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Enhancing Impulse Buying in the Retail Industry: The Mediating Role of Positive Emotions

Lorianur Rahman¹, Puspa Novita Sari²

¹Prodi Manajemen Bisnis Syariah, Fakultas Ekonomi dan Bisnis Islam, Universitas Islam Negeri Raden Mas Said Surakarta, Indonesia, rlorianur@gmail.com

²Prodi Manajemen Bisnis Syariah, Fakultas Ekonomi dan Bisnis Islam, Universitas Islam Negeri Raden Mas Said Surakarta, Indonesia, puspanovitasari@staff.uinsaid.ac.id

Corresponding Author: rlorianur@gmail.com¹

Abstract: Unplanned purchases make retail growth experience rapid growth. With positive emotions acting as an intervening variable, the aim of this study is to examine how visual merchandising and store atmosphere affect impulsive buying. In this study, the data analysis technique used is quantitative path analysis with questionnaires distributed to 175 respondents with certain criteria, using purposive sampling. This research indicates that Visual Merchandising and Store Atmosphere both positively contribute to Positive Emotions. While Positive Emotions directly enhance Impulse Buying, neither Visual Merchandising nor Store Atmosphere have a direct impact on it. Instead, they influence Impulse Buying indirectly through Positive Emotions.

Keywords: Visual Merchandising, Store Atmosphere, Impulse Buying, Positive Emotion

INTRODUCTION

The recent development of the business world greatly supports growth for entrepreneurs. With the increasing consumption levels and shopping desires of the public, this industry has attracted more attention from business players. Retail refers to the direct sale of goods or services to end consumers for personal use, without the intent of resale. The swift advancement of modern retail is propelled by businesses striving to meet consumer expectations and improve their shopping experiences (Hidayah & Marlana, 2021).

According to data from Trading Economics, retail sales growth in Indonesia has experienced positive growth during the displayed period, with several months showing significant increases. This chart presents data from September to July 2024. Retail sales performance in July 2024 is expected to rise. This is reflected in the Real Sales Index (IPR) for July 2024, which is projected to reach 212.0, representing a year-on-year growth of 4.3%.

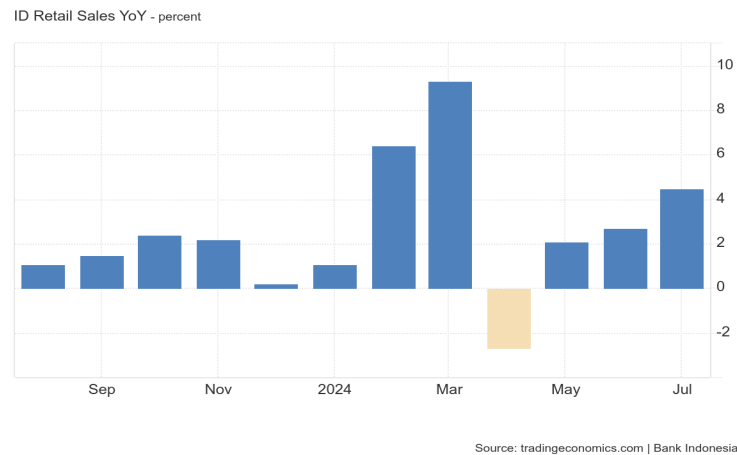


Figure 1. Retail sales growth in Indonesia on an annual basis YoY
Source: Trading Ecomics

Impulse buying can be defined as a purchasing action that is not consciously recognized beforehand as a result of considerations or intentions formed prior to entering a store (Laura Sahetapy et al., 2020). When consumers encounter unexpected stimuli, they may engage in impulse buying, making purchases spontaneously without delay or further assessment. It arises from consumer habits where individuals cannot control the urge to buy a product suddenly, leading to unplanned purchases (Wisesa & Ardani, 2022).

The changing behavior of consumers in terms of unpredictable and fluctuating consumption patterns demands that retail companies strive to create engaging shopping experiences for consumers (Hidayah & Marlana, 2021). Retail businesses come in various forms, and this study will focus on convenience stores or department stores. One retail store currently popular among the public is KKV, which has transformed its name to OH! SOME as of August 1, 2024, adopting a modern and contemporary concept. The various efforts made by OH! SOME to design the store ambiance and customer support facilities create a comfortable environment for consumers, which in turn triggers impulse buying.

