

Determinants of impulsive buying among Hindu women: The impact of CRM in the retail industryGede Bayu Rahanatha^{a*}, Ni Nyoman Kerti Yasa^a, I G.A.K. Giantari^a and Ni Wayan Ekawati^a^a*Faculty of Economics and Business, Udayana University, Bali, Indonesia***CHRONICLE***Article history:*

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*Hedonic shopping**Self-control**Urge to buy impulsively**Impulsive buying***ABSTRACT**

Bali's culture is synonymous with its inhabitants' practice of celebrating religious holidays. Hindu women in Bali often purchase ritual equipment. This research aims to identify the determinants of impulsive buying among Hindu women in the retail industry, as well as the impact of Customer Relationship Management (CRM) on managing this behavior. The research method used is quantitative, with a sample size of 250 respondents analyzed using Smart PLS. The results show that the hedonic shopping value has a favorable and substantial influence on impulsive purchasing, as does the desire to buy impulsively. Self-control has the potential to adversely moderate the effect of the desire to acquire on impulsive purchasing. Hedonic shopping value is important to consider, thus marketing programs should accommodate the hedonic shopping value that Hindu women in Bali seek when shopping for Galungan (yadnya) preparations.

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1. Introduction

Balinese Hindu society is during the postmodern lifestyle, where the orientation of life is moving towards materialism, efficiency, and time utility (Suksma et al., 2020). The implications of this postmodern lifestyle are the deconstruction of the Tri Kerangka of Hindu religion, which should emphasize substance (Tattwa) and essence (Susila). However, what is happening and developing is more focused on the material aspects (Acara), both in the form of ritual offerings and personal appearance. This leads to wasteful spending, as shown by impulsive buying during the implementation of yadnya (Astawa, 2018; Subrata, 2020). A pre-survey was conducted on 30 married Hindu women in Bali to confirm the occurrence of impulsive buying among them. The pre-survey was conducted by collecting data through questionnaires from respondents who met the criteria of being married Balinese Hindu women. The results showed that 86.7 percent of the respondents had shopped for Galungan preparations exceeding their planned budget, indicating the occurrence of impulsive buying among most of the respondents. 90 percent of the respondents stated that shopping for Galungan preparations was a pleasant experience, indicating hedonic shopping value among most of the respondents. 83.3 percent of the respondents stated that they tended to consider the benefits of the items purchased when shopping for Galungan preparations, indicating utilitarian shopping value among most of the respondents. 86.7 percent of the respondents stated that they shared their positive shopping experiences with friends or relatives, indicating social shopping value among most of the respondents. 70 percent of the respondents stated that they tended to browse for items that were not planned to be purchased while shopping for Galungan preparations (window shopping), indicating the urge to buy impulsively among most of the respondents, and 73.3 percent of the respondents stated that they tended to carefully monitor their expenses while shopping for Galungan preparations, indicating self-control among most of the respondents (attachment 2). The results of the pre-survey were able to confirm the occurrence of impulsive buying among Balinese Hindu women when shopping for Galungan preparations. The results of the pre-survey were supported by Yupardhi

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(2012) study, which stated that the level of consumption in Balinese society increases during the implementation of yadnya, which is an important aspect of religious activities.

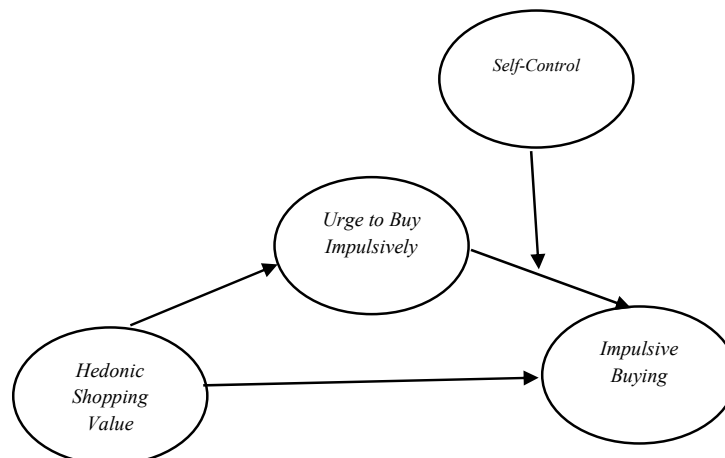
The Stimulus Organism Response (SOR) theory is frequently used to explain impulsive purchasing. The SOR theory holds that behavior is created by the organism in the presence of particular sensory circumstances (Mehrabian & Russell, 1974). Stimulus is messaging material that is aimed for the audience or consumers. Stimuli are only effective if they are accepted by the person (organism). If the stimulus has gained attention from the individual (received), it will then be processed by the individual's mind. The processing of the stimulus by the individual eventually forms the willingness of the individual to act for the received stimulus (attitude) (Yasa et al., 2022). The SOR theory has been widely applied in consumer behavior research (Manganari et al., 2011), especially regarding impulsive buying (Xu et al., 2020).

