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Sales Promotion and Impulse Buying: Investigating the Role of Hedonic Shopping Motivation in Miniso Consumers of Pasuruan

Abstract

This study examines the impact of sales promotions on impulse buying behavior, mediated by hedonic shopping motivation among Miniso consumers in Pasuruan City. Sales promotions aim to boost sales by offering consumer benefits. Using a descriptive quantitative approach, this study analyzes sales promotion as an independent variable, impulse buying as a dependent variable, and hedonic shopping motivation as a mediating variable. Data were collected from 100 respondents via questionnaires and supplemented with secondary sources from journals and literature. A purposive sampling method was applied, and data analysis included outer model, inner model, and hypothesis testing using bootstrapping. The findings confirm that sales promotion significantly influences impulse buying, with hedonic shopping motivation playing a key mediating role. These results suggest that companies can enhance impulse buying by leveraging sales promotions and targeting consumers' hedonic motivations.

Keywords: Miniso, sales promotion, hedonic shopping motivation, impulse buying

Abstrak

Penelitian ini meneliti dampak sales promotion terhadap impulse buying, yang dimediasi oleh hedonic shopping motivation di antara konsumen Miniso di Kota Pasuruan. Sales promotion bertujuan untuk meningkatkan penjualan dengan menawarkan manfaat bagi konsumen. Dengan menggunakan pendekatan kuantitatif deskriptif, penelitian ini menganalisis sales promotion sebagai variabel independen, impulse buying sebagai variabel dependen, dan hedonic shopping motivation sebagai variabel mediasi. Data dikumpulkan dari 100 responden melalui kuesioner dan dilengkapi dengan sumber sekunder dari jurnal dan literatur. Metode purposive sampling diterapkan, dan analisis data mencakup pengujian outer model, inner model, serta pengujian hipotesis menggunakan bootstrapping. Temuan penelitian ini mengonfirmasi bahwa sales promotion secara signifikan memengaruhi impulse buying, dengan hedonic shopping motivation memainkan peran mediasi yang penting. Hasil ini menunjukkan bahwa perusahaan dapat meningkatkan impulse buying dengan memanfaatkan sales promotion dan menargetkan hedonic shopping motivation konsumen.

Keywords: Miniso, sales promotion, hedonic shopping motivation, impulse buying

1. Introduction

The evolution of sales marketing worldwide continues to innovate in response to the increasing diversity of consumer interests and desires for various products and goods. Many companies constantly innovate and compete to meet these demands, both in terms of service and the products themselves, to ensure acceptance by the market, including retail companies. Retail companies operate by selling various products, whether goods or services, directly to end consumers for personal use rather than for business purposes

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(Utami, 2017:6). There are numerous examples of retail businesses in Indonesia, including supermarkets, department stores, minimarkets, and wholesalers.

The development of the retail industry in Indonesia began in 1998 and has expanded significantly in the following years. As the retail sector continues to grow, competition among retailers with similar concepts has also intensified. According to a report by Marketeers.com, over the past seven years, the retail businesses that have flourished in Indonesia follow a supermarket concept, offering a wide range of products, from household essentials and accessories appealing to millennials to beauty products. Some notable retailers following this concept include Usupso, Brunbrun, Daiso, and Miniso. Among these competitors, Miniso has emerged as one of the most successful foreign retailers in Indonesia over the past six years. Due to this intense competition, Miniso is required to be more proactive in enhancing customer service and implementing effective sales promotions to maintain its market position against competitors with similar business models.

One of the most effective marketing strategies for attracting consumers and increasing sales is sales promotion. Sales promotion is a marketing technique that provides additional incentives to consumers to encourage purchases within a specific period. The implementation of effective sales promotion strategies can influence consumer behavior, particularly in driving impulse buying. Moreover, a key factor that contributes to impulse buying is hedonic shopping motivation, which refers to shopping motivation driven by pleasure, emotional satisfaction, and an enjoyable shopping experience.

In the context of Miniso, sales promotion serves as a crucial strategy for capturing the attention of consumers prone to impulse buying. Consumers with hedonic shopping motivation are more susceptible to the influence of sales promotions, as they derive enjoyment from the shopping experience rather than being solely driven by functional needs. Therefore, this study aims to analyze the effect of sales promotion on impulse buying through hedonic shopping motivation as an intervening variable.

