

THE IMPACT OF HEDONIC SHOPPING MOTIVATIONS ON IMPULSIVE BUYING BEHAVIOR OF CONSUMERS IN APPAREL SECTOR IN GALLE DISTRICT

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ABSTRACT

The study attempts to examine the impact of hedonic shopping motivations on impulsive buying behavior of consumers. Based on the literature, Hedonic shopping motivations include the major six components called adventure shopping motivation, gratification shopping motivation, role shopping motivation, value shopping motivation, social shopping motivation and idea shopping motivation. The main objective of this study is to investigate the impact of hedonic shopping motivation on consumers' impulsive buying behavior towards apparel sector in Galle district. The data were collected through a structured questionnaire from the respondents in Galle district. Researchers incorporated multiple linear regression analysis and reliability test by using the SPSS software of 20.0 version. The results showed that Adventure shopping, role shopping and idea shopping are significantly influencing on impulsive buying behavior. However, gratification shopping motivation, social shopping motivation and value shopping motivation showed an insignificant impact. Adventure shopping motivation and idea shopping motivation positively influence on impulsive buying behavior. Role shopping motivation is negatively influencing on impulsive buying behavior. It is concluded that the above stated six factors of hedonic shopping

motivations have 70% impact on Impulsive Buying Behavior of consumers. It is recommended that the shopping store owners should display latest trendy cloths as much as possible to increase the hedonic shopping motivations of buyers.

Keywords: *adventure shopping motivation, hedonic shopping motivations and impulsive buying behavior*

INTRODUCTION

Today, changes in the structure of a dynamic market and tough competition influence purchasing preference and behavior of consumer. Consumers realize their purchasing behavior and preference not only based on their lifestyle but also according to hedonic and utilitarian characteristics of products (Solomon, 2010). Customers, realizing their purchasing based on hedonic preferences, obtain both psychological experience with the usage of the product and delight and joy by possessing the product; those realizing their purchasing behavior based on utilitarian grounds are more focused on the functional and objective attributes of the product. Consumers who act with hedonic purchasing reasons realize the act not to satisfy a need but to enjoy and take pleasure by doing it without contemplating and planning (Hirschman & Holbrook, 1982).

Hedonic consumption signifies the joy and pleasure the consumer expects from shopping. As the expectation from shopping is different for each consumer, so is the feeling experienced during shopping. Some of the consumers are affected by various motivational aspects in order to get joy and pleasure from shopping. These motivational aspects can be described as adventure, socializing, taking pleasure, having an idea, exchange of values and roles (Arnolds & Reynolds, 2003). Hedonic consumption is based on hedonism.

Hedonism is a philosophy acknowledging pleasure in the content and meaning of life. Hedonism is an ethical theory ascribing something giving joy or saving from pain as “good”, and something giving pain as “bad” (Hopkinson & Pujari, 1999).

Although hedonism is related to excess, unplanned and pleasure, it is important for businesses to know which factors motivate consumers towards hedonic behavior. Therefore, people don't know about their impulsive buying behavior at the point of purchasing and Shopping mall owners should try to understand it. Hedonic shopping motivations also play a major role here however the other people will not understand a particular buyer's hedonic shopping motivations as a matter of fact and not all the clothing business entities don't know it and focus on it. As such the main objective of this study is to investigate the impact of hedonic shopping motivations on consumers' impulsive buying behavior towards clothing sector in Galle district. It also investigates the relationship between these two variables to enhance the research rigor. Further, this study will help the consumers as well as the shopping mall owners to understand which hedonic motivation factors are influencing towards shopping and during their shopping how they express their impulsive buying behavior.