Peng and Kim (2014) state that the stimulus (S) in the SOR theory is not only external stimulus. In addition to external stimulus, there is also internal stimulus in the form of hedonic shopping value and utilitarian shopping value. McKinney (2004) used the SOR theory to build a research conceptual framework and found that shopping motivation (S) has a significant effect on shopping satisfaction (R). The SOR theory also states that human emotional states (O) mediate the relationship between the environment and human action (Mehrabian & Russell, 1974). Rajaguru (2014) states that previous researchers have measured human emotions (O) in the dimensions of pleasure and excitement felt in the shopping environment, cognitive and affective states in product and service evaluations, positive and negative emotions, and intention to buy products.

The Elaboration Likelihood Model (ELM) may be used to describe internal motivation in people under the SOR theory. Each person has a unique set of reasons that influence customer judgments when purchasing. These motivations in individuals are called shopping values (Ottar & Skallerud, 2011; Martaleni et al., 2021). Shopping value is an important concept to study in marketing (Picot et al., 2021). Shopping value is a key to assess the elements that influence the consumer consumption environment that shapes the consumer shopping experience (Gallarza et al., 2011). The concept of shopping value has been conceptualized and perfected since the early 1990s and used by many researchers (Sanchez & Iniesta, 2007). Individuals, when they have the intention to behave, will consider whether the behavior is beneficial to be done or not (Xu et al., 2020). The urge to buy impulsively can be strong and irresistible, but not all urges to buy impulsively will transform into impulsive buying (Rook & Fisher, 1995). Similarly, Beatty and Ferrell (1998) stated that not all urges to buy impulsively are acted upon by individuals. Generally, consumers experience urges to buy impulsively more often than actual impulsive buying. This becomes the second gap in this research.

In the context of customer relationship management (CRM), understanding the Stimulus Organism Response (SOR) theory and the Elaboration Likelihood Model (ELM) is crucial to identify factors that influence impulsive buying behavior among Hindu women in the retail industry. CRM has the potential to help companies manage customer relationships more efficiently, design effective marketing strategies, and create satisfying shopping experiences for customers (Ariyani et al., 2016; Kampani & Jhamb, 2020; Ekawati et al., 2023). Through effective CRM implementation, companies can enhance impulsive buying behavior, which in turn can contribute to increased satisfaction and loyalty of Hindu female customers in the retail segment. Therefore, this study will focus on how effective CRM implementation can influence impulsive buying behavior among Hindu women in the retail industry.

Specifically, the aim of this research is to provide a solution to the research gap that occurs in the influence of hedonic shopping value variable on impulsive buying by adding urge to buy impulsively as a mediating variable, and to attempt to provide a solution to the research gap that occurs in the influence of urge to buy impulsively on impulsive buying by adding self-control as a moderating variable, as well as to add empirical studies on self-control as a factor that can moderate the relationship between urge to buy impulsively and impulsive buying.



Hypothesis 1: Hedonic shopping value has a positive and significant effect on impulsive buying.

Hypothesis 2: Hedonic shopping value has a positive and significant effect on urge to buy impulsively.

Hypothesis 3: Urge to buy impulsively has a positive and significant effect on impulsive buying.

Hypothesis 4: Urge to buy impulsively significantly mediates the influence of hedonic shopping value on impulsive buying behavior.