This study is expected to provide valuable contributions to retail companies, particularly Miniso, in designing more effective marketing strategies to enhance competitiveness and maintain consumer loyalty amidst the highly competitive retail industry in Indonesia. Additionally, this research offers academic contributions by expanding knowledge on the relationship between sales promotion, hedonic shopping motivation, and impulse buying. The findings can serve as a reference for future studies in the fields of marketing and consumer behavior.

2. Literature review

Impulsive buying

Impulsive buying refers to a spontaneous purchasing behavior that occurs without prior planning and is driven by strong emotional urges. This behavior is often triggered by various factors, both internal—such as individual emotions and psychological states—and external—such as the shopping environment, promotional strategies, and social influences. Research by Kalekar and Babar (2022) suggests that many individuals experience impulsive urges while shopping due to external stimuli, such as engaging advertisements and marketing strategies. Additionally, other studies have found that the

presence of others during shopping can increase the likelihood of impulsive buying, as individuals may feel social pressure or the need to conform (Wang et al., 2020). Store environmental factors, including lighting, background music, and product placement, also play a significant role in enhancing consumers' impulsive urges (Sindhu & Kloep, 2020). Furthermore, in the context of online shopping, factors such as flow experience, serendipity, and trust in the seller serve as key triggers for impulsive purchases (Bao & Yang, 2022).

The impact of impulsive buying can be both positive and negative. On the positive side, this behavior can provide momentary happiness and emotional satisfaction, particularly when individuals acquire products that capture their interest (Purwanto & Yanti, 2024). However, on the negative side, impulsive purchases often lead to post-purchase regret, especially if the items bought are unnecessary or exceed one's financial budget (Secapramana et al., 2021). The uncontrolled use of credit cards further exacerbates the negative effects of impulsive buying, as it facilitates purchasing without careful financial consideration (Secapramana et al., 2021). Therefore, it is crucial for individuals to develop self-regulation strategies, such as increasing self-awareness through mindfulness, limiting credit card usage, and utilizing technology-based reminders to prevent impulsive purchases (Dhandra, 2020). Additionally, consumer education plays a vital role in equipping individuals with the knowledge necessary to make more informed and rational purchasing decisions (Rehman et al., 2022).

Sales promotion

Sales promotion is a marketing strategy that aims to increase the appeal of a product in the short term by providing incentives to consumers to buy. Some common forms of sales promotion include price discounts, coupons, free samples, direct gifts, and loyalty programs. According to (Sinha & Verma, 2020), the effectiveness of sales promotion depends on the type of product being marketed, where hedonic benefits are more effective for food products, while utilitarian benefits are more influential on personal care products. Other studies also show that sales promotion can increase customer satisfaction and loyalty if designed with the right strategy (Urošević & Dukić, 2024). Consumers tend to be more responsive to price-based promotions such as discounts and product bonuses compared to other promotional strategies, especially in competitive retail markets (Nair et al., 2024).

Evaluating the effectiveness of sales promotion is also a challenge for companies, especially in determining whether the promotion actually increases sales or only causes a temporary shift in consumer purchasing patterns. Some metrics used to assess the success of sales promotion include sales volume, profit, return on investment (ROI), and customer satisfaction (Brar et al., 2022). In addition, in an e-commerce environment, changes in the depth of a promotion can have a direct impact on consumer purchase intentions, especially if the promotion is clearly visible to potential buyers (Hu et al., 2024). Another study also highlighted that sales promotion programs combined with cause-related marketing strategies can increase the appeal of a product, but its effectiveness is highly dependent on consumer awareness of the promotion (Schamp et al., 2023). Therefore, companies need to design sales promotion strategies that not only increase sales volume but also build long-term customer loyalty.

Hedonic shopping motivation

Hedonic shopping motivation refers to a person's emotional and psychological drive to shop that is oriented towards pleasure, exploration, and sensory experiences rather than utilitarian goals such as basic needs (Arnold & Reynolds, 2003). Their study identified six main factors in hedonic shopping motivation, namely adventure shopping, gratification shopping, role shopping, value shopping, social shopping, and idea shopping. This motivation has become an important factor in modern retail strategies, especially with the growing concept of experiential shopping that emphasizes a more enjoyable and interactive shopping experience (Horváth & Adiguzel, 2017). This study also found that hedonic shopping motivation is correlated with compulsive buying behavior or excessive impulsive shopping, especially in developing markets. In the context of online shopping, hedonic motivation is also found to play an important role with additional factors such as privacy and online shopping achievement, which give consumers the freedom to interact according to their preferences (To & Sung, 2014).

