

# Mood Management as Mediator in Consumer Motivation and Impulsive Buying Relationship

Kirenius Conny Chapry Watang<sup>1</sup> and Miswanto<sup>2</sup>

<sup>1,2</sup> YKPN School of Business (STIE YKPN) Yogyakarta

[miswanto@stieykpn.ac.id](mailto:miswanto@stieykpn.ac.id)

## Abstract

*This study aims to test the relationship between consumer motivation and impulsive buying and the role of mood management as a mediator in the relationship between consumer motivation and impulsive buying. This study aims to determine the effect of hedonic motivation, cool motivation, socialization motivation on mood management and impulsive buying, especially for clothing products. Researchers used quantitative methods by collecting data through a questionnaire. The sample in this study were women who were at least 17 years old as many as 200 people. The finding of this research is that hedonic motivation, cool motivation, socialization motivation had a significant effect on mood management and impulsive buying. Hedonic motivation and socialization motivation have a significant effect on mood management, while cool motivation has no significant effect on mood management. Mood management has a significant effect on impulsive buying. Marketers need to study consumer motivation to increase sales through impulsive buying because consumer motivation and mood greatly influence purchasing decisions. Marketers need to pay attention to their marketing strategies to match the motivation of consumers who are the target market.*

*Keywords: impulsive buying, hedonic motivation, cool motivation, socialization motivation, mood management*

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JEL : M31

DOI : 10.24002/kinerja.v26i1.5543

Received : 02/04/2022

Reviewed: 02/25/2022

Final Version: 03/09/2022

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## 1. INTRODUCTION

Market demand for clothing is increasing day by day. This condition is marked by the clothing industry experiencing the highest production growth among other sectors throughout the first quarter of 2019 and according to data from the Central Statistics Agency, production in the clothing industry grew by 29.19% (kemenperin.go.id). With the increasing market demand, selling clothes is a promising business.

Although it is a business opportunity, it is important to study consumer behavior in deciding to buy a clothing product so that it can determine the right marketing strategy. Especially in encouraging unplanned purchases. Learning

about unplanned purchases is important for marketers because unplanned purchases can increase sales of a product (Wells, Parboteeah, and Valacich, 2011). This is supported by several previous studies which state that unplanned purchases have contributed greatly to the overall sales of a product (Jeffrey and Hodge, 2007; Sirhindi, 2010).

In deciding to consume clothing products, someone does so because of the influence of personal desires, social friends, family, and the environment. Consumer behavior is very diverse in the market, some make decisions with a lot of considerations, and some suddenly decide to consume a product. This behavior is a complex phenomenon that develops according to time, situation, individual demographic characteristics, personality traits, motivation, and environment (Gangai and Agrawal, 2016).

Consumer behavior is closely related to buyer motivation. Motivation can affect someone's feelings which then spur someone to take action to achieve certain goals. The motivation of the buyer affects the decision-making process. Motivation drives impulse buying, Impulsivity alone is not strong enough to trigger impulse buying (Iyer, Blut, Xiao, and Grewal, 2020).

In addition to the role of motivation itself, affective can encourage someone to make an impulse purchase. Verplanken and Herabadi (2001) explain that customers who engage in impulsive buying tend to show emotions at a point in time during the purchase i.e., before, during, or after the purchase. Iyer et al. (2020) in their research identified that a positive mood could mediate the occurrence of impulse buying. Impulse buying behavior is strongly associated with a positive mood so that impulsive buyers experience more positive moods such as pleasure and consequently spend more on products (Beatty and Ferrell, 1998).

Previous research has investigated the effect of positive mood on impulsive buying. Rook and Gardner (1993) stated that consumers are more conducive to buying impulsively when the mood is positive than when the mood is negative, however, impulsive buying can occur in these two situations. Beatty and Ferrell (1998) found that consumers' positive mood was related to the impulse to make an impulse purchase. Donovan, Rossiter, Marcoolyn, and Nesdale (1994) found a positive correlation between consumers' feelings of pleasure in shopping environments and impulse purchases.

The description above encourages researchers to want to examine the relationship between consumer motivation and impulsive buying mediated by mood. Researchers want to find out whether consumers with hedonic motivation, cool motivation, and socialization motivation will try to change their mood when they are stressed and bored. Researchers want to know whether consumers who have negative moods change their moods through shopping activities on clothing products, especially work clothes, party dresses, clothes for walks, and clothes for formal gatherings.