LITERATURE REVIEW

Hedonic Shopping Motivations

The evaluations of the reasons of shopping lead the researchers to search for the reasons of hedonic consumption. The term hedonic consumption dates back to two articles and first used in a study by authors Hirschman and

Holbrook (1982). Before their study, the terms “hedonic consumption” and “utilitarian consumption” were handled together and/or used as a part of other research topics. After that study, the concept became subject to detailing and the studies focused on the reasons of hedonic shopping. According to Hirschman and Holbrook (1982), “hedonic consumption designates those facets of consumer behavior that relate to the multisensory, fantasy and emotional aspects of one's experience with products”. From another perspective, a group of consumption which is made from consumers named as market mavens Individuals who have information about many kinds of products, places to shop, and other facets of markets, and initiate discussions with consumers and respond to requests from consumers for market information” can be called as hedonic consumption. That idea comes up with the researches showing that individuals scoring highest on the maven scale were found not only to engage in more information search and provide others with more information, but also to enjoy shopping more (Slama & Williams, 1990).

A recent study found that Hedonic shopping is based on active shopping experience of consumers and affects products purchase, impulsive shopping and shopping attitudes of consumers (Hui & Jia, 2016). Further, Brown (2016) studied the Hedonic shopping motivation and Post Purchase Communication of the Online Apparel Consumer Behavior which highlights a distinction between the categories of a more generalized online consumer and an online apparel consumer, with particular attention on consumer-type responses to, and interaction with, hedonic atmosphere attributes as well as electronic word of mouth. Moreover, Engelbrecht (2015) investigated the role of hedonic and utilitarian shopping motivations in males' fashion leadership behavior. The

findings showed that utilitarian shopping motivations are the most important target male fashion leadership and should be a main focus for marketers and retailers.

However, the main research at the reasons of hedonic shopping was made by Arnold and Reynolds (2003). They evaluated the reasons under six headings as; adventure shopping, gratification shopping, role shopping, value shopping, social shopping and idea shopping.

The shopping motivation labeled as adventure shopping refers to “shopping for stimulation, adventure and the feeling of being in another world”. In this study, the respondents reported that they go shopping for the sheer excitement and adventure. Some of the comments of the respondents are as “It gets me all excited.”, “When shopping, being in a different place helps me get away from my everyday life”. The words that describe the adventure experience are as adventure, thrills, stimulation, excitement, and entering a different universe of exciting sights, smells, and sounds.

Gratification shopping means People generally mention that shopping helps those to forget their problems get out of stress and make them feel good. At those suggestions, the second reason of hedonic shopping can be listed as gratification shopping which refers to shopping for stress relief, shopping to alleviate a negative mood, and shopping as a special treat to oneself.

Arnold and Reynolds (2003) define role shopping as “shopping which reflects the enjoyment that shoppers derive from shopping for others, the influence that this activity has on the shoppers’ feelings and moods, and the excitement and intrinsic joy felt by shoppers when finding the perfect gift for others”. The people give each other many gifts at special days like mothers’ day, Valentine’s

Day, Thanksgiving Day and also at their normal days to show each other their respect, love and share the values with each other. For most customers, shopping for others is a pleasurable event and they try to be unique with the gifts they buy.

The next category is labeled as “value shopping,” which refers to shopping for sales, looking for discounts, and hunting for bargains. The people that make hedonic consumption for that reason mentioned that when they bargain and have the product from lower price that makes them to feel more pleased from the shopping experience. Also some people just match the discounts and buy their products at discount periods so that they feel more pleased and satisfied from the shopping experience.

Social shopping refers to the enjoyment of shopping with friends and family, socializing while shopping, and bonding with others while shopping. The respondents say that the shopping experience give them a chance to spend time with friends and family and generally people tend to shop with the people they love (Arnold & Reynolds, 2003).

Final category labeled by the above authors is called as idea shopping which refers to shopping to keep up with trends and new fashions, and to see new products and innovations. The respondents at their studies mentioned that they generally shop to keep up with the latest trends and fashions. They go to shopping sometimes for just to get an idea on products, to see the new things entered the market and they view that kind of shopping as a hobby.

