


## The mediating role of positive emotion in the influence of store atmosphere and price discount on impulse buying among hypermart customers in Indonesia

Rizky Hady Wardana<sup>1</sup>, Barkah<sup>2</sup>, Bintoro Bagus Purmono<sup>3</sup>, Rizky Fauzan<sup>4</sup>, Ikram Yakin<sup>5</sup>  
Faculty of Economics and Business, Universitas Tanjungpura, Indonesia<sup>1,2,3,4,5</sup>

Article Info	ABSTRACT
<b>Keywords:</b> Store Atmosphere, Price discount, Positive Emotion, Impulse Buying, Retail	This research examines the impact of store atmosphere and price discounts on impulse buying among consumers of Hypermart Department Store in Indonesia, with positive emotion as the mediating variable. The study used a quantitative research approach and used a purposive sampling to choose 260 participants. The data was collected through an online survey that underwent extensive testing to verify its legitimacy and dependability. Data analysis was conducted utilizing Structural Equation Modeling (SEM) methodology facilitated by the AMOS 24 program. The findings of this study demonstrate a positive and significant correlation between the store atmosphere and price discounts concerning impulse buying among consumers of Hypermart Department Store in Indonesia. In addition, this study has shown that positive emotion is a mediating factor in the association between store atmosphere, price discounts, and impulse buying. These findings can provide valuable insight for Hypermart Department Store management in designing more effective marketing strategies. This research implies that it can help companies increase their sales and profits through better management of store atmosphere and pricing strategies.
This is an open access article under the <a href="https://creativecommons.org/licenses/by-nc/4.0/">CC BY-NC</a> license 	<b>Corresponding Author:</b> Rizky Hady Wardana Faculty of Economics and Business, Universitas Tanjungpura, Indonesia <a href="mailto:rizkyrizky5666@gmail.com">rizkyrizky5666@gmail.com</a>

### INTRODUCTION

Indonesia's retail industry has witnessed substantial growth in recent years, as manifested by the rapid proliferation of retail centers, minimarkets, and supermarkets across diverse cities. Projections for retail sales performance in 2023 indicate a dynamic landscape characterized by a consistent annual growth rate of 6.3% [1]. Developments in consumer behavior and preferences, including increasing demand for easy and fast shopping experiences and increasing awareness of sustainability and ethics in consumption, have become essential factors influencing the growth of retail businesses [2]. To foster growth in the retail sector, entrepreneurs must identify opportunities and devise innovative strategies to gain a competitive edge, garnering public attention for their retail enterprises [3].

Due to this significant development, modern retailers have pushed their market dominance by attracting customers through various conveniences [4]. They do not just

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focus on products; on the contrary, they look for opportunities to increase customer engagement and empowerment to create rewarding experiences to grow customer loyalty [5]. Retail business players primarily provide various services that consumers appreciate [6]. These various service forms include providing information, providing multiple choices of products that fit with customers needs, enhancing access for customers to get the products, creating a comfortable community for customers to buy products, or guaranteeing timely delivery of products in the desired form and time [7].

Ultimately, the target is to influence customers' purchasing decisions emotionally. Undoubtedly, triggering impulse buying is one of the producers' primary targets. Impulse buying is an action that is often discussed in a retail context, especially when shopping in supermarkets [8]. Understanding the triggers of impulse buying helps marketers design strategies to increase consumer impulse buying in retail stores [9]. Therefore, retail players must be able to improve customer stimuli so that impulse buying continue to grow [10].

Researchers, academics, and marketers often characterize impulse buying as an "abnormal" or "irrational" phenomenon. However, comprehending the motivations and circumstances that drive individuals to engage in impulsive buying behavior proves exciting and challenging as it deviates from conventional patterns [11]. Producers can utilize this behavior with various methods to increase sales volume [12]. The phenomenon of impulse buying pertains to purchasing without engaging in premeditation or thoughtful consideration on the part of the consumer [12]. Impulse buying is simultaneously described as an impulse purchase or a sudden purchase made by customers without careful consideration [11]. Thus, this factor is essential for the producers since as many as 80% of purchases in the retail business are impulse purchases [13].