## **2. LITERATURE REVIEW**

### **2.1. Impulsive Buying**

Unplanned buying behavior or commonly referred to as impulsive buying is defined as a decision that is made spontaneously, consumers do not determine the brand of the product they buy (Bayley and Nancarrow, 1998). According to Ko (1993), impulsive buying is a buying behavior that is not planned, but the purchase makes sense when the behavior is related to objective evaluation and emotional

selection when shopping. Han, Morgan, Kotsiopulos, and Kang-Park (1991) classify four types of unplanned buying behavior that can be categorized as processes when consumers make purchasing decisions, namely pure impulse buying, reminder impulse buying, planned impulse buying, and fashion-oriented impulse buying.

## **2.2. Hedonic Motivation**

Hedonic motivation is purchase motivation based on one's emotional need to get pleasure. When consumers are looking for a particular product, consumers are also looking for fun and excitement during the buying process (Holbrook and Hirschman, 1982). Hedonism can also refer to the enjoyment that comes from the entire product buying process (Mort and Rose, 2004). Hausman (2000) defines hedonic as a search for products or services that involve emotions to seek pleasure.

## **2.3. Cool Motivation**

In marketing, the term 'cool' is often used to describe something related to young consumers (O'Donnell and Wardlow, 2000). Currently, the concept of "cool" has been practiced by young consumers who identify this concept with six characteristics, namely stylish, innovative, original, authentic, desirable, and unique (Bird and Tapp, 2008). 'Cool' is considered as a feeling of happiness when people have something that can fulfill their sense of accomplishment, relation, identity, and sensation (Musadik and Azmi, 2017). Runyan, Noh, and Mosier (2013) define the Cool concept as attractive, eye-catching, neat, sophisticated, unique, and fashionable.

## **2.4. Socialization Motivation**

Shopping can offer a way to socialize because social motives for shopping are also considered important (Solomon, 2010). Several studies have highlighted the desire of buyers to interact socially with others (Reynolds and Beatty, 1999). Social shopping, in the traditional sense, involves going shopping with family and friends. The phenomenon of the buyer's desire for social interaction with friends who have the same interests and affiliation with peer groups was originally proposed by Tauber (1972). Nearly a decade later Reynolds and Beatty (1999) also emphasized the social needs of shoppers in the shopping environment, which was further conceptualized as "social shopping" (Arnold and Reynolds, 2003). Socialization Motivation is defined as "the pleasure of shopping with friends and family, socializing while shopping, , and bonding with others while shopping" (Arnold and Reynolds, 2003).

## **2.5. Mood Management**

Zillmann's (2003) Mood Management Theory conceptualizes media choices motivated by affective optimization goals. Initially called the affect-dependent stimulus arrangement theory, whose theory is related to increasing emotions and moods, it was later known as Mood Management theory. Mood management is concerned with the regulation of arousal through media consumption to avoid boredom, stress and avoid negative moods that occur in affective. under stress, calming messages are preferred over pleasure-enhancing messages. On the other hand, bored individuals like messages that evoke pleasure. In general, messages with a more positive affective tone are sought after, whereas any content related to unpleasant feelings is avoided (Knobloch-Westerwick, 2007).

## **2.6. The Effect of Hedonic Motivation on Impulsive Buying**

Hedonic motives reflect passions that lead to specific beliefs about consumption. For example, consumers may believe that buying a product will provide emotional satisfaction and minimize their negative feelings. Such beliefs may be particularly relevant if the object is unique and requires immediate purchase (Rook and Fisher, 1995). Hedonic motivation also describes feelings of pleasure and joy (Holtzblatt, 2011).

Sometimes buying becomes a medium to satisfy consumer desires for products that are not needed. But due to the influence of hedonic needs, consumers buy products, so this behavior can encourage someone to do this behavior. Consumers cannot make decisions rationally because the act of purchasing is more attractive to consumers (Parboteeah et. al, 2009). The higher a person's hedonic motivation, the higher the level of impulse buying will be. Previous studies on impulsive buying have shown that hedonic motivation has a positive correlation with impulsive buying (Amos, Holmes, and Keneson, 2014; Hausman, 2000).

**H1:** Hedonic motivation has a positive effect on impulse buying of clothing products

## **2.7. Effect of Cool Motivation on Impulsive Buying**

Cool looks explain that consumers define their 'cool' lifestyle through their appearance. In this sphere, the element of consumerism plays a major role as a medium for how 'cool' has been applied by consumers. Cool consumers will make sure their appearance stands out and is considered extraordinary by others. They experience feelings of pleasure when people approve and comment on encouragement and praise for them. This makes someone who thinks it's 'cool' try to have a product that he thinks will make him look 'cool'.