Danziger (2004) suggests that in the later decades of twentieth century, essentials (needs) have captured far less of the consumers’ budget which means that consumers shift away from necessity driven spending. Gaining

insight into consumer motivation is the best predictor of consumer behavior in such a changing and shifting market structure, because by understanding why consumers behave as they do, researchers can have a look into the future. Every day, consumers make many buying decisions. The researchers analyze on consumers' purchases to find out what they buy, where they buy, and how much they buy. But learning the ways of consumer buying behavior is not so easy. The answers are often locked deep within the consumers' mind which is called as buyer's black box (Kotler & Armstrong, 2008). Hedonic consumption or shopping for pleasure is one of the strongest motives among consumers to shop. The authors developed an experiential view of hedonic consumption which takes the aesthetic of products as novels and art as basis. According to Utami (2010), hedonic motivation is consumers' motivation for shopping because it has pleasure that makes the consumers pay no attention to the benefits of the purchased products.

Shopping centers have become a gathering place for various groups of people. Purchases that have been made will be an experience. A store offers special goods to meet the needs of the community in order to generate an interest of communication. It happens because they are always adaptive to the advertising or promotional activities that are performed by supermarkets or hypermarkets. Each salesperson knows that some people feel or enjoy the services provided even if they do not make a purchase. People choose products that can raise their status in the community. Some people feel proud if they know more about the place of trade. It is an impulse or sensation for them. Due to the above stated hedonic motivations, people are induced to express the impulsive buying behavior.

Impulsive Buying Behavior

This definition has evolved from decades of research regarding impulse buying. Stern (1962) introduced a classification of a purchase either as a planned, unplanned or an impulse action. Planned purchases involve time-consuming information-searching with rational decision making, whereas unplanned purchases refer to all shopping decisions made without any advance planning. Impulse buying is distinguished from the unplanned buying in terms of quick decision making. Earlier studies on impulse buying were concerned with issues of definition, distinguishing impulse buying from non-impulse buying and attempted to classify the types of impulse buying into one of several categories (Kollat & Willett, 1969). Compulsive buying on the other hand is a chronic, repetitive purchasing that becomes a primary response to negative events or feelings (O'Guinn & Faber, 1989). The pervasiveness of impulse buying, even for relative expensive products like apparel, led researchers to examine impulse buying as an inherent individual trait, rather than a response to inexpensive product offerings (Cobb & Hoyer, 1986). Despite negative aspects concerning impulsive buying behavior in past research, it does account for substantial sales across a range of product categories (Han.*et.al.*, 1991).

Hedonic behavior is marked with pleasure; in contrast to the utilitarian behavior where the shoppers seek functional and economic value in the shopping process. Beatty and Ferrell (1998) defined impulse buying as a "sudden, compelling, hedonically complex buying behavior in which the rapidity of an impulse decision process precludes thoughtful and deliberate consideration of alternative information and choices. A theoretical model of impulsive buying developed by Beatty and Ferrell (1998) and the consumption impulse formation and enactment (CIFE) model developed by Dholakia (2000)

considered impulsive buying as a trait that contributes to an understanding to the formation of the consumption impulse. Compulsive buyers tend to buy excessive number of products they do not need and sometimes cannot afford (Hoyer & MacInnis, 2001). Compulsive buying is different from impulsive buying as the latter is temporary, while the former is an enduring behavior that centers on the process of buying and the actual purchases (Solomon, 2010). Such an approach lacked the understanding of impulsive buying as a trait emerging from consumer buying behavior. Traits represent pre-dispositional attributes of personality that refers to a person's unique psychological makeup thus impulsive buying as a consumer trait may be positively related to the actual impulsive buying (Park & Lennon, 2009). Impulse buying has been recently defined "as a sudden, hedonically complex purchase behavior in which the rapidity of the impulse purchase precludes any thoughtful, deliberate consideration of alternative or future implications" (Sharma *et al.*, 2010). In addition to being unplanned, an impulse purchase also involves experiencing a sudden, strong, and irresistible urge to buy without any pre-shopping intention being formed before entering a store (Muruganantham & Bhakat, 2013). Impulsive buying is defined as unplanned, sudden, and spontaneous gestures to purchase something, which is less cautious to the evaluation of the product or the consequences of subsequent purchases (Paramitha.*et al.*, 2014).