The retail atmosphere experienced by consumers has been identified as a contributing element to impulse purchases [14]. The retail ambiance encompasses various features, including store design, lighting, color palette, air quality, music, and decorations [15]. Retail business players, especially supermarkets, must pay special attention to store atmosphere because store atmosphere are long-term investments in the retail business [16]. An effective store atmosphere can comfort consumers, making them want to stay longer and increasing their potential to shop more [17]. A stunning store atmosphere can enhance the shopping experience and customer satisfaction [18]. Apart from store atmosphere, price discounts are among the most commonly used factors in marketing strategies to influence consumer impulse purchases [19]. However, there are limits to maximizing profits when providing deep discounts [20]. Retail business must understand effective methods when implementing price discount promotions to increase revenue and reduce losses [20]. According to Refasa et al. [21] sales promotions significantly positively impact impulse buying.

According to Sharma et al. [22], stimulating components within retail establishments contribute to the overall exhilaration of the shopping experience. These elements serve as competitive considerations that encourage consumers to dedicate more time to exploring within the store. Furthermore, they also serve to promote potential impulse purchases

among consumers. Positive Emotions significantly stimulate impulsive consumer behavior and engender a diminished sense of control [23]. Rook [24] argues that "the emotional reaction of consumers is a key element in impulse buying" and "plays a very significant role in the study of impulse buying." Therefore, consumers spend more time and money in stores with a positive mood and may be willing to stay longer [25]. This phenomenon results from a sense of happiness that can inhibit the assessment process and encourage impulsive purchase actions [26].

This research investigates the correlation between store atmosphere, price discounts, and the impact of positive emotions on impulsive buying at Hypermart, a prominent retail establishment in Indonesia. Through this study, researchers aim to investigate how these factors interact and contribute to consumers' impulse purchases in this competitive retail environment. The results of this study will provide significant insights for stakeholders in the retail industry interested in improving their sales performance by implementing more effective strategies that specifically target impulse purchasing behavior. As examined Kholis et al. [27], the findings of prior studies show no discernible influence of store atmosphere on impulsive buying behavior. Nevertheless, the findings of this study diverge from the research conducted by Husnain et al [28], which posits that store atmosphere has a direct and positive impact on impulsive buying. Consequently, this research employs independent factors about the store atmosphere to elucidate disparities observed in prior scholarly works. This study integrates multiple essential components, rendering it distinctive and valuable in comprehending customer impulse buying behaviour within the retail sector of Indonesia. This study encompasses a range of perspectives from many prior scholars in order to provide a comprehensive analysis of the elements that impact impulse buying behaviour. Furthermore, the present study encompasses a broad spectrum of participants, encompassing consumers residing in various major urban centres within Indonesia. This approach guarantees a robust portrayal of the heterogeneous backgrounds and interests exhibited by customers within this nation.

## METHOD

This study employs a causal research design. The data collection process involves a purposive sampling approach, where samples are selected based on specific criteria set by the researcher. Primary data is gathered through the questionnaires. The survey instrument utilizes a Likert scale with five levels, prompting participants to indicate their level of agreement on a scale ranging from 1 (strongly disagree) to 5 (strongly agree). The measurement of store atmosphere was conducted using a set of seven items derived from previous studies conducted by [31], [33].

The measurement of price discount was conducted using a set of seven items derived from previous studies from Baltaci and Eser (2022) [73], Ismail and Siddiqui (2019) [50], Syed Ali et al. (2019) [74]. The measurement of positive Emotion was managed using four items derived from previous studies from Bandyopadhyay et al. (2021) [9], Park et al. (2006) [60]. The size of impulse buying was driven by employing eight items derived from

earlier studies conducted by several researchers Hussain & Siddiqui (2019) [31], Kim and Tanford (2021) [20].