Because cool motivation is part of human desire and stimulates consumer purchasing decisions, it is possible to hypothesize that Cool Motivation influences impulsive buying behavior. Like the previous study, Musadik and Azmi (2017) found that consumers with cool motivation tend to carry out impulse buying behavior that appears according to the characteristics of consumers or consumer groups. Cakarnis and D'Alessandro (2015) and Omar, Rahim, Wel, and Alam (2014) ) have found that cool motivation has a positive relationship with impulse buying behavior through credit card ownership. Based on the concept above, the authors hypothesize:

**H2:** Cool motivation has a positive effect on impulsive buying of clothing products

## **2.8. The Effect of Socialization Motivation on Impulsive Buying**

Previous research has shown a relationship between impulse buying and socialization motivation. For example, in a study by Huang (2016), impulsive buying was found to be correlated with shopping with friends. When shopping there is a connection between people who go shopping, someone spends something because they both feel good, shop for certain products to build a bond by having the same product.

Shopping together with friends will spend more time (Arnold and Reynolds, 2003) giving rise to opportunities for sightseeing and shopping. Aydın (2019) argues that shopping with social motivations aims, among others, to observe what people buy and wear, shopping only as a medium to socialize, to bond with people who have the same preferences, to shop with group friends, not to the benefits of

the product that will be offered. bought together. Based on the concept above, the authors hypothesize:

**H3:** Socialization motivation has a positive effect on impulsive buying of clothing products

### **2.9. The Effect of Hedonic Motivation on Mood Management**

Consumers with motivation based on hedonic needs can engage in shopping-related activities involving multisensory, fantasy, and emotional experiences (Solomon, 2010). Hedonic Motivation refers to consumer purchases made to pursue adventure, seek sensations, new experiences, enjoyment, cognitive stimulation, and escape from stress and boredom (Aydın, 2019). Consumers who are driven by hedonic motivation seem to derive their satisfaction from momentary pleasures.

In general, the principle of hedonic motivation is that someone tries to act to maximize positive experiences and suppress negative experiences. Hedonic motivation has been considered in contexts where hedonic motivation seeks pleasure and avoids pain (Huta and Waterman, 2014). Arnold and Reynolds (2003) found that one indicator of hedonic motivation when shopping is to relieve stress due to complex life and the influence of feelings and moods. The strength of the hedonic motive, in turn, is determined by the intensity of the mood, the significance of the mood, and the situational context (Huta and Waterman, 2014).

**H4:** Hedonic motivation has a positive effect on mood management in clothing products

### **2.10. Effect of Cool Motivation on Mood Management**

Someone with cool motivation keeps trying to keep his appearance physically and emotionally so that he looks cool. There is a consistent and social tendency for someone with a cool motivation to control and maintain their affective state during interactions with others involving neutral emotions (Lyman and Scott, 1968). There are several reasons why people with cool motivation regulate their affectiveness to remain neutral. Entering into social interactions burdened with undesirable moods can be considered a roadblock to smooth interaction (Lyman and Scott, 1968). Negative and possibly even positive affective states can be considered a danger to their appearance rules (Ekman and Friesen, 1969). A negative mood can make a person not look cool and even an overly positive mood can also make someone not look cool (Erber, Wegner, and Therriault, 1996).

**H5:** Cool motivation has an effect on mood management in clothing products

### **2.11. Effect of Socialization Motivation on Mood Management**

According to Singelis, Triandis, Bhawuk, and Gelfand (1995), the definition of collectivism is a social pattern consisting of individuals who see themselves as part of one or more collectives or in groups. More collectivist people often give priority to group goals and try to increase their affinity to the group. The tendency to focus on group preferences and group harmony in collectivist cultures leads to the ability to suppress personal attributes. Hence, people in social cultures often change their behavior depending on the context or what is "right" for the situation.

Shopping with friends sometimes happens to entertain shopping friends to eliminate negative feelings, stress, or boredom. The more time-consuming search behavior is not always viewed negatively by consumers, but represents a rational alternative and that there are socio-psychological benefits of shopping (Hsu, Chen, Kikuchi, and Machida, 2017). Shopping can be more than just getting products for

people who suffer from isolation, loneliness, boredom, or depression (Ha and Jang, 2012). Shopping is a social activity for people who feel a negative mood. When consumers feel sad or irritated, they go shopping with friends or family, which will relieve them for some time (Ridgway, Kukar-Kinney, and Monroe, 2008).