In addition, more recent studies have shown that hedonic shopping motivations are not limited to specific product categories, but also impact shopping in more utilitarian retail environments, such as supermarkets or grocery stores (Yim et al., 2014). This study suggests that hedonic shopping motivations can drive impulsive behavior and increase the duration of customers' visits to the store, which ultimately contributes to increased sales. Furthermore, other studies have found that cultural factors also moderate hedonic shopping motivations, with consumers from collectivist cultures more likely to be driven by social aspects and group roles, while consumers from individualist cultures are more motivated by pleasure and personal satisfaction (Evanschitzky et al., 2014). The implications of these findings are highly relevant for marketers and retailers in designing engaging shopping experiences, both physical and digital, to increase customer engagement and loyalty.

3. Research methods

This study employs a descriptive quantitative approach aimed at providing a systematic, factual, and accurate depiction of the relationships between the variables under investigation. The primary objective is to analyze the impact of sales promotion as an independent variable on impulse buying behavior as a dependent variable, with hedonic shopping motivation acting as a mediating variable. Primary data were collected through a questionnaire distributed to 100 respondents via Google Forms, complemented by interviews to gain deeper insights into consumer impulsive buying behavior. Secondary data were obtained from various sources, including scientific journals, previous studies, academic literature, and news articles relevant to the research topic. The population of this study consists of all Miniso consumers in Pasuruan City since the store's opening in December 2022. The sampling method employed is purposive sampling, with the primary criterion being respondents who have made at least one personal purchase at Miniso Pasuruan. A 5-point Likert scale was utilized to measure respondents' perceptions of the studied variables, allowing for the assessment of their level of agreement or disagreement with the statements presented in the questionnaire.

For data analysis, this study adopts the Partial Least Squares (PLS) method, utilizing SmartPLS version 4 software. This method was chosen due to its ability to

analyze causal relationships between latent variables within a structural model, even with a relatively small sample size. The data testing process comprises several stages, including outer model testing, inner model testing, and hypothesis testing. The outer model test is conducted to assess the validity and reliability of each indicator in the research variables, while the inner model test evaluates the relationships among latent variables within the structural model. Hypothesis testing is carried out using the bootstrapping technique to determine the significance of the relationships between variables. Furthermore, this study includes a mediation analysis to estimate the role of hedonic shopping motivation in mediating the relationship between sales promotion and impulse buying behavior. By employing this methodology, the study aims to generate valid and reliable findings that contribute to a deeper understanding of the factors influencing impulse buying behavior among Miniso consumers in Pasuruan City.

4. Results and Discussion

Respondent Characteristics

This study involved 100 respondents who had made purchases at Miniso in Pasuruan City for personal use. The purpose of collecting respondent data was to obtain a demographic picture of Miniso customers and to identify more specific and strategic target markets. Data analysis showed that the majority of respondents were female, with a total of 81 people, reflecting the dominance of female consumers in Miniso's consumption patterns. In addition, 75 respondents came from the Pasuruan area, indicating that the majority of customers were local residents. Furthermore, 35 respondents were students, indicating that the student and college student segments have an important role in Miniso's consumer base. In terms of income, 79 respondents had an income range of IDR 0 - IDR 3,000,000, indicating that the majority of customers came from low to middle income groups. These findings provide valuable insights into designing more effective marketing strategies, taking into account the demographic characteristics, income levels, and preferences of Miniso's main consumers in Pasuruan City.

