on impulse purchases and tends to affect one's mood at the same time, and can be defined as the number of funds or extra funds that individuals feel about spending at that time or day (Park et al., 2006; Peter and Olson, 2010; Beatty and Ferrell, 1998). In theory, the availability of promotions on one's positive emotions in buying chocolate snack products is influential because attractive promotions can bind consumers' hearts and make consumers interested and taste for wanting to buy a product that is being promoted. A promotional activity affects consumers' positive emotions to buy. The more attractive the promotion is, the more consumers want to buy a product.

Based on this explanation, it can be concluded that promotional activity directly affects positive emotions in chocolate snack products. It is reinforced by research conducted by Peter and Olson (2010). The results of his research say that one of the goals of promotion is to position the brand in the minds of consumers. In this case, the promotion is designed to maintain or change affection, cognition, and behavior—consumer (consumer behavior). Besides, in their research, the findings of Tendai and Crispen (2009) found that economic actors such as Coupons and vouchers, Store displays, Advertisements and promotions, Behavior of shop staff, and price are more influential on impulse buying than the atmosphere, music and aroma factors. So that it can support this research, another case with the findings of Amiri et al. (2012) is also in line with this study, which states that the formation of a customer's

positive emotions towards a product or store environment can increase customer motivation to make unplanned purchases. Meanwhile, Laros and Steenkamp (2005) state that although there are different ways to measure affection, positive and negative influence (affection) is often used as a general dimension of emotion.

## CONCLUSIONS

Based on a study on the research analysis results and discussion of the effect of money availability, time availability, promotions, and positive consumer emotions on impulse buying behavior on chocolate snack products in hypermarkets in Malang, the following conclusions can be drawn. First, the availability of money has a positive and significant effect on positive consumer emotions. These results provide support for the first hypothesis. The greater the availability of consumer funds, the higher the positive emotions (positive affect) consumers appear. Second, the availability of money does not affect impulse buying behavior. This result does not support the second hypothesis. The amount of available consumer funds does not affect impulse buying behavior. Third, time availability does not have a positive and significant impact on positive consumer emotions. These results provide support for the third hypothesis. The more time available consumers will not cause higher positive emotions (positive affect) consumers appear. Fourth, time availability affects impulse buying behavior. This result does not support the fourth hypothesis. The amount of time available by consumers affects impulse buying behavior. Fifth, the promotion has a positive and significant effect on the positive emotions of consumers. These results provide support for the fifth hypothesis. The more attractive the hypermarket promotions, the higher the positive emotions (positive affect) the consumers will have. Sixth, the promotion affects impulse buying behavior. This result does not support the sixth hypothesis. Interestingly, the promotions in the Hypermarket will increasingly influence impulse buying behavior. Seventh, positive consumer emotions have a positive and significant effect on impulse buying behavior. These results provide sup-

port for the seventh hypothesis. The higher the positive emotions of consumers, the bigger the unplanned purchase behavior will be. Eighth, positive emotions mediate the availability of money on impulse buying, resulting in a positive and significant effect. Here positive emotions become full mediation because the availability of money cannot affect impulse buying without going through positive emotions. Ninth, positive emotions mediate the availability of time to impulse buying, resulting in no effect. Here positive emotions are not able to mediate the time availability for impulse buying. Tenth, positive emotions mediate the promotion of impulse buying, resulting in a positive and significant effect. Here positive emotions become partial mediation because promotion can affect impulse buying without going through positive emotions. That supports the tenth hypothesis.

## LIMITATIONS

The results of this study have limitations, have not been able to provide accurate results, and it is necessary to carry out further research with a wider scope for further research. Limitations in terms of the product category under study limit the researcher in exploring the maximum and depth of the characteristics of the research respondents. Freedom in extracting information from respondents is expected to provide a deeper explanation to understand the influence between these variables. Therefore, further research is needed so that impulse buying behavior can be more deeply understood. In addition, it is important to add new variables to consider so that the complexity of this topic can be explained.

## RECOMMENDATIONS

The results of this study provide knowledge that the availability and promotion factors are essential considerations for consumer purchasing decisions. This consumer behavior provides broad insights or opportunities for researchers to carry out further research.

The insignificant effect between the availability of funds and impulse buying behavior makes this causal relationship need to be studied more deeply. The high level of consumer involvement in consum-

ers who have the availability of money affects unplanned buying behavior. Based on this, it is important to identify consumer criteria that will be examined for further research. Certain consumer criteria are expected to generate new knowledge related to consumer involvement, availability of money, and impulse purchases.

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