According to a survey conducted using a Google Forms questionnaire on unplanned purchases involving 33 respondents who had visited OH! SOME and made unplanned purchases, the question asked "What factors usually trigger your decision to make unplanned purchases at OH! SOME?" concluded that 66.7% of respondents stated that discounts and promotions were the main triggers for making unplanned purchases at OH! SOME.

Table 1. Initial survey of respondent

Answer Choices	Percentage
Discounts or promotions	66,7 %
Product arrangment	18,2 %
Friend recommendation	15,2 %

Source: Author 2025

The impact of visual merchandising and store atmosphere on impulse purchase has been the subject of conflicting findings in earlier study. Research conducted by Nurudin, (2020) and Franjković et al, (2022) found that visual merchandising has a positive effect on impulse buying, while Astiani et al., (2023) did not find a significant direct effect. While Hidayah & Marlana, (2021) found no beneficial influence on impulse buying, study by Wisesa & Ardani, (2022) and Rahmawati & Nurhadi, (2024) demonstrated that store atmosphere has a positive effect on impulse buying. Research conducted by Fazrin & Siregar, (2021) and Pramestya &

Widagda, (2020) found that positive emotions influence impulsive buying. This contrasts with the findings from the research by Pipih Sopiyan & Neny Kusumadewi, (2020), which concluded that positive emotions do not affect impulse buying.

The effects of store atmosphere and visual merchandising on impulse purchase have been the subject of conflicting findings in previous studies. The aim is to provide new insights into how these elements can enhance the consumer shopping experience in the retail industry. This study also offers practical guidelines for business practitioners in designing store environments that evoke positive emotions in consumers and encourage impulsive purchases. This study will explore the relationship between visual merchandising, store atmosphere, and impulse buying, with positive emotion as a mediator, focusing on retail consumers at OH!SOME stores.

METHOD

Based on the research objectives, this study uses a quantitative approach. Data processing and testing uses the Structural Equation Model (SEM) based on Partial Least Square (PLS). The analysis tool used is the Smart PLS application. The research strategy includes a survey strategy involving observation, literature study, and questionnaires distributed in the form of Google Forms to collect quantitative data from respondents. The questionnaire will be distributed through announcements through various media. The measurement scale used is a Likert scale of 1 to 5. The population in this study were all OH! Some consumers, while the sample was OH! Some consumers domiciled in the Solo Raya area who had visited and made a purchase at least once at the OH! SOME store with an age limit of over 17 years. This research involved a minimum of 175 respondents, utilized a non-probability sampling strategy, specifically purposive sampling.

RESULTS AND DISCUSSION

Results

The S-O-R theory stands for Stimulus (message)–Organism (communicator/receiver)–Response. The Stimulus-Organism-Response (S-O-R) model conceptualizes communication as an interaction of stimulus and response. It suggests that verbal messages, non-verbal behaviors, and symbolic representations trigger particular reactions in others (Rahmat abidin & Abidin, 2021). It can be concluded that the S-O-R theory is a communication model that explains how stimuli (messages) can influence organisms (individuals) to generate specific responses or reactions.

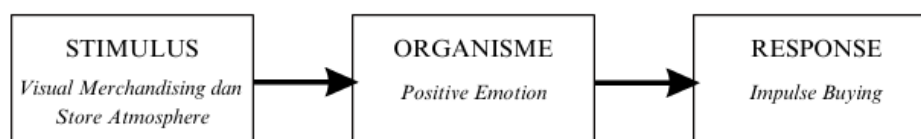


Figure 2. SOR Theory
Source: Data processed 2024

Visual merchandising is the process of presenting products attractively to capture the attention of consumers visiting the store, thereby encouraging sales. It refers to all aspects of a business's exterior and interior that create a favorable impression, capturing customer attention and stimulating interest, desire, and action (Sachitra & Konara, 2023). Effective visual merchandising can evoke positive emotions in consumers, which in turn increases their desire to make impulse purchases (Alycia Ismawatie & Viyani, 2024). According to Pancaningrum, (2017) in (Ali & Sukendra, 2020) Visual Merchandising measurement indicators or items include Display, Color, Assortment, Lighting.