The research study had 260 respondents whose samples were collected and evaluated. The sample criteria employed in this study consisted of individuals aged above 17 years, individuals who had engaged in shopping at Hypermart for a minimum duration of 6 months, and individuals who were familiar with and had made purchases utilizing a price discount program. Data collection for this study involved the acquisition of samples from multiple provinces in Indonesia, including Sumatra, Java, Kalimantan, Sulawesi, Papua, and other locations. The data collection method employed in this study involved using an online questionnaire.

The validity assessment hinges on the standardized loading factor (SLF), with a criterion equal to or greater than 0.50 [75]. Construct reliability will be gauged through the construct reliability (C.R.) analysis and average variance extracted (AVE) values. Subsequently, Structural Equation Modeling (SEM) will be employed to scrutinize and determine the acceptance or rejection of the formulated research hypothesis. In SEM, each coefficient will yield a t-value, and a view can establish a cause-and-effect relationship if the calculated t-value equals or exceeds the critical t-value (1.96) at a significance level of  $\alpha = 0.05$ . The Sobel test will be applied to evaluate the indirect influence of the mediating variables.

## RESULT AND DISCUSSION

### Respondent Characteristics

The analysis of respondent profiles in this survey is based on the following demographics:

**Table 1.** Characteristics of Respondents

Categories	Items	f	%
Gender	Man	111	42.69%
	Woman	149	57.31%
	Total	260	100.00%
Age	17 - 25 Years	152	58.46%
	26 - 42 Years	96	36.92%
	43 - 58 Years	12	4.62%
	Total	260	100.00%
Domicile	Sumatra	49	18.85%
	Java	98	37.69%
	Kalimantan	81	31.15%
	Sulawesi	21	8.08%
	Papua	11	4.23%
	Total	260	100.00%
Frequency of Shopping at Hypermart per Month	Once	122	46.92%
	Twice	87	33.46%

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	Three times	26	10.00%
	Five - Ten Times	20	7.69%
	> 10 times	5	1.92%
	Total	260	100.00%
Amount of Expenditure When Shopping at Hypermart	Less than 1 Million	173	66.54%
	>1 million - 3 million	79	30.38%
	>3 million - 5 million	7	2.69%
	>5 million - 10 million	1	0.38%
	Total	260	100.00%
Monthly Income	1 million - 3 million	97	37.31%
	>3 million - 5 million	77	29.62%
	>5 million - 10 million	72	27.69%
	>10 million - 30 million	12	4.62%
	>30 million	2	0.77%
	Total	260	100.00%

### Measurement Model

The results of the suitability, validity and reliability tests are as follows.

**Table2.** Standardized Loading Factor, Construct Reliability (CR), and Average Variance Extracted (AVE) Values on Overall Model Fit

	Items	SLF	CR	AVE
Store Atmosphere	The creative and systematic product arrangement at Hypermart helps in choosing products.	0.80	0.79	0.60
	The colours inside Hypermart create a positive perception in mind.	0.79	0.6	0.6
	The Hypermart outlet, which is equipped with AC, encourages to shop.	0.76	0.6	0.6
	The aroma at Hypermart encourages to make more purchases.	0.73	0.7	0.6
	The cleanliness at Hypermart attracts to visit again.	0.77	0.7	0.6
	Listening to music creates a comfortable atmosphere when shopping at Hypermart.	0.77	0.8	0.6
	The lighting at Hypermart makes the products look more precise and more attractive.	0.76	0.6	0.6
	Hypermart always offers attractive price discounts.	0.86	0.80	0.68
Price Discount	Promotional information, such as price discounts, influences visits to Hypermart.	0.82	0.9	0.9
		0.5		