Outer Model Analysis

The measurement model in this study employs a reflective model, in which the variables sales promotion, impulse buying, and hedonic shopping motivation are measured reflectively. According to Hair et al. (2021), the evaluation of a reflective measurement model is based on several criteria: loading factor > 0.70 , composite reliability > 0.70 , Cronbach's $\alpha > 0.70$, average variance extracted (AVE) > 0.50 , and discriminant validity assessment using the Fornell-Larcker criterion and the Heterotrait-Monotrait Ratio (HTMT), which should be below 0.90. The results of this study indicate that each indicator has an outer loading value greater than 0.70. However, Ghazali (2016) states that an outer loading value within the range of 0.50–0.60 can still be considered sufficient to meet the convergent validity requirement. Therefore, all indicators in this study are deemed valid. Regarding the discriminant validity test, the $\sqrt{\text{AVE}}$ values for all constructs exceed the correlation values between latent variables. Additionally, all constructs exhibit AVE values greater than 0.50, confirming that they meet the requirements for discriminant validity. For the reliability assessment, all variables in this study are

considered reliable based on composite reliability, with values exceeding 0.70. Moreover, Cronbach's alpha values above 0.70 and AVE values greater than 0.50 further reinforce that all constructs in this study satisfy the reliability criteria.

Analisis Inner Model

The inner model analysis in this study is evaluated based on several statistical measures, including the R-Square Adjusted, Q-Square, and Goodness of Fit (GoF) indices. The adjusted R-Square value for the Impulse Buying variable is 0.489, indicating that hedonic shopping motivation, as an intervening variable, explains 48.9% of the variance in impulse buying. This suggests that the model falls within the substantial (moderate) category. Additionally, the Q-Square value confirms that the research model is classified as strong, implying that 98% of the variance in impulse buying can be predicted by sales promotion and hedonic shopping motivation, while the remaining 2% is influenced by other variables not included in this study. Furthermore, the GoF value of 0.589 indicates that the structural model has a high predictive capability (GoF Large) (Ghozali & Latan, 2012), demonstrating its robustness in explaining empirical data. Based on the results of R-Square, Q-Square, and GoF, it can be concluded that the constructed model is robust and unbiased, thus allowing for hypothesis testing.

Analisis Inner Model

Hypothesis testing was conducted to examine the relationships among sales promotion, impulse buying, and hedonic shopping motivation. The first hypothesis (H1) examines the effect of sales promotion on impulse buying. The analysis results show that the path coefficient for this relationship is 0.351, with a t-statistic of 9.372 and a p-value of 0.002. Since the p-value is below 0.05, the first hypothesis is statistically significant, confirming that sales promotion positively influences impulse buying.

The second hypothesis (H2) evaluates the effect of sales promotion on hedonic shopping motivation. The findings indicate a positive path coefficient of 0.750, with a t-statistic of 12.872 and a p-value of 0.000, demonstrating statistical significance. Therefore, the second hypothesis is accepted, confirming that sales promotion significantly influences hedonic shopping motivation.

The third hypothesis (H3) investigates the effect of hedonic shopping motivation on impulse buying. The analysis reveals a positive path coefficient of 0.396, with a t-statistic of 3.077 and a p-value of 0.010, which is below the 0.05 threshold. Thus, the third hypothesis is supported, indicating that hedonic shopping motivation significantly influences impulse buying.

Lastly, the fourth hypothesis (H4) explores the mediating role of hedonic shopping motivation in the relationship between sales promotion and impulse buying. The bootstrapping results show a t-statistic of 2.729 and a p-value of 0.006, confirming that hedonic shopping motivation significantly mediates the relationship. This mediation is classified as partial mediation, as the direct effect coefficient of sales promotion on impulse buying is 0.649, whereas the indirect effect coefficient decreases to 0.351 but remains significant. These findings indicate that hedonic shopping motivation plays a crucial but not exclusive role in mediating the impact of sales promotion on impulse buying.

5. Discussion

5.1 The influence of sales promotion on impulse buying

Based on the data analysis, the first hypothesis is accepted. This finding suggests that sales promotions conducted by Miniso can stimulate consumers to make impulsive purchases, whether through in-store promotions, display promotions, or media promotions. This result aligns with the proposed hypothesis, which posits that the more attractive a promotion is, the higher the likelihood that consumers will be interested in purchasing the promoted products. These findings are consistent with previous studies conducted by Wahyuni & Setyawati (2020), Felita & Oktivera Elsie (2019), and Firdausy & Fernanda (2021), which demonstrated that sales promotions have a significant positive impact on impulse buying.