Consumers experiencing positive emotions demonstrate a stronger motivation to make purchases, as they feel a sense of freedom from their surroundings and a sense of being valued when acquiring the items they buy (Trihudiyatmanto & Wardani, 2021). Based on the results of previous studies, this study puts forth a hypothesis about the relationship between visual merchandising, positive emotion, and impulse buying. This is consistent with research by Amelia & Huda, (2021) ; Gunawan et al., (2023) that explains that visual merchandising has a positive and significant impact on positive emotion, as well as studies by Nurudin, (2020): **H1:** Visual Merchandising has a positive and significant effect on positive emotion. **H4:** Visual Merchandising has a positive and significant effect on impulse buying.

One component of the retail marketing mix that deals with establishing a shopping ambiance is store atmosphere (Ramaiska et al., 2020). It encompasses various factors that influence how consumers feel and interact with retail space, playing a crucial role in creating the right atmosphere to attract more customers and enhance sales. When a store features an appealing layout, effective lighting, and pleasant music and scents, it increases consumers' interest and impulse to make purchases (Lutfiani et al., 2023). According to Effendi (2014) in (Hidayah & Marlana, 2021), the indicators or measurement items for Store Atmosphere are Store Exterior, Store Interior, Store Layout.

Research conducted by Fazrin & Siregar, (2021) says that store atmosphere might operate as a stimulus processed by individuals, leading to favorable feelings that result in impulse purchase behaviors. This aligns with studies Ali & Sukendra, (2020); Saodin, (2021) that explain store atmosphere has a favorable and significant impact on impulse buying, as well as study by Risal et al., (2023); Diah et al., (2019) According to earlier research, a store's atmosphere significantly and favorably affects good emotions. Building on these discoveries, this study develops theories that investigate the connection between impulse purchase, positive feeling, and store atmosphere. **H2:** Store Atmosphere has a positive and significant effect on positive emotion. **H5:** Store Atmosphere has a positive and significant effect on impulse buying.

Positive Emotion refers to feelings that arise when someone experiences a pleasant reaction. It can occur before an individual's mood manifests, influenced by their affective tendencies and supportive environmental stimuli, such as product interest or appealing sales promotions, which affect consumer purchasing decisions (Pipih Sopiyan & Neny Kusumadewi, 2020). Impulse buying is a sudden emotional response characterized by a strong, persistent desire that arises after exposure to certain stimuli, leading to unplanned and spontaneous purchases (Hashmi et al., 2020). Because their emotions are not constrained by their environment, consumers who are experiencing pleasant emotions are more inclined to make impulsive purchases. The indicators or measurement items for Positive Emotion are Feel Happy, Feel Satisfied, Feel Comfortable, Feel Enthusiastic (Putri et al., 2023).

This is consistent with studies by Nurlinda & Christina, (2020) and Brabo et al., (2021). This lends credence to the idea that impulse buying is significantly influenced by positive emotions. Based on insights from prior studies, the hypothesis constructed in this research regarding their link is: **H3:** Positive Emotion has a positive and significant effect on impulse buying.

According to Lutfiani et al., (2023), visual merchandising has the ability to influence positive emotions as a consumer response that can lead to impulsive buying. According to Akram et al., (2018) in (Sari & Karsono, 2023). Impulse buying is the term used to describe the purchase that consumers make when they see an item and decide to buy it out of the blue. Attractive visual merchandising arrangements can trigger consumers' desire to shop without prior planning. This statement is supported by research by Suryana & Sari, (2021); Amelia & Huda, (2021) who found evidence that visual merchandising variables have a positive and significant influence on impulsive buying mediated by positive emotions. According to xiang

et al (2016) in (Cavazos-Arroyo & Máynez-Guaderrama, 2022), Impulse Buying is measured using the following indicators: "I frequently buy things on impulse," "I often make purchases without much thought," "I see it, I buy it" reflects my shopping behavior," and "At times, I am somewhat reckless with my purchases." **H6**: Positive Emotion mediates the relationship between visual merchandising and impulse buying.

According to Ivo et al., (2021), consumers' desire to make purchases can be influenced by the design of the store environment. Store atmosphere refers to the conditions created in-store, including lighting, music, temperature, and more, as well as out-of-store factors like architecture, parking areas, coloring, and so on, which can affect consumer purchasing behavior. Creating conditions both outside and inside the store elicits positive responses from consumers, leading to unplanned purchases.