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	When there is a price discount on a product at Hypermart, my chances of buying it increase, even if I do not need it.	0.82 7		
	I have my favourite brands, but mostly, I will buy brands that offer discount prices at Hypermart.	0.83 8		
	I am getting a good deal when I buy items that offer price discounts at Hypermart.	0.82 6		
	I prefer to buy more when a sales promotion at Hypermart, such as a price discount.	0.80 3		
	I visited Hypermart because they often hold promotional activities.	0.82 5		
	I feel happy when shopping at Hypermart.	0.78 9	0.85 6	0.69 1
Positive Emotion	I feel enthusiastic when shopping at Hypermart.	0.83 4		
	I feel happy when shopping at Hypermart.	0.82 9		
	I feel satisfied when shopping at Hypermart.	0.87 2		
	I often make spontaneous purchases while at Hypermart.	0.95 8	0.85 4	0.92 6
	What I think when shopping at Hypermart is "Just buy it."	0.96 0		
	I often buy things without thinking when I am at Hypermart.	0.95 6		
Impulse Buying	"Buy now, think later" describes my behaviour when shopping at Hypermart.	0.96 1		
	Sometimes, I am tempted to buy things impulsively at Hypermart.	0.96 2		
	Sometimes, I can be impulsive in my purchases at Hypermart.	0.96 1		
	I buy things at Hypermart without considering the consequences.	0.96 5		
	Sometimes, I am tempted to buy many things at Hypermart.	0.97 2		

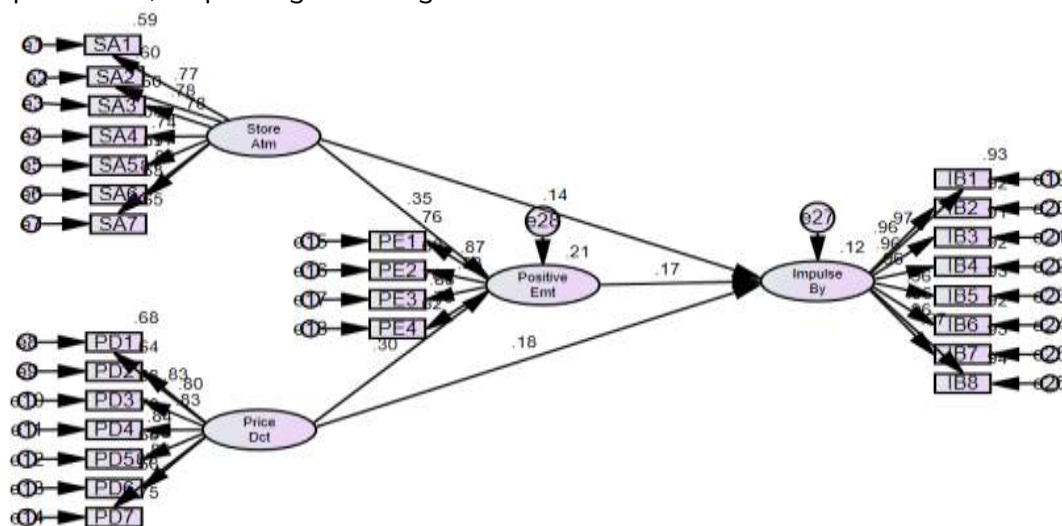


The validity and reliability tests based on Table 2 show that the model indicators built meet valid and trustworthy standards. The standardized loading factor (SLF) value for existing indicators exceeds 0.50. This shows that all indicators are accurate and adequate to measure the overall model composition. The construct reliability (CR) test results were more significant than 0.70. This shows that each device is reliable and capable of accurately measuring the structure of the entire built-in model.