**H6:** Socialization motivation has a positive effect on mood management in clothing products

### **2.12. Effect of Mood Management on Impulsive Buying**

Impulse buyers have a strong need to fulfill wants and experience mood boosts from persistent repeat buying behavior (Verplanken and Sato, 2011). Such arousal may even be a stronger motive for impulse buying than product ownership (Dawson, Bloch, and Ridgway, 1990). Rook and Gardner (1993) found that negative mood states, such as sadness, could also be associated with impulse buying. Other researchers agree that impulse buying can serve to manage or increase negative mood states such as stress and boredom (Rook and Gardner, 1993; Verplanken, Herabadi, Perry, and Silvera, 2005). Ineffective mood regulation is associated with a higher propensity to buy impulsively, the findings also suggest that effective mood regulation can to some extent reduce the detrimental consequences of the tendency to buy impulsively. negative mood regulation (Fenton-O'Creevy, Dibb, and Furnham, 2018).

**H7:** Mood management has a positive effect on impulsive buying of clothing products

### **2.13. Effect of Hedonic Motivation mediated by Mood Management on Impulsive Buying**

Rook and Gardner (1993) suggest that the higher a person's hedonic motivation, the higher the emotional reaction that arises in that person. Hedonic motivation has a strong relationship with a positive mood, a person feels pleasure and excitement when shopping (Park, Kim, and Forney, 2006). The greater the hedonic motivation, the greater a person's positive feelings when shopping. This is supported by previous research by (Bloch, Ridgway, and Nelson, 1991; Park et al., 2006; Roy, 1994) which explains that hedonic nature can increase motivation to increase mood such as pleasure to encourage impulse buying.

**H8:** Mood management mediates the relationship between hedonic motivation and impulsive buying

### **2.14. Effect of Socialization Motivation mediated by Mood Management on Impulsive Buying**

Shopping can be more than just getting products for people who suffer from boredom or depression (Ha and Jang, 2012). Shopping is a social activity for people who feel a negative mood. When consumers feel sad or irritated, they go shopping with friends or family, which will relieve them for some time (Ridgway et al., 2008). Shopping is a medium for changing moods which can then encourage impulse buying.

**H9:** Mood management mediates the relationship between socialization motivation and impulsive buying

Based on the description above, the research model can be drawn as follows:

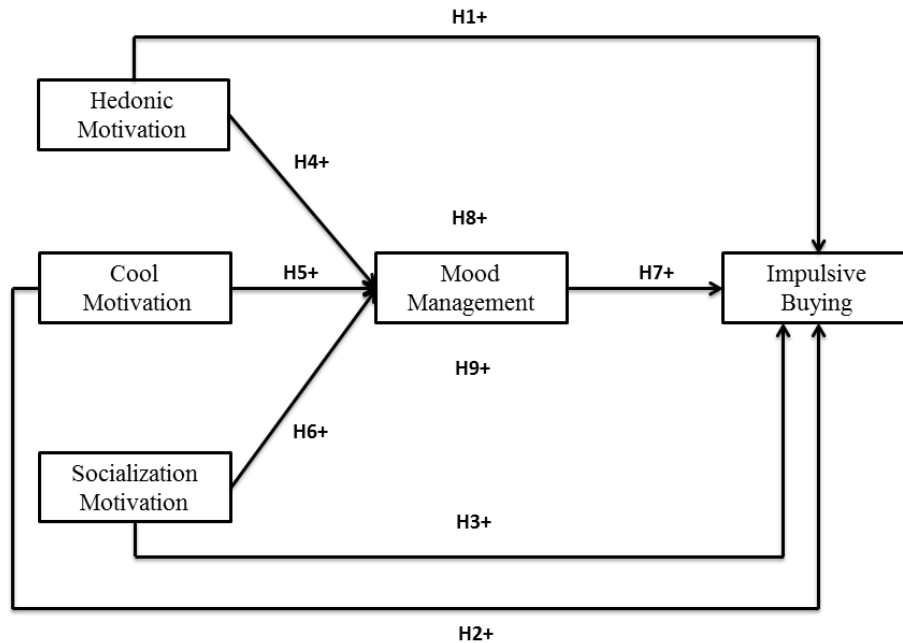


Figure 1 Research Framework

### 3. METHODOLOGY

This study is a quantitative study using primary data in the form of a questionnaire with a Likert scale of 5. The population of this study is women because according to Lai (2010) women are more impulsive than men and in the context of daily life, men are very rarely socialized by shopping. The number of respondents in this study was 200 people with a minimum age of 17 years. The questionnaire data was then processed using Amos.22 to answer the proposed research model. After the answers to the questionnaire were collected, the researcher discarded respondents who did not meet the respondent's criteria set out in this study. Then the author conducted a validity test and reliability test. All question items in the questionnaire are valid and reliable as shown in the following table:

Table 1. Validity test

Variable	Item Code	FactorLoading	Status
<i>Impulsive Buying</i>	IMB1	0.716	Valid
	IMB2	0.697	Valid
	IMB3	0.679	Valid
	IMB4	0.769	Valid
	IMB5	0.662	Valid
<i>Hedonic Motivation</i>	HDM1	0.701	Valid
	HDM2	0.716	Valid
	HDM3	0.652	Valid
<i>Socialization Motivation</i>	SOM1	0.783	Valid
	SOM2	0.755	Valid
	SOM3	0.772	Valid
	SOM4	0.784	Valid

Variable	Item Code	Factor Loading	Status
<i>Cool Motivation</i>	COM1		
	COM2	0.713	Valid
	COM3	0.815	Valid
	COM4	0.715	Valid
	COM5	0.732	Valid
	COM6	0.777	Valid
<i>Mood Management</i>	MDM1	0.673	Valid
	MDM2	0.705	Valid
	MDM3	0.752	Valid

Table 2. Reliability test

Variable	Cronbach's alpha	Status
<i>Impulsive Buying</i>	0.790	Reliable
<i>Hedonic Motivation</i>	0.831	Reliable
<i>Socialization Motivation</i>	0.812	Reliable
<i>Cool Motivation</i>	0.828	Reliable
<i>Mood Management</i>	0.818	Reliable

All questionnaire items used in this study are valid because they have a loading factor of more than 0.5 and are also reliable because they have Cronbach's alpha above 0.60.

#### 4. RESULT AND DISCUSSION

The characteristics of respondents in this study can be divided into age, education which can be seen in the information table below

Table 3. Respondent Classification

Category	Classification	Number of responden	Percentage
Age	17 – 25 years	76	38,0%
	>25 – 35 years	97	48,5%
	>35 years	27	13,5%
Education	Senior High School	26	13%
	Associate Degree	13	6,5%
	Bachelor Degree	153	76,5%
	Master Degree	8	4%

Hypothesis testing in this study was conducted using IBM AMOS version 22 software. The summary of the results of the hypothesis can be seen in the following table.



**Table 4. Hypothesis**

	Hypothesis	Beta	Sig	Decision
H1	<i>Hedonic motivation has a positive effect on Impulsive buying of clothing products</i>	0,385	0,000	Accepted
H2	<i>Cool motivation has a positive effect on impulse buying on clothing products</i>	0,207	0,001	Accepted
H3	<i>Socialization motivation has a positive effect on impulse buying on clothing products</i>	0,215	0,000	Accepted
H4	<i>Hedonic motivation has a positive effect on mood management in clothing products</i>	0,542	0,000	Accepted
H5	<i>Cool motivation affects mood management in clothing products</i>	0,082	0,239	Rejected
H6	<i>Socialization motivation has a positive effect on mood management in clothing products</i>	0,257	0,000	Accepted
H7	<i>Mood management has a positive effect on impulsive buying on clothing products</i>	0,226	0,008	Accepted

To test the mediating effect of mood management, the researchers used the Sobel test. The results of the Sobel test calculation can be seen in the following table.

**Table 5. Sobel Test**

	Hypothesis	Z Score	Absolute Value	Decision
H8	<i>Mood management mediates the relationship between hedonic motivation and impulsive buying</i>	<b>2.329</b>	<b>&gt;1.96</b>	Accepted
H9	<i>Mood management mediates the relationship between socialization motivation and impulsive buying</i>	<b>2.137</b>	<b>&gt;1.96</b>	Accepted

Based on the results shown in Table 4, it can be seen that hedonic motivation has a significant effect on impulsive buying. This is by the opinion of Utami (2010) that hedonic motivation is a shopping motivation where shopping is considered a pleasure in itself without considering the benefits of the product purchased. Cool motivation affects impulsive buying. Someone with cool motivation tends to carry out impulsive buying behavior that appears according to the characteristics of consumers or consumer groups (Musadik and Azmi, 2017). Socialization motivation has a significant effect on impulsive buying. This supports the

statement of Aydın (2019), that impulsive buying was found to be correlated with shopping with friends. Shopping with friends will take more time (Arnold and Reynolds, 2003) thus creating opportunities for sightseeing and shopping.