Hypothesis 5: Self-control significantly moderates the influence of urge to buy impulsively on impulsive buying.

2. Research methods

This research is based on the philosophy of positivism, for the following reasons: first, this research pays attention to observable and measurable phenomena and facts; second, this research examines the cause-and-effect relationships from the numerical data obtained, making the use of a quantitative approach highly appropriate for this study. The study was conducted in 2021 in modern and traditional retail stores in the Bali region, with the hope of obtaining a sample distribution of Balinese Hindu women residing in urban areas in Bali, namely the Sarbagita region (Denpasar, Badung, Gianyar Tabanan). The population in this study is Balinese Hindu women who are actively involved in the preparation of the Galungan festival. Multivariate studies should use a sample size that is 10 times larger than the number of variables in the study. In this research, the sample size used is as much as: $25 \times 10 = 250$ samples. The data analysis method used in this research is Smart PLS.

3. Results and discussion

Table 1 presents the results of validity and reliability of the variables of the proposed method.

Table 1

Internal Consistency Reliability

Variable	Cronbach's Alpha	Composite Reliability
Impulsive buying	0.894	0.926
Hedonic shopping value	0.877	0.916
Self-control	0.904	0.924
Urge to buy impulsively	0.903	0.932

Based on the test results in Table 1, it can be explained that two constructs, namely self-control and urge to buy impulsively, can be considered to have perfect reliability with a CA value of more than 0.90 ($CA > 0.90$). Meanwhile, the constructs of hedonic shopping value, and impulsive buying can be considered to have sufficient reliability with a CA value of more than 0.7 ($CA > 0.7$). This means that all constructs can be considered to provide internal consistency support. The composite reliability (CR) test can also be used to measure the stability and consistency of the combined reliability measurement. Each latent variable must be able to explain at least 50 percent of the variance of its indicators. Therefore, the absolute correlation between the latent variable and its indicators must have an absolute loading value of more than 0.7 (> 0.7). Based on the calculation results in Table 1, it can be explained that the CR value of all constructs has exceeded 0.7 ($CR > 0.7$). This means that the composite reliability value of the indicator block measuring the construct shows a satisfactory value. Path coefficients represent the strength of the relationship between constructs. The estimation value of the path coefficient between constructs must have a significant value and can be obtained using the bootstrapping procedure. The resulting value is in the form of a t-test value compared to the t-table, and if the t-test value $>$ t-table at a significance level of 0.05, the estimation value of the path coefficient is considered significant (Hair et al., 2017:206).

Table 2

Path Coefficients: Mean, STDEV, T-Values, P-Values

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ((O/STDEV))	P- Values	Information
Hedonic \rightarrow Impulsive BB	0.215	0.216	0.081	2.667	0.008	significant
Hedonic \rightarrow UTBI	0.264	0.263	0.074	3.581	0.000	significant
Self-Control \rightarrow Impulsive BB	-0.026	-0.023	0.065	0.402	0.688	Not significant
UTBI \rightarrow Impulsive BB	0.202	0.205	0.076	2.664	0.008	significant
UTBI*SC \rightarrow Impulsive BB	-0.124	-0.107	0.063	1.970	0.049	significant

The R-squared (R^2) value is the coefficient of determination for the endogenous constructs and to assess the variability of the hedonic shopping value, variables in explaining urge to buy impulsively.

Table 3

Quality Criteria: R Square (R^2)

Variable	R Square	R Square Adjusted
Impulsive BB	0.436	0.422
UTBI	0.376	0.369

According to the calculation findings in Table 3, the R^2 value of impulsive purchase is 0.436. This suggests that the hedonic shopping value and impulse to buy impulsively factors explain 43.6 percent of impulsive buying, with the remainder explained by other variables not included in the model. The R^2 value of impulsive buying is 0.376. This finding reveals that the hedonic shopping value factors may explain 37.6 percent of the tendency to buy impulsively, with the remainder explained by other variables not included in the model. The coefficient of determination for the endogenous constructs, namely the want to purchase impulsively and impulsive buying, is the R-squared (R^2) value. This parameter is meant to analyze the variability of hedonic shopping value and desire to purchase impulsively variables in explaining impulsive purchasing, and to assess the variability of hedonic shopping value and urge to buy impulsively variables in explaining impulsive buying.