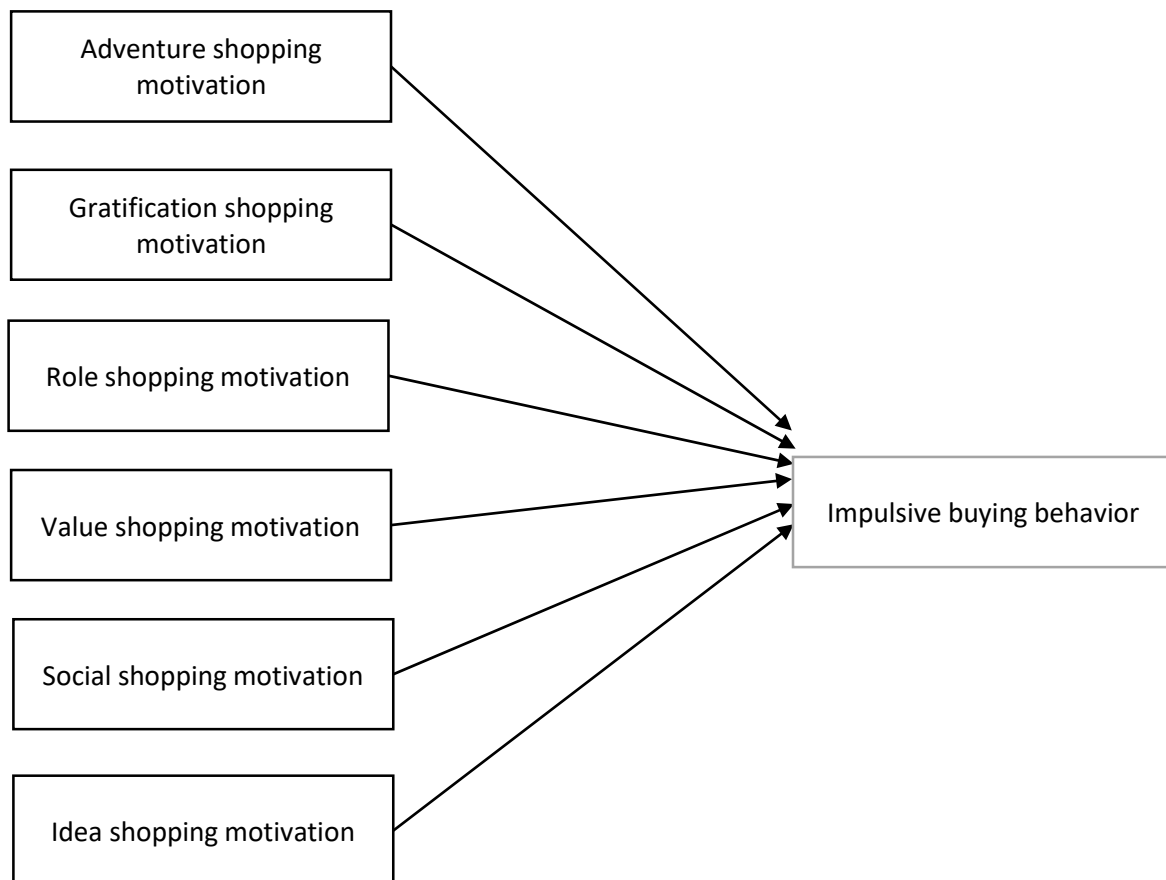
Impulse buying is classified into three groups as Pure Impulse Buying which occurs due to the emotional outflow of the consumer so that purchase of products is outside the purchase habits; Reminder Impulse Buying takes place when the consumer suddenly remembers to purchase certain product and Suggestion Impulse Buying happens when the consumer looks at the product, looks at the usage instruction, and then decides to make a purchase.

RESEARCH METHODOLOGY

In this study, researchers adopted quantitative research technique to address the research problem and to achieve the research objectives.