Hedonic motivation affects mood management. This means supporting the statement by Huta and Waterman (2014) that hedonic motivation has been considered in a context where hedonic motivation seeks pleasure and avoids pain, relieves stress due to complex life, and influences feelings and moods (Arnold and Reynolds, 2003). Cool motivation does not affect mood management, proving that people with cool motivation always maintain neutrality in their mood. Socialization motivation affects mood management. Shopping is a social activity for people who feel a negative mood. When consumers feel sad or irritated, they go shopping with friends or family, which will relieve them for some time (Ridgway et al., 2008).

Mood management affects impulsive buying. This is supported by the findings of Fenton-O'Creevy et al. (2018) which suggests that effective mood regulation can to some extent reduce the detrimental consequences of the tendency to buy impulsively. Negative mood states, such as sadness, can also be associated with impulse buying to manage or increase negative mood states such as stress and boredom (Rook and Gardner, 1993; Verplanken et al., 2005). Mood management can mediate the relationship between hedonic motivation and socialization motivation against impulsive buying that hedonic motivation and socialization motivation are motivations to change the mood to always be positive.

## **5. CONCLUSION**

This study focuses on the motivation and mood regulation of female consumers. A person's motivation in making a purchase affects the purchase decision. The more a person has the hedonic motivation, cool motivation, and socialization motivation, the greater the impulse to buy impulsively. People with hedonic motivation and socialization motivation tend to buy a product without considering the benefits obtained. People with hedonic motivation are more concerned with fun and excitement when shopping than the function of the product purchased, while people with socialization motivation are more concerned with socializing with shopping friends than the function of the product purchased.

Shopping for clothes can be used as a means for women to socialize with friends or groups. People with cool motivation make impulse purchases when they feel the products they see can support their appearance to make them look fashionable, cool, unique, and luxurious. When a product is considered to be able to make people with cool motivation look fashionable, cool, unique, and luxurious, the product will be purchased spontaneously. Based on the analysis of the relationship between consumer motivation and impulsive buying, it can be concluded that the higher the hedonic motivation, cool motivation, and socialization motivation in consumers, the higher the tendency to make impulse purchases.

In addition to motivation, it can be concluded that there is a role for mood in purchasing decisions, especially on impulse purchases. This study focuses on a person's efforts to reduce negative moods by shopping for clothes. Based on the results of the analysis, efforts to reduce negative moods can affect the occurrence of impulse buying. When female consumers feel bored, lonely, or stressed they try to reduce these feelings by doing shopping activities. To eliminate negative moods, female consumers do shopping alone or with friends to relieve feelings of loneliness, boredom, and stress. Shopping for clothes has also been proven to be

a consumer media choice to reduce the feeling of loneliness, boredom, and stress experienced in everyday life.

Because female customers have hedonic motivations, motivation to socialize and look cool, marketers must pay attention to layout, advertising, endorsers, places that support socializing to increase impulse buying. In addition, the role of mood also affects impulse buying, so it is recommended that marketers can attract female customers with cheerful advertisements, attractive endorsers, and a lively atmosphere in the room to increase impulse buying.

This study has limitations, namely that the respondents in this study were not controlled by marital status and income level. At least previous research references regarding cool motivation, socialization motivation made theoretical studies in this study limited. Suggestions for further researchers to control respondents by marital status and income level. In addition, the place where the respondent is domiciled must also be considered so that there are no differences in perceptions in filling out the questionnaire. For example, respondents are only limited to big cities that have shopping facilities such as malls or large-scale shopping centers.

This study contributes that hedonic motivation, cool motivation, and socialization motivation can affect the impulse buying of clothing products. Research is useful for marketers in developing strategies to increase sales by paying attention to consumer motivation so that product placement, product packaging, product advertising can encourage impulsive buying. To be able to socialize, marketers must also pay attention to sufficient space for movement and supporting facilities so that they can assist the socialization process. To look cool, use an advertising model that can create a cool impression.

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