The Influence of Store Atmosphere, Shopping Lifestyle, and Time Availability on Emotional Response and Impulse Buying

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ABSTRACT

This study aims to analyze the influence of store atmosphere, shopping lifestyle, and time availability on emotional response and impulse buying. The object of this study was a stationery store in Yogyakarta Province, Indonesia. The sample size is 125 respondents who were selected using purposive sampling. The data analysis technique employed Structural Equation Modelling (SEM). Results showed that the store atmosphere positively influenced emotional response. Shopping lifestyle had a positive and significant effect on emotional response. While the availability of time positively impacted the emotional response and emotional response positively and significantly influenced impulse buying. Besides, store atmosphere had a positive and significant impact on impulse buying mediated by an emotional response. Shopping lifestyle is affected positively and significantly to impulse buying mediated by an emotional response. Availability of time positively and significantly influenced impulse buying mediated by an emotional response.

Keywords: *Store Atmosphere, Shopping Lifestyle, Availability Of Time, Emotional Response, And Impulse Buying.*

1. INTRODUCTION

Many trade businesses in Yogyakarta have been established and are now growing. One of the trading businesses currently developing is the retail business. Retail is a sales activity in the form of goods or services directly to end consumers and is used for personal and household use, not for business purposes [1].

Many retail businesses try to attract consumers' attention by holding various kinds of attractive promotions in each of their products. Attractive promotions are usually in discounts, shopping points, lottery prizes, discounts, etc. With such attractive promotions, it can help increase profits in the retail business.

In a simple definition, unplanned and unstructured buying actions are considered impulsive purchases. According to [3], actual impulse purchases utilize on-spot decisions dominated by the store environment and consumer feelings when shopping. According to [4], as explained in Mehrabian and Russell's theory, impulsive buying behavior can be caused by an emotional state in a consumer.

Mehrabian and Russell (1974) in [3] argue that the SOR model of environmental psychology has three dimensions that can describe a person's emotional state, such as pleasure, arousal, and dominance (PAD). Combining these three different emotions can produce other behavioral consequences, making a person decide whether to remain in a particular environment, namely deciding which behavior to accept or reject. The action of accepting or rejecting in Mehrabian and Russell's theory can be interpreted as whether consumers' decisions will still make impulsive purchases or not when someone is shopping at a store. Factors that can affect a person making impulsive purchases are very diverse, such as store atmosphere, shopping lifestyle, and