Conceptual Framework

The conceptual framework demonstrates the sketch of the research and conceptualization focuses on creating a relationship between key variables. As this research is conducted to measure the impact of hedonic shopping motivational factors on impulsive buying behavior towards apparel sector in Galle district and this conceptual framework was developed by Arnold and Reynold (2003) which explains the factors of hedonic shopping motivations. Therefore, researchers have used hedonic shopping motivations as independent and impulsive buying behavior as dependent variable. The ideas were generated after an extensive review of existing literature. Researchers identified six variables under hedonic shopping motivations.



Source: Arnold and Reynold, 2003

Figure 1: Conceptual Model

Population and Sample

This survey has conducted within the Galle district covering the population of people who are living in Galle district. Among that population researchers chose 150 respondents randomly by selecting three clothing stores- Hemara rich look, Dolosmahe and ASB fashion in Galle district based on the range of cloths to sell. These three stores available every category of cloths including kids wear, cloths for men and women, in wider price range.

Data Collection and Analysis Methods

In this research, the primary data collection employed was survey method. A structured questionnaire is prepared to measure the hedonic shopping motivations and impulsive buying behavior. 50 numbers were distributed to each of the three stores and received the information from the respondents. The data were analyzed by using the multiple linear regression analysis.

DATA ANALYSIS

Reliability Test

Researchers incorporated the reliability test to identify that the questionnaires are reliably used in the study. Impulsive buying behavior has the alpha value of 0.756, which shows the questions that are related to the impulsive buying behavior have nearly 76% of reliability. Among the independent variables, adventure shopping has nearly 92% of reliability while gratification shopping, role shopping, value shopping, social shopping and idea shopping motivations have nearly 89%, 85%, 55%, 39%, 86% reliability respectively.

Multiple Linear Regression

Researchers have used the multiple linear regression analysis to identify the impact of hedonic shopping motivations on consumers' impulsive buying behavior towards clothing sector in Galle district. The Table 1 given below shows the results of the regression analysis.

Table: 1. Multiple Liner Regression Analysis

Model	Unstandardized		Standardized	t	Sig.
	Coefficients		Coefficients		
	Beta	Std. Error	Beta		
(Constant)	4.213	1.907		2.209	.029
adventure	1.248	.203	.809	6.159	.000
gratificatio n	-.125	.192	-.073	-.651	.516
role	-.342	.134	-.219	-2.545	.012
value	.296	.201	.124	1.472	.143
social	.142	.145	.063	.979	.329
idea	.227	.102	.136	2.235	.027

a. Dependent Variable: IBB

Hypotheses Testing

H₁ Adventure shopping motivation has an influence on consumers' impulsive buying behavior.

According to the regression analysis, significant value of adventure shopping motivation is 0.000 which means it is statistically significant. The standardized coefficient beta value is 0.809. It is highly influencing on impulsive buying behavior. Therefore, H₀ is rejected. H₁ is accepted.

H₂ There is a significant influence of gratification shopping motivation on consumers' impulsive buying behavior.

According to the regression analysis, significant value of gratification shopping motivation is 0.516 which means it is statistically insignificant. The standardized coefficient beta value is -0.073. In this testing, gratification shopping is not significant. Therefore, H₀ is accepted. H₂ is rejected.

H₃ There is a significant influence of role shopping motivation on consumers' impulsive buying behavior.

According to the regression analysis significant value of role shopping is 0.012 which means, it is statistically significant. The standardized coefficient beta value is -0.219. It is negatively influencing on impulsive buying behavior. Therefore, H₀ is rejected and H₃ is accepted.

H₄ An influence exists with value shopping motivation on consumers' impulsive buying behavior.

According to the regression analysis, significant value of value shopping is 0.143 which means it is statistically insignificant. The standardized coefficient beta value is 0.124. So, value shopping is not significant. Therefore, H₀ is accepted and H₄ is rejected.

H₅ An influence exists with social shopping motivations on consumers' impulsive buying behavior.

According to the regression analysis, significant value of social shopping motivation is 0.329 which means it is statistically insignificant. The standardized coefficient beta value is 0.063. So, social shopping is not significant. Therefore, H_0 is accepted and H_5 is rejected.