Table 4

Quality Criteria: R Square (R^2)

Variable	R Square	R Square Adjusted
Impulsive BB	0.436	0.422
UTBI	0.376	0.369

According to the calculation findings in Table 4, the R^2 value of impulsive purchase is 0.436. This suggests that the hedonic shopping value and want to purchase impulsively factors may explain 43.6 percent of impulsive purchasing, while the rest is explained by other variables not included in the model. The R^2 value of impulsive buying is 0.376. This finding reveals that the hedonic shopping value may explain 37.6 percent of the tendency to buy impulsively, while the remaining is explained by other factors not included in the model.

Because the direct association between hedonic shopping value and impulsive purchase is equally substantial, with an estimated value of 0.215 and a P-value of 0.008, the mediation function is only partial. This finding is consistent with Table 2, where the indirect impact value from Hedonic UTBI Impulsive BB is 0.053 with a P-value of 0.026. Using the VAF formula, the amount of the mediating role of the impulsive purchasing variable in the effect of hedonic shopping value on impulsive buying may be determined based on Tables 2: indirect effect / total effect. The VAF test yields a value of $0.053 / 0.269 = 0.20$, indicating partial mediation.

The self-control (SC) variable is said to moderate the effect of the exogenous variable urge to buy impulsively (UTBI) on the endogenous variable impulsive buying (Impulsive BB) if the interaction variable (UTBI * SC \rightarrow Impulsive BB) has a P-value below 0.005 (Hair et al, 2017:246). Based on the analysis in Table 2, it is known that the interaction variable (UTBI * SC \rightarrow Impulsive BB) has an estimated value of -0.124 with a P-value of 0.049. Because the significance value is not greater than 0.005, self-control is proven to be a moderating variable (negatively).

The influence of hedonic shopping value on impulsive buying

Based on statistical tests, it is proven that hedonic shopping value has a positive and significant effect on impulsive buying. This means that the higher the level of sincerity in the shopping activity (shopping not out of compulsion but because of desire), the more enjoyable the shopping experience for Balinese Hindu women, the faster time passes during Galungan shopping, and the more they feel that shopping for Galungan necessities is more enjoyable than doing other activities, the higher the impulsive buying behavior of Balinese Hindu women when shopping for Galungan necessities. The forms of impulsive buying behavior displayed by Balinese Hindu women during Galungan shopping are: a tendency to make quick decisions on purchases, buying more than necessary, lack of self-control, and shopping without planning. Hausman (2000) links impulsive buying to Maslow's hierarchy of needs theory. One of the tenets proposed by Maslow is that individuals tend to try to fulfill higher-order needs in the hierarchy once lower-order needs have been met. Hausman (2000) further states that this effort is one of the fundamental bases of the concept of impulsive buying and hedonic value.

The Elaboration Likelihood Model (ELM) may be utilized to better describe internal motivation in the SOR theory. According to Ottar and Skallerud (2011), every individual has a set of reasons that represent consumer evaluations when purchasing. These impulses are referred to as shopping values. Shopping value is one of the most important factors to consider when evaluating the aspects that influence the customer shopping experience (Gallarza et al., 2011). In this study, hedonic shopping value is defined as shopping value derived from positive emotional motivation, such as a pleasurable shopping experience. The emotional or psychological value of the shopping experience determines hedonic shopping value (Holbrook & Hirschman, 1982; Primananda et al., 2022). The pleasure of shopping, as well as the escape from everyday duties given by shopping, can be sources of hedonic value. Consumers looking for hedonic shopping value are more interested in pleasure, satisfaction, and good feelings, which might lead to impulsive purchasing (Ottar and Skallerud, 2011). According to Chung et al. (2017), hedonic shopping value is a type of shopping value that is not logical. According to the ELM hypothesis, when shopping without logic, people employ the peripheral pathway in their brain function. Retailers should utilize persuasion that targets the outskirts. When using the periphery route, retailers should meet the emotional demands of their customers (Zhao et al., 2019). The findings of this study support the results of Santini et al. (2019); Hanzae and Rezaeyeh (2014); Shalesha et al. (2020); Cahyono et al. (2019); Zayusman and Septrizola (2019); Ningsih and Kardiyem (2020); Handayani et al. (2021); Japarianto and Monika (2020); Tobing (2019); Lee and Wu (2017)