According to Utami (2017:318), sales promotion is a retailer's program aimed at encouraging purchases or increasing sales volume. Miniso frequently implements promotions with relatively short durations, such as monthly price discounts and bundling packages for specific products. Additionally, Miniso offers a loyalty membership program that rewards registered members with shopping points. The store layout (in-store display) is designed to be visually appealing, and store employees actively promote products to customers. This is evident from consumer responses, which indicate that product purchases were influenced by the store's product arrangement, effectively capturing their attention. This suggests that Miniso in Pasuruan has successfully utilized store layout to enhance its promotional efforts, attracting consumers' interest through well-organized product displays, price tags, and discount placements. The indicator measuring consumer purchases due to discount offers also received a positive evaluation, confirming that Miniso's sales promotions effectively attract customers. The bundling package promotion indicator was also rated favorably, demonstrating consumer interest in Miniso's bundling offers. Furthermore, consumer responses indicate that in-store promotions, such as direct offers from Miniso employees, play a crucial role in influencing purchasing decisions. The majority of respondents have a monthly income range of 0 - 1,500,000 IDR, predominantly female university students. Given that Miniso products are relatively expensive, students are particularly drawn to purchases due to promotional offers.

5.2 The influence of sales promotion on hedonic shopping motivation

The analysis of the presented data indicates that the second hypothesis is accepted and has a significant impact. This finding supports the hypothesis that emotions and feelings involved in purchasing a product can be influenced by external stimuli, such as sales promotions encountered through various media. Sales promotions influence hedonic shopping motivation, as they capture consumer attention and stimulate them to explore new products, stay updated with the latest trends, and discover high-value items.

This study confirms these effects through respondent responses. The indicator measuring purchases due to in-store promotions by Miniso employees received a favorable evaluation, highlighting the importance of direct promotions in driving sales. Additionally, the value motive indicator—"Miniso products have good value and are useful in daily life"—was rated positively, confirming that Miniso's marketed products are perceived as beneficial and essential. Another supporting indicator is the adventure motive, which received a high rating, suggesting that shopping at Miniso provides an enjoyable experience due to the store's ambiance and layout. This finding underscores Miniso's success in optimizing store arrangement, lighting, product displays, pricing strategies, and promotional discounts.

The study's respondents were predominantly students, who generally have more flexible schedules compared to full-time workers. This flexibility allows them to explore retail spaces more frequently. Hedonic shopping motivation is influenced by promotions, which interact with personal factors such as age and gender. In this study, sales promotions and perceived customer service attracted consumers aged 15 to 30 years, primarily female. This was supported by interview responses from Miniso Pasuruan customers, where two out of five respondents admitted to making spontaneous purchases due to newly displayed products, mood enhancement from shopping, and promotional discounts available at the time. Miniso frequently conducts sales promotions, including discounted prices on exclusive collaboration products. Such promotions encourage spontaneous or unplanned purchases.

5.3 The influence of hedonic shopping motivation on impulse buying

The findings confirm that the third hypothesis is accepted, supporting the premise that individuals with hedonic shopping motivation are more likely to engage in impulse buying. This study aligns with previous research by Pranggabayu & Lestari Andjarwati (2022), Hernita et al. (2022), Wahyuni & Setyawati (2020), and Kartawinata (2021), all of which demonstrated a significant positive relationship between hedonic shopping motivation and impulse buying. However, this study contradicts Nur Aulia (2021), who found that hedonic shopping motivation does not significantly influence impulse buying in a case study at Matahari Department Store. That study, which primarily involved student respondents, suggested that Matahari's fast-fashion products were too expensive for students, leading them to be more cautious about making impulsive purchases. In contrast, Miniso Pasuruan offers more affordable products, making them accessible to students, who form the majority of respondents in this study.

Hedonic shopping motivation is defined as the psychological drive behind shopping, driven by prestige, emotions, satisfaction, and other subjective feelings (Setiadi, 2009:96). These needs arise to fulfill social and aesthetic desires. Hedonic shopping motivation is measured through indicators such as adventure motive, idea motive, value motive, social motive, gratification motive, and role motive, which collectively contribute to impulsive buying behavior. Impulse buying occurs due to various factors, including shopping urges, positive emotions, time availability, financial capacity, shopping enjoyment, browsing behavior, and a tendency for impulsive purchases (Beatty & Ferrel, 1998).