H₆ Idea shopping motivation has an influence on consumers' impulsive buying behavior.

Finally, the significant value of idea shopping motivation is 0.027 in the regression analysis. This means, it is statistically significant. The standardized coefficient beta value is 0.136. It is positively influencing on impulsive buying behavior. Therefore, H_0 is rejected and H_6 is accepted.

FINDINGS OF THE STUDY

Researchers found that adventure shopping motivation is the most influencing variable among these six variables. It shows that most of the people buy apparels without planning when they want to do the shopping for a fun or thrill. Role shopping motivation and idea shopping motivation have also certain impact on impulsive buying behavior. The other three variables have no direct impact on impulsive buying behavior. However, the six variables under hedonic shopping motivations together have 70% impact on impulsive buying behavior. Therefore, this finding is remarkably deviated the findings of Arnolds and Reynolds (2003). The major reason for this deviation is the differences between the consumer behavior in western world and Asia.

The table given below shows the details of this finding.

Table 2 Model Summary of Hedonic Shopping Motivations

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.779 ^a	.607	.701	2.106

a. Predictors: (Constant), adventure, gratification, role, value, social, idea

At the beginning, the adequacy of the estimated model was tested by the researchers and according to the adjusted R value, which is equal to 0.701. It reveals, nearly 70% of the variance in impulsive buying behavior explained by the above six independent variables and rest of the 30% is explained by the other factors such as fashion involvement and seasonal shopping motivation.

CONCLUSIONS AND RECOMMENDATIONS

CONCLUSIONS

According to the results obtained, adventure and idea shopping motivations influence positively on impulsive buying behavior. Rather than the idea shopping motivation, adventure shopping motivation is the variable which influences more on impulsive buying behavior. It describes that, in Galle district most of the people do the shopping for clothes without a prior plan, when they are shopping for getting excited. At the same time, there are people who always follow latest trends and fashions. They also buy the cloths without prior

planning. According to the results obtained, these two variables have a positive impact on consumers' impulsive buying behavior.

The other significant variable is role shopping motivation. Not like the other two variables, role shopping motivation has a negative impact on impulsive buying behavior which means when a person is shopping for fulfilling another one's want, they don't buy cloths without a prior plan.

Other three independent variables are insignificant according to the multiple linear regression analysis. Those are value shopping motivation, social shopping motivation and gratification shopping motivation. In Sri Lankan context, these shopping motivations do not have significant impact on impulsive buying behavior since the developed conceptual model by Arnolds and Reynolds (2003) is in a western context and the behavior of consumers in Sri Lanka show different kind of shopping motivations.

RECOMMENDATIONS

From the findings, it is recommended that the shopping store owners should organize their shopping store in a well-organized manner. Then the customers are able to get excited when they enter into the shopping store. It will stimulate their adventure shopping motivation. Adventure shopping motivation strongly influence on impulsive buying behavior. Shopping store owners should include recreational facilities in their shopping stores, at the same time shopping store should offer a creative interior design. When the customer enters into the shopping store that person should feel that he/she has entered into another world.

Further, shopping store owners should display latest trendy cloths as much as they can. Then the customers will visit to their shopping store spontaneously. Shopping store owners can give latest fashion cloths to the working staff to wear them during the working time. It is also a good way to display new trends to the customers.

These six independent variables together contribute 70% to impulsive buying behavior. Future studies could be extended to investigate the other factors which affect the rest of the 30% on Impulsive Buying Behavior in different districts and different gender compositions.

Further, the findings emanating from this research study have numerous implications both theoretically and practically. From the present study, researchers can develop another model for showing the relationship between hedonic shopping motivations and impulsive buying behavior of Sri Lankan buyers and also new theories could be grounded on this concept since there is lack of research in this area in Sri Lankan Context. On the other hand, marketers can identify the powerful motivations of buyers towards different goods and adopt appropriate marketing strategies to succeed in the market.

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