The various research findings presented above confirm, in general, that hedonic shopping value as a shopping value that arises from positive emotional motivations, such as enjoyable shopping experiences, can increase impulsive buying behavior. CRM has a positive impact on the influence of hedonic shopping value on impulsive buying behavior. Through effective CRM strategies, companies can enhance hedonic shopping value by providing personalized and relevant offers, thus encouraging impulsive buying behavior.

The influence of hedonic shopping value on the urge to buy impulsively

Based on the statistical test results, it is proven that hedonic shopping value has a positive and significant effect on the urge to buy impulsively. The interpretation is that the higher the hedonic shopping value, the higher the urge to buy impulsively. This result means that the more sincere the shopping activity (not forced, but desired), the more enjoyable the shopping experience for Hindu Balinese women, the faster time passes when shopping for Galungan Day necessities, and the more Hindu Balinese women feel that shopping for Galungan Day necessities is more enjoyable than doing other things, the higher the urge to buy impulsively when shopping for Galungan Day necessities. The forms of impulsive buying behavior that Hindu Balinese women exhibit when shopping for Galungan Day necessities are sudden purchase desires when in the store, intention to buy something unplanned when shopping for Galungan Day necessities, window shopping, and strong impulse to shop without a plan for Galungan Day preparation.

The findings of this study support the results of Chung et al. (2017), who conducted a study in South Korea on restaurant product consumers in social commerce (social media and online communities used to facilitate online sales), where hedonic shopping value can influence the urge to buy impulsively in consumers. Similar results were revealed by Ha and Jang (2010), Zheng et al. (2019), and Huang (2015), who conducted studies on internet users and stated that hedonic shopping value has a positive and significant effect on the urge to buy impulsively. Dey and Srivastava (2017) also found similar results in their study on fashion product consumers in India, where hedonic shopping value has a positive and significant effect on the urge to buy impulsively.

The various research findings presented above confirm, in general, that hedonic shopping value as a shopping value that arises from positive emotional motivations, such as enjoyable shopping experiences, can increase the urge to buy impulsively. CRM also influences hedonic shopping value in increasing the urge to buy impulsively. Successful CRM implementation allows companies to better understand customer needs and preferences, which ultimately increases hedonic shopping value and drives the urge to buy impulsively.

The influence of urge to buy impulsively on impulsive buying behavior

Based on the statistical test results, it is proven that urge to buy impulsively has a positive and significant effect on impulsive buying behavior. The interpretation is that the higher the urge to buy impulsively, the higher the impulsive buying behavior. This result means that the higher the sudden desire to buy a product while shopping for Galungan Day necessities, the higher the intention to buy something unplanned, the higher the window shopping activity, and the stronger the impulse to shop without a plan for Galungan Day preparation, the higher the impulsive buying behavior.

The urge to buy impulsively used in this study is based on the AIDA theory. In 1898, E. St. Elmo Lewis proposed a communication theory called the AIDA model, which has been widely used in marketing activities such as promotion, advertising, sponsorship, and business (Nayak and Tabassum, 2022). The marketing goal based on the AIDA theory is to attract the attention of potential consumers, increase their interest and desire, and ultimately lead to the final action (Hadiyati, 2016). All forms of communication that sell certain products or convey sales information can stimulate interest that results in action (Wijaya, 2012). Interest in this study is the urge to buy impulsively, and action is impulsive buying behavior.

The impulse to buy impulsively is a strong desire that a person feels when they come into contact with an object in their environment (Xu et al., 2020; Chung et al., 2017). Furthermore, Xu et al. (2020) have shown that impulsive buying happens after someone feels the need to buy impulsively. In the retail environment, the impulse to buy impulsively can also be characterized as a consumer's immediate and spontaneous want to buy after encountering the goods. Meanwhile, impulsive purchasing behavior demonstrates that customers purchase certain things to meet their cravings. The desire to buy something impulsively might be powerful and overpowering, yet having the desire to buy something impulsively does not necessarily result in impulsive purchasing. Consumers who sense the temptation to buy impulsively occur more frequently than real impulsive purchasing activity. The findings of this study support the results of Verhagen and Dolen (2011); Xu et al. (2020); Mohan et al. (2013); Zafar et al. (2020); Parboteeah et al. (2009) and Wells et al. (2011).