**Table 3.** Goodness of Fit Index

Goodness of Fit Index	Cut Value	Results	Fit
X2	Expected Low	445,875	
DF		294	
X2- Significance Probability	≥ 0.05	0,000	
CMIN/DF	≤ 3.00	1,517	<i>Good Fit</i>
RMSEA	≤ 0.08	0.045	<i>Good Fit</i>
NFI	≥ 0.90	0.944	<i>Good Fit</i>
IFI	≥ 0.90	0.980	<i>Good Fit</i>
TLI	≥ 0.90	0.978	<i>Good Fit</i>
CFI	≥ 0.90	0.980	<i>Good Fit</i>

The model conformance test, as presented in Table 3, illustrates the assessment of the model's alignment with the specified requirements and assertions regarding its applicability. The results indicate a substantial level of agreement, as evidenced by the five measurements. To determine the adequacy and acceptability of the study model configuration, one can evaluate if three to four measurement demonstrate a high level of appropriateness, surpassing the designated cut-off value.



**Figure 2.** Full Model Testing

### Hypothesis test

The results of testing the influence of the relationship between variables in the research configuration built in this research can be presented as follows.

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**Table 4.** Hypothesis test

Hypothesis	Track	Estimate	S.E	CR	P
H1	Store Atmosphere ---> Impulse Buying	0.387	0.189	2,055	0.040
H2	Price Discount ---> Impulse Buying	0.377	0.145	2,603	0.009
H3	Store Atmosphere ---> Positive Emotion	0.345	0.069	5,036	0,000
H4	Price Discount ---> Positive Emotion	0.237	0.053	4,496	0,000
H5	Positive Emotion ---> Impulse Buying	0.460	0.194	2,373	0.018

In the scope of this research, several hypotheses were formulated based on existing information. The study explores the relationship between specific variables related to impulse buying and positive affect within store ambience and price reductions. The statistical analysis results strongly support all the proposed hypotheses.

The first hypothesis, investigating the correlation between store ambience and impulsive purchasing behaviour, produced the following results. The path coefficient between store atmosphere and impulse purchase is 0.387, with a standard error (SE) estimate of 0.189. The reliability coefficient (CR) is 2.055, and the associated p-value is 0.040. Since the p-value is less than the predetermined significance level  $\alpha = 0.05$ , it indicates a statistically significant and positive effect associated with the first hypothesis.

The second hypothesis explores the influence of price discounts on impulsive purchasing behaviour. The analysis reveals that the anticipated path coefficient connecting price discounts and impulse buying is 0.377, with a standard error of 0.145. The computed contrast ratio (CR) is 2.603, and the obtained p-value is highly significant (0.000), indicating a level of statistical significance significantly lower than the predetermined alpha level of 0.05. Therefore, the second hypothesis has a positive and statistically significant impact.

The third and fourth hypotheses test the influence of additional variables on positive emotion, namely store atmosphere and price discounts. The analysis results show that these two hypotheses have significant path coefficient estimates ( $CR > 1.96$ ) and very low p-values (0.000), which supports the idea that store atmosphere and price discounts have a positive and significant influence on positive emotion.

The subsequent hypothesis investigates the correlation between impulse purchasing behaviour and positive affect. The analysis reveals that the predicted path coefficient linking impulsive purchases and happy feelings is 0.460, with a standard error of 0.194. The calculated correlation coefficient (CR) is found to be 2.373, and the associated p-value is determined to be 0.018. The research conducted indicates that the data provide support for the fifth hypothesis. A p-value less than the predetermined significance level  $\alpha = 0.05$  and a relatively high confidence ratio (CR) suggests a statistically meaningful association between positive emotion and impulsive buying.

Within the scope of this study, it was determined that a direct association exists between good emotions and impulsive purchasing behaviour. In light of this observation, individuals generally exhibit heightened levels of positive affect, increasing the likelihood of engaging in impulsive buying behaviour. These findings have important implications in the

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world of marketing and retail. In marketing strategy, understanding this relationship can help companies implement more effective promotional methods, taking advantage of moments when consumers feel happy, excited, enthusiastic or satisfied. In addition, companies can also create a more positive customer experience in the store by designing an atmosphere in the store that triggers positive emotion. Thus, understanding these correlations can provide valuable insights for improving marketing strategies and increasing sales volumes, which can increase business growth and customer satisfaction.