5.4 The Mediating Role of Hedonic Shopping Motivation between Sales Promotion and Impulse Buying

The fourth hypothesis is accepted, confirming that sales promotions influence hedonic shopping motivation, which in turn plays a crucial role in enhancing impulse buying behavior. Hypothesis testing conducted using SmartPLS with the bootstrapping method supports the mediating role of hedonic shopping motivation (Z) in the relationship between sales promotion (X) and impulse buying (Y) among Miniso consumers in Pasuruan.

Respondents' answers support this conclusion. The adventure motive indicator received high ratings, indicating that Miniso's shopping experience provides an enjoyable atmosphere. The gratification motive indicator—"Shopping at Miniso is an alternative for stress relief"—was positively evaluated, suggesting that Miniso's store layout and ambiance contribute to consumer relaxation and stress reduction. The idea motive indicator, stating that "Miniso products follow current trends," was also rated highly, reflecting consumers' perception that Miniso products align with contemporary styles. The role motive indicator, which measures shopping's impact on mood enhancement, similarly received positive ratings.

Impulse buying indicators also received favorable evaluations. The statement "I want to make a purchase due to desire rather than necessity" suggests that personal impulses drive purchasing decisions at Miniso. The respondent characteristics in this study show that the majority were aged 15 to 30 years, predominantly female students with monthly incomes below 3 million IDR. This demographic insight highlights Miniso's ability to attract young consumers and reinforce their hedonic shopping motivations, ultimately leading to increased impulse buying behavior. The store's aesthetic product designs, exclusive collaborations, and promotional strategies have successfully captivated female customers, making Miniso a preferred shopping destination.

6. Conclusion

Referring to the research problem, objectives, and findings from the analysis and hypothesis testing presented in previous chapters, this study concludes that sales promotion plays a significant role in increasing impulse buying. The promotional strategies employed by Miniso—including direct interactions with store attendants, reward point offers during purchases, price discounts, and attractive store layouts—effectively stimulate impulsive purchasing behavior among consumers. These factors create psychological triggers that drive consumers to make unplanned purchases, reinforcing the impact of promotional activities on consumer decision-making.

Furthermore, individuals with a hedonistic shopping motivation are more easily influenced by sales promotions and tend to actively seek information about available products and offers. This motivation stems from the desire to derive pleasure and satisfaction from shopping, which is further intensified by the frequency of promotions conducted by Miniso. Consequently, the more frequent the promotional activities, the higher the likelihood that consumers with hedonic tendencies will be stimulated to engage in shopping.

Hedonic shopping motivation has also been proven to enhance impulse buying among Miniso consumers in Pasuruan City. The urge to make impulsive purchases is driven by the pleasure derived from shopping experiences, the need to relieve stress

through consumption activities, the curiosity to explore new products, and the desire to stay up-to-date with the latest trends. These emotional factors suggest that impulsive buying is not merely a reaction to promotions but also an expression of self-fulfillment and psychological gratification.

Moreover, hedonic shopping motivation significantly mediates the relationship between sales promotion and impulse buying. The promotional activities carried out by Miniso not only directly encourage impulsive purchasing behavior but also indirectly influence consumers through their moods and emotions. In other words, the more engaging and effective the promotions, the greater the likelihood that consumers will experience heightened hedonic motivation, ultimately reinforcing their tendency to make impulsive purchases. However, the mediation effect observed in this study is partial, indicating that other factors beyond hedonic motivation may also mediate the relationship between sales promotion and impulse buying.

7. Theoretical and Practical Implications

7.1 Theoretical implications

This study contributes to the development of consumer behavior theories, particularly in understanding the mechanisms linking sales promotion, hedonic shopping motivation, and impulse buying. The findings support the Stimulus-Organism-Response (S-O-R) theory, which explains that external factors such as sales promotion (stimulus) can influence consumers' psychological states (organism), ultimately leading to impulsive purchasing behavior (response).

Furthermore, this research reinforces the role of hedonic shopping motivation as a mediating variable in the relationship between sales promotion and impulse buying. This aligns with the hedonic consumption theory, which posits that emotional experiences and pleasure in shopping can influence purchasing decisions. Thus, this study not only confirms previous findings but also highlights that the effect of sales promotion on impulse buying is not direct but mediated through consumers' emotional and psychological responses.