The various research findings presented above confirm, in general, that the urge to buy impulsively, which is a sudden deep desire to buy a product that a person experiences while shopping and encountering an unplanned product, can increase impulsive buying behavior. Furthermore, CRM influences the impact of the urge to buy impulsively on impulsive buying behavior. In this case, effective CRM can manage and influence customer urge to buy impulsively, thereby impacting the increase in impulsive.

The Mediating Role of Urge to Buy Impulsively on the Influence of Hedonic Shopping Value towards Impulsive Buying

Based on the statistical analysis results, it is proven that urge to buy impulsively is able to mediate the relationship between hedonic shopping value and impulsive buying behavior. Further calculations show that the mediating role of urge to buy impulsively is categorized as a partial mediator. The interpretation is that the increase in impulsive buying behavior caused by hedonic shopping value is partially intervened by urge to buy impulsively.

The basic assumption of the SOR theory is that the cause of behavioral change depends on the quality of the stimuli that interact with the individual. Peng and Kim (2014) stated that stimuli (S) in the SOR theory are not only external stimuli but also internal stimuli in the form of hedonic shopping value and utilitarian shopping value. Rajaguru (2014) stated that the urge to buy impulsively can be used to measure the emotional state of the individual (organism) that can affect the individual's behavior as a consumer. One of the responses generated in the SOR theory is impulsive buying (Xu et al., 2020). Based on this description and the statistical analysis results showing that the increase in impulsive buying caused by hedonic shopping value is partially intervened by urge to buy impulsively, it can be concluded that the findings of this study are able to strengthen the SOR theory.

The findings of this study are supported by the results of Chung et al. (2017), Ha and Jang (2010), Zheng et al. (2019), Huang (2015), and Dey and Srivastava (2017), which state that hedonic shopping value has a significant positive effect on urge to buy impulsively. In addition, the results of Verhagen and Dolen (2011), Mohan et al. (2013), Zafar et al. (2020), Xu et al. (2020), Parboteeah et al. (2009), Wells et al. (2011), and Beatty and Ferrell (1998) prove that the urge to buy impulsively has a significant positive effect on impulsive buying.

These various research findings confirm in general that the increase in impulsive buying caused by hedonic shopping value is partially intervened by the urge to buy impulsively, which is a deep desire to buy that someone experiences suddenly when shopping and encountering products that were not planned to be purchased before. This study identifies the role of urge to buy impulsively as a mediator in the relationship between CRM, hedonic shopping value, and impulsive buying. By managing hedonic shopping value through CRM, companies can influence customers' urge to buy impulsively, which in turn will affect impulsive buying.

The Moderating Role of Self Control on the Influence of Urge to Buy Impulsively towards Impulsive Buying

Based on the statistical analysis results, it is proven that self control is able to significantly and negatively moderate the influence of urge to buy impulsively on impulsive buying. The interpretation is that the increase in impulsive buying caused by urge to buy impulsively is weakened by self control, which is the ability to prevent impulsive buying.

The Dual System Theory is used as the basis for the use of self control in this study to complement the SOR theory used to explain the phenomenon of impulsive buying being studied. Evans and Stanovich (2013) state that the Dual System Theory consists of system one (automatic system) and system two (reflective automatic system). Strack et al. (2006) state that in the study of impulsive buying, the derivative of the Dual System Theory used is the automatic system in the form of impulsive buying, and the reflective system in the form of self control. Strack et al. (2006) further explain that the presence of this reflective system is what is able to create controlled behavior in individuals. Vohs and Faber (2007) argue that consumers with low self control feel stronger urges to buy impulsively than consumers with high self control. If consumers have high self control, they will not easily have urges to buy impulsively and actually engage in impulsive buying.