Research by Nurlie et al., (2021) and Camilus Isidorus Ikut & Hasyim Hasyim, (2023) supports this assertion. Research indicates that, through the mediation of happy mood, retail atmosphere has a favorable and significant impact on impulsive purchases. **H7**: Positive Emotion mediates the relationship between store atmosphere and impulse buying.

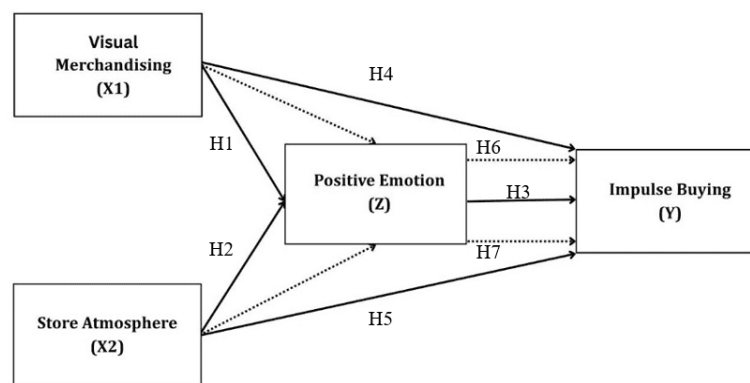


Figure 3. Research

Based on Table 1, 90% of respondents are female. The majority (90%) are between 17 and 25 years old. In terms of domicile, the highest proportion (34%) comes from Surakarta. Among the 98 respondents who reported their income, 56% earn between 0 and 1,000,000 per month.

Table 2. Characteristics of Respondents

Categories	Alternative Response	number	Percentage (%)
Gender	Female	157	90.0%
	Male	18	10.0%
Age (years)	17 – 25 years	158	90.0%
	26 – 35 years	11	6.0%
	36 - 45 years	2	1.0%
	>46 years	4	2.0%
Domicile	Surakarta	60	34.0%
	Boyolali	48	27.0%
	Wonogiri	7	4.0%
	Klaten	11	6.0%
	Karanganyar	16	9.0%
	Sukoharjo	25	14.0%
	Sragen	8	5.0%

Income per month (Rupiah)	0 – 1.000.000	98	56.0%
	1.000.000-2.500.000	43	25.0%
	2.500.000-5.000.000	21	12.0%
	>5.000.000	13	7.0%

Source: Author (2025)

Outer Model

Validity Test

To assess data validity, convergent validity is examined using loading factor table values. The analysis results demonstrate that all constructs with reflective indicators achieve loading factor values greater than 0.70, validating their indicators.

Table 3. Loading Factor and AVE

Variables	Indicators	Loading Factor	AVE	Status
Visual Merchandising (X1)	X1.1	0.823	0.588	Valid
	X1.2	0.770		Valid
	X1.3	0.749		Valid
	X1.4	0.717		Valid
Store Atmosphere (X2)	X2.1	0.727	0.669	Valid
	X2.2	0.857		Valid
	X2.3	0.863		Valid
Positive Emotion (Z)	Z.1	0.857	0.691	Valid
	Z.2	0.833		Valid
	Z.3	0.811		Valid
	Z.4	0.823		Valid
Impulse Buying (Y)	Y.1	0.850	0.686	Valid
	Y.2	0.844		Valid
	Y.3	0.861		Valid
	Y.4	0.755		Valid

Source: Author 2025

With a validity threshold of $AVE > 0.5$, the Average Variance Extracted (AVE) value can also be used to evaluate the data's validity in addition to the loading factor value. As can be seen from the accompanying table, every indication is over this cutoff, indicating the validity of every question in the indicators.

Reliability Test

Making sure an instrument measures a construct consistently, precisely, and properly is the goal of reliability testing. A reliable instrument must have a Composite Reliability value > 0.7 and a Cronbach's Alpha value > 0.6 across all constructs.

Table 4. Reliability Test Results

Variables	Cronbach's Alpha	Composite Reliability
Visual Merchandising (X1)	0.768	0.851
Store Atmosphere (X2)	0.851	0.859
Positive Emotion (Z)	0.751	0.899
Impulse Buying (Y)	0.848	0.851

Source: Author 2025

The results of the reliability test show that all variables meet the required thresholds. Composite reliability values greater than 0.7 demonstrate high reliability, while each construct has a Cronbach's Alpha value above 0.6, confirming its validity and reliability.