Additionally, the results indicate that the mediation effect is partial, suggesting that other factors may moderate or mediate the relationship between sales promotion and impulse buying. This opens avenues for future research to explore variables such as self-control, situational factors, or brand attachment to provide a more comprehensive explanation of impulse buying behavior.

7.2 Practical implications

From a practical perspective, the findings of this study have significant implications for marketing strategies, particularly in the retail industry, such as Miniso. First, the study demonstrates that effective sales promotions—including discounts, reward programs, interactions with store staff, and visually appealing store layouts—can enhance impulse buying. Therefore, retail management should optimize promotional strategies by not only offering discounts but also creating a more engaging and visually attractive shopping experience.

Second, since hedonic shopping motivation plays a crucial role in increasing impulse buying, retail companies should target consumers with strategies that evoke positive emotional experiences. For instance, creating a comfortable store atmosphere,

playing engaging background music, and offering innovative and trend-driven products can significantly enhance consumer engagement.

Third, companies can develop personalized marketing strategies, such as utilizing customer data to provide product recommendations or exclusive offers tailored to individual shopping preferences. This approach can enhance the effectiveness of promotions in stimulating impulsive purchasing behavior.

Lastly, given that the mediating effect of hedonic shopping motivation is partial, companies should consider additional factors that can strengthen the relationship between sales promotion and impulse buying. Elements such as limited-time offers, influencer marketing, or social media-based marketing strategies can be leveraged to further drive impulsive purchasing decisions among consumers.

8. Limitations and Directions for Future Research

This study provides valuable insights into the relationship between sales promotion, hedonic shopping motivation, and impulse buying; however, several limitations should be acknowledged. First, the study focuses solely on Miniso consumers in Pasuruan, limiting the generalizability of the findings to other retail sectors, geographic locations, or consumer demographics. Future research should expand the sample size and explore different retail formats, such as luxury brands, e-commerce platforms, or department stores, to validate the findings in a broader context. Second, the research employs a cross-sectional design, capturing consumer behavior at a single point in time, which does not account for potential changes in consumer preferences, purchasing behavior, or market trends over time. Future studies should adopt a longitudinal approach to examine how the relationship between sales promotion, hedonic shopping motivation, and impulse buying evolves.

Additionally, this study relies on self-reported survey data, which may introduce social desirability bias or recall bias, as respondents might overstate or understate their impulsive buying behavior. Future research could incorporate observational methods, experimental studies, or neuromarketing techniques (e.g., eye-tracking or brain imaging) to gain a more objective understanding of consumer behavior. Moreover, while the study establishes hedonic shopping motivation as a mediating variable, it does not explore other potential moderators or mediators that may influence impulse buying behavior. Future research could investigate additional factors such as self-control, financial literacy, digital engagement, social influence, or brand attachment to provide a more comprehensive understanding of consumer decision-making. Furthermore, the study primarily examines brick-and-mortar retail stores, while e-commerce and social commerce have become increasingly dominant. Future research should explore how sales promotions in digital environments (e.g., flash sales, limited-time offers, influencer marketing) influence impulse buying behavior and whether hedonic shopping motivation operates differently in online versus physical retail settings.

Based on these limitations, several directions for future research are recommended. First, comparative studies should be conducted across different retail formats, such as physical stores, online shopping, and hybrid shopping experiences, to determine how sales promotion strategies influence impulse buying in various contexts. Second, exploring cultural and demographic differences—including generational cohorts, socioeconomic status, and regional shopping behaviors—could provide deeper insights into how sales promotion and hedonic shopping motivation vary across diverse consumer

segments. Third, adopting longitudinal or experimental research designs would enhance the understanding of causal relationships and help businesses develop sustainable strategies for influencing impulse buying behavior over time.

Furthermore, future research could examine the intersection of psychological traits and technological advancements in shaping impulse buying behavior. For example, studying the role of personality, cognitive biases, and AI-driven marketing strategies could offer new perspectives on how personalized promotions impact consumer decision-making. Lastly, as impulse buying can sometimes lead to financial distress, future studies should explore ethical marketing strategies that balance business objectives with consumer well-being, particularly in targeting young and financially vulnerable consumers. By addressing these limitations and expanding the scope of investigation, future research can strengthen both the theoretical and practical understanding of impulse buying behavior in evolving retail landscapes.

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