To confirm the indirect effect of the influence of the inherent mediating variables, we present Table 5, obtained from the results of the Sobel test.

**Table 5.** Sobel Test - Mediation Significance

	Sobel test statistics	Bidirectional probability
(H6) Store Atmosphere--> <i>Positive Emotion--&gt;Impulse Buying</i>	2,142	0.03215861
(H7) Price Discount--> <i>Positive Emotion--&gt;Impulse Buying</i>	2,094	0.03618434

Significant findings about the two paths examined were obtained based on the Sobel test results in Table 5. In H6, the Sobel test yields a statistic of 2.142, accompanied by a two-tailed probability value (p-value) of 0.03215861. The findings of this study suggest a notable impact of Store Atmosphere on Impulse Buying, which is mediated by the presence of Positive Emotion. The p-value is less than the predetermined significance criterion of  $\alpha = 0.05$ . Similarly, within the context of H7, the Sobel test statistic is calculated to be 2.094, yielding a p-value of 0.03618434. The findings suggest a noteworthy and statistically significant relationship between Price Discounts and Impulse Buying, which Positive Emotion mediates.

The conclusion from these results is that in the context of this research, both Store Atmosphere and Price Discounts positively and significantly influence Impulse Buying through the mediation of Positive Emotion. These findings can provide valuable insights for marketing and sales strategies, indicating that creating a positive atmosphere and offering appropriate price discounts can encourage impulse buying by increasing positive emotions in consumers.

## CONCLUSION

Research on retail business development directly influences a country's economic growth. The real impact is the increasing number of shopping centers, minimarkets, and supermarkets that are popping up in various cities in Indonesia. One is due to the high level of impulse buying in the retail sector [13]. Therefore, the existence of a good store atmosphere is essential because it can increase consumer impulse buying [11], [28], [40], [41], [56], [29], [33]–[39]. This research supports previous research by Vinish et al. [33],

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which states that consumers tend to make spontaneous purchases due to a satisfying store atmosphere. Discount offers such as discount coupons, cashback, and reward points effectively encourage consumers to make purchases without careful planning [76]. This can happen because price discounts influence the consumer's perspective so that consumers feel they are getting an offer that is difficult to pass up, resulting in impulsive purchases [9], [19], [45]–[53], [74], [20], [76]–[78], [28], [35], [39], [40], [42]–[44]. This research supports this statement by proving that price discounts impact impulse buying at Hypermart. Customers' positive Emotion can be created with a pleasant store atmosphere [25], [29], [34], [36], [37], [47], [54], [55], [57] and attractive price discounts [9], [37], [44], [45], [58], [59], [79]. According to Babin and Babin [61], positive emotion can reduce the complexity of decision-making, potentially increasing the likelihood of impulse buying. This research confirms that consumers' positive emotions impact impulse buying at Hypermart. This finding aligns with other scholarly investigations, which claim that the experience of happy emotions tends to simplify the decision-making process, potentially fostering impulsive purchasing behavior [8], [24], [29], [36], [60], [62], [65], [66]. Store atmosphere includes elements that create a unique shopping experience, which can influence impulse buying [11], [29], [33], [34], [37], [38], [40]. Price discounts also play an essential role in encouraging impulse purchases by providing lower price incentives to consumers [19], [28], [79], [35], [39], [42], [46], [48], [49], [52], [53]. Park et al. [60] assert that incorporating emotions with an individual's mood is essential in consumer purchasing behavior. Positive emotions serve as a mediating factor in the relationship between store atmosphere, price discounts, and impulse buying. Furthermore, positive emotions have the potential to enhance the impact of store atmosphere and price discounts on impulse buying. Thus, increasing the role of store atmosphere, price discounts, and positive emotions can provide new insights into designing effective marketing strategies to increase overall impulse buying.

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