Inner Model

The purpose of inner model testing, or structural model evaluation, is to confirm that the model is both stable and precise, maintaining consistent parameters even when tested on a different population sample. This testing involves examining the R-square value as a measure of the model's goodness-of-fit. The goodness-of-fit model evaluates how effectively exogenous variables account for the variance in endogenous variables, thereby assessing their contribution. In PLS analysis, the model's fitness is determined using the R-Square coefficient and predictive relevance Q-Square (Q2) (Rani et al., 2023).

Table 5. R2 and Q2 Test results

Variables	R2	Q2
Positive Emotion (Z)	0.514	0.347
Impulse Buying (Y)	0.368	0.238

Source: Author 2025

According to the determination coefficient test, the R-square value for impulse buying is 0.368, and for positive emotion, it is 0.514. This indicates that positive emotion influences impulse buying by 36.8%, while the remaining variance is attributed to other unexamined variables.

The Q2 test results show that the positive emotion and impulse buying variables have Q2 values greater than 0, indicating that the research model has predictive relevance. As shown in Table 5, the model accounts for 23.8% of the variance in impulse buying.

Hypothesis Testing

The hypothesis testing process in this study follows the rule that the t-statistic value must exceed 1.96, and the p-value must be below 0.05. If these conditions are met, the hypothesis is accepted, signifying a significant positive impact between the tested variables.

Table 6. Hypothesis Test

Hypothesis	Effects	Original Sample	T Statistics	P Value	Statement
1	X1 → Z	0.426	4.828	0.0000	Significant
2	X2 → Z	0.352	4.218	0.000	Significant
3	Z → Y	0.578	7.099	0.000	Significant
4	X1 → Y	-0.044	0.454	0.325	Not Significant
5	X2 → Y	0.085	0.876	0.191	Not Significant
6	X1 → Z → Y	0.246	4.003	0.000	Significant
7	X1 → Z → Y	0.203	3.648	0.000	Significant

Source: Author 2025

The correlation between Visual Merchandising (X1) and Positive Emotion (Z) has a path coefficient result of 0.426. According to the significance test of the influence, visual

merchandising (X1) has a substantial and positive impact on positive emotion (Z), with a t-statistic value of 4.828 and a p-value of 0.0000 ($p < 0.05$). This demonstrates the acceptance of hypothesis 1. This study supports that of Pipih Sopiyan & Neny Kusumadewi (2020), who found that visual merchandising can satisfy the sensory quality of the consumer's vision. At this point, positive emotions arise in consumers, and with increasing feelings of pleasure, consumers tend to make purchases without thinking twice. Therefore, the better a company designs visual merchandising attractively, the more positive the visitor's emotions will be, resulting in unplanned purchases.

This study supports the research by Ariyanti & Purba (2023) that store atmosphere can evoke positive emotions in customers because elements like lighting, music, scent, and interior design create a pleasant and comfortable environment that makes customers feel more relaxed and happy, increasing the likelihood of impulse buying. The route coefficient value for the association between Store Atmosphere (X2) and Positive Emotion (Z) is 0.352. With a t-statistic value of 4.218 and a p-value of 0.0000 ($p < 0.05$), the significance test of the influence revealed that Store Atmosphere (X2) significantly and favorably affects positive emotions (Z).

With a t-statistic value of 7.099 and a p-value of 0.0000 ($p < 0.05$), the significance test of the influence found that hypothesis 3 is accepted. The path coefficient value for the association between Positive Emotion (Z) and Impulse buying (Y) is 0.578. This suggests that Z significantly and favorably influences impulsive purchases, which is in line with Nurlinda & Christina, (2020) findings. Positive emotions can influence impulsive buying because they enhance feelings of excitement and happiness, which make consumers more likely to act spontaneously. When in a good mood, consumers are less likely to think critically and more likely to make fast, emotional purchase decisions.