Understanding of self control is very important for retailers (Tice and Ellen, 2000). The success of self control occurs when decisions are based on achieving long-term results rather than short-term results (Wertenbroch, 1998). On the other hand, the cause of self control failure is the absence of remaining resources to perform self control because they have been used for various previous self control actions.

Theoretical Implications

The research findings indeed show that self control is able to moderate the influence of urge to buy impulsively on impulsive buying, thus this study contributes to the development of an integrated model of the SOR theory, ELM, Motivation, AIDA Model, and Consumer Behavior as well as the Dual System Theory which has rarely been done by previous researchers and has been proven to strengthen these theories.

Practical Implications

Hedonic shopping value is important to be taken into account, therefore marketing programs designed should accommodate the hedonic shopping value sought by Hindu Balinese women when shopping for preparations for Galungan (yadnya). Improving the quality of the shopping experience is one program that retailers can do so that Hindu Balinese women feel a very

pleasant shopping experience. Self control in Hindu Balinese women should be well understood by retailers to ensure that impulsive buying does not occur. Hindu Balinese women tend to consider whether they actually need the items they will buy or not, therefore efforts to monitor and self control, as well as efforts to weaken self control, need to be done by retailers.

4. Conclusion and suggestion

The hedonic shopping value influences impulsive purchasing in a positive and significant way. This indicates that the higher the hedonic shopping value, the higher the impulsive buying of Balinese Hindu women when shopping for Galungan (yadnya) festive needs. The urge to buy impulsively has a positive and significant effect on impulsive buying. This indicates that the higher the urge to buy impulsively, the higher the impulsive buying of Balinese Hindu women when shopping for Galungan (yadnya) festive needs. Self-control can negatively moderate the influence of the urge to buy on impulsive buying. This indicates that self-control can significantly weaken the influence of the urge to buy on the impulsive buying behavior of Balinese Hindu women when shopping for Galungan (yadnya) festive needs.

The hedonic shopping value should be considered in shaping the urge to buy impulsively and impulsive buying behavior of Balinese Hindu women when shopping for Galungan (yadnya) festive needs. Marketing programs should accommodate the sought-after hedonic shopping value, such as creating a sincere shopping intention so that shopping activities are not due to compulsion, making shopping a pleasant experience, and making time feel like it passes quickly when Balinese Hindu women shop for Galungan (yadnya) festive needs. Marketing communication programs such as advertising with messages that show illustrations of Balinese Hindu women who sincerely want to shop because Galungan is coming can make Balinese Hindu women feel that shopping is not a compulsion. In-store marketing programs such as attractive visual merchandising, good quality service, and physical evidence such as employee uniforms, attractive interior and exterior design, can enhance the shopping experience of Balinese Hindu women when preparing for Galungan (yadnya) festivities. The perceived fast passage of time when Balinese Hindu women shop for Galungan (yadnya) festive needs indicates that the time spent shopping in this situation is relatively long. Therefore, retailers should create a comfortable store atmosphere by regulating the room temperature to be cool, playing interesting music with medium tempo, and using store aromas that can make visitors feel comfortable.

Customer Relationship Management (CRM) can help improve the shopping experience of Balinese Hindu women when preparing for Galungan (yadnya) festivities. CRM can assist in identifying customer preferences and needs, enabling the design of marketing programs that are more targeted and relevant to customer needs. Furthermore, CRM can also help maintain a good relationship between retailers and customers, making customers feel more valued and their needs accommodated. In this regard, retailers can leverage CRM technology to collect data on customer preferences, such as the type of products they prefer, desired price range, and other preferences. With this data, retailers can design more targeted and relevant marketing programs that meet the needs of customers. Additionally, CRM can also assist retailers in maintaining good relationships with customers by providing good and responsive services to customer complaints or suggestions. In implementing marketing programs, retailers should pay attention to factors that influence the urge to buy impulsively and impulsive buying, such as hedonic shopping value and self-control. Marketing programs should accommodate the hedonic shopping value sought by customers, such as making shopping a pleasant experience and making time feel like it passes quickly. Retailers can also implement attractive in-store marketing programs such as visual merchandising and good quality service, as well as creating a comfortable store atmosphere.

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