The correlation between Visual Merchandising (X1) and Impulse Buying (Y) has a path coefficient value of -0.044. With a t-statistic value of 0.454 and a p value of 0.325 ($p > 0.05$), the significance test revealed that Visual Merchandising (X1) has no positive and significant impact on Impulse Buying (Y). This demonstrates the rejection of hypothesis 4. This study is in line with the study conducted by (Hady Wardana et al., 2024), Visual merchandising may not affect impulse purchases if it fails to engage consumers emotionally or if the store atmosphere does not match their preferences. If the display is messy, unattractive, or irrelevant to consumer needs, it may not trigger the desired emotional response, thus having little impact on impulse purchases. This is also in accordance with a pre-survey conducted by researchers on 33 consumers oh! some, that one of the factors that causes them to make unplanned purchases is discounts and promotions.

The correlation between Store Atmosphere (X2) and Impulse Buying (Y) has a path coefficient of 0.085. The results of the significance test showed that Store Atmosphere (X2) has no positive and significant effect on Impulse Buying (Y), with a t-statistic value of 0.876 and a p value of 0.191 ($p > 0.05$). This demonstrates the rejection of hypothesis 5. This study is in line with research conducted by (Atmaja et al., 2023) store atmosphere may not be able to trigger impulsive purchases because the environment may fail to generate positive emotions or fail to align with consumer expectations, making it less likely to trigger spontaneous purchases.

Visual merchandising (X1) and positive emotion-driven impulse buying (Y) have a t-statistic value of 4.003 and a p-value of 0.000. Furthermore, a positive figure of 0.246 is displayed by the route coefficient of the visual merchandising variable (X1) on impulse buying (Y) through positive emotion (Z). If both of the direct effects that contribute to an indirect effect are significant, then the indirect effect is considered significant. Thus, hypothesis 6 is accepted since it can be inferred that visual merchandising (X1) significantly influences impulse buying (Y) through positive feeling (Z).

The indirect effect of store atmosphere (X2) on impulse buying (Y) through positive emotions (Z) is confirmed with a t-statistic value of 3.648 and a p-value of 0.000. The path

coefficient for this effect is 0.203, indicating a positive relationship. For an indirect effect to be deemed significant, both direct effects must also be significant. Therefore, it is concluded that store atmosphere (X2) has a significant indirect effect on impulse buying (Y) through positive emotions (Z), supporting the acceptance of hypothesis 7.

Discussion

Effect of Visual Merchandising on Positive Emotion

The results of hypothesis testing with Smart PLS confirm that visual merchandising (X1) significantly enhances positive emotion (Z). This finding highlights the role of visual merchandising in shaping consumer emotions. Retailers engage in visual communication through strategic exterior and interior merchandising displays to attract attention, generate interest, and evoke desire, which can ultimately lead to purchasing decisions (Sendu et al., 2021). Visual designs such as product arrangement, color, and lighting can influence customers' positive feelings. This is consistent with the research findings that show visual merchandising (X1) has a positive and significant effect on positive emotion (Z).

The results of this discovery can be applied by shop owners to design an attractive visual appearance for their shop in order to evoke positive emotions in consumers so that they can make unplanned purchases. This is because a neat and aesthetic shop design can increase customer satisfaction and customer loyalty to make repeat purchases.

Effect of Store Atmosphere on Positive Emotion

The results of the hypothesis test show that the store atmosphere (X2) has a positive and significant effect on positive emotions (Z). This is in line with research conducted by (Ariyanti & Purba, 2023). When a store has an attractive layout and lighting, as well as pleasant music and aroma, then the interest and drive to make impulsive purchases of consumers increases (Lutfiani et al., 2023).

This finding can be applied by store owners to design the interior and exterior of the store in a way that creates a positive impression. Neatly arranged products, the selection of calming or energetic colors according to the brand, and appropriate lighting will create a comfortable and pleasant atmosphere. Providing enough space and organizing the store layout can also make it easier for customers to navigate and find the products they want, allowing them to feel comfortable while shopping.

Effect of Positive Emotion on Impulse Buying

The results of the hypothesis test show that positive emotions (Z) have a positive and significant influence on impulsive buying (Y). It can be concluded that the positive emotion variable has an influence on impulse buying. It can be concluded that positive feelings felt by customers can encourage them to make impulsive purchases. When customers feel a pleasant emotional experience while shopping, they are more likely to make unplanned purchasing decisions. This shows that creating a positive atmosphere in the store can increase the likelihood of impulsive purchases. Positive emotions encourage consumers to make impulsive purchases, while negative emotions prevent consumers from making impulsive purchases (Rahadhini et al., 2020).

This finding can be applied by shop owners to bring out positive emotions in consumers by influencing their moods, thus stimulating positive feelings. Friendly customer service interactions can also increase positive feelings. Positive attitudes and attention given by others often create a pleasant atmosphere.

Effect of Visual Merchandising on Impulse Buying

The results of the hypothesis test show that visual merchandising (X1) does not have a positive and significant influence on impulsive purchases (Y). It can be concluded that the visual merchandising variable has no influence on impulsive purchases. It can be concluded that the visual merchandising variable has no influence on impulsive buying. This statement is supported by preliminary research through a pre-survey on 33 respondents at Oh! Some, who identified that promotion and price were the main reasons influencing their impulsive buying. Temuan ini sesuai dengan penelitian (Hady Wardana et al., 2024) yang menunjukkan bahwa visual merchandising tidak memengaruhi pembelian impulsif secara signifikan.

This finding can be applied by shop owners to generate impulse buying in consumers by providing a more attractive display, accompanied by discount promotions so that they can attract their attention to make unplanned purchases. Promotions such as limited discounts, buy 1 get 1 free, or product bundling can provide attractive offers suddenly so that they can tempt customers to buy without planning.

Effect of Store Atmosphere on Impulse Buying

The findings from the hypothesis test indicate that store atmosphere (X2) does not have a significant or positive impact on impulse buying (Y). This implies that store atmosphere does not play a decisive role in influencing impulsive purchasing behavior. Consumers may be more responsive to factors like price, product quality, or promotional offers. Furthermore, they may prefer functional shopping over impulsive purchases influenced by store ambiance. This conclusion supports previous research (Atmaja et al., 2023) which shows that store atmosphere does not significantly affect impulsive buying.

These findings can be applied by store owners to stimulate impulsive buying in consumers by considering other factors that influence impulsive consumer behavior. An approach that focuses more on attractive prices, special promotions, ease of payment, and a pleasant shopping experience may be more effective.

The Effect of Visual Merchandising on Impulse Buying through Positive Emotions

The results of the hypothesis test show that visual merchandising (X1) has a positive and significant influence on impulsive purchases (Y) through positive emotions (Z). This shows that positive emotion increases impulse buying. When someone shops and sees a pleasant visual display of the store, it will have a positive impact that causes them to make spontaneous purchases without thinking twice. This study found that positive emotion acts as a mediating variable between visual merchandising and impulse buying, indicating that although visual merchandising does not directly affect impulsive buying, positive emotions caused by these elements can trigger consumers to make impulsive purchases. Therefore, store owners should pay more attention to aspects that can increase visitors' positive feelings to encourage higher impulsive buying decisions.

The Effect of Store Atmosphere on Impulse Buying through Positive Emotions

The results of the hypothesis test show that store atmosphere (X2) has a positive and significant effect on impulsive buying (Y) through positive emotions (Z). The results of this study are that although store atmosphere does not directly affect impulse buying, store atmosphere has a large influence when mediated by positive emotions felt by consumers. These positive feelings then function as mediating variables that increase the likelihood of consumers making impulsive purchases. Therefore, store owners must focus on creating a positive emotional experience for consumers, either through store design, service, or other elements that can improve mood and encourage impulsive buying decisions.

CONCLUSION

According to the study's findings, impulsive purchasing is not significantly and favorably impacted by visual merchandising or store atmosphere. On the other hand, when both variables are mediated by positive emotions, the results will be good and noteworthy because they have a positive and significant effect. If a pleasant store environment and product layout do not make customers feel happy, it will not encourage them to make impulsive purchases. This study reveals that positive emotions can increase unplanned purchases in consumers at Oh! Some Solo Paragon Mall. Consumers with positive emotional arousal who experience pleasant feelings can influence consumers to make spontaneous purchases without thinking twice. When consumers feel happy because of the positive emotions that arise, they will definitely make efforts to fulfill their desires without thinking about whether the product they buy is a need or just a desire.

In order for readers, particularly store owners, to use the study's findings to boost purchases that effect revenue, it is advised that future research look at additional intervening factors that may influence impulsive buying in a store. Business actors might use the study's findings to examine the variables that influence impulsive purchases that are mediated by positive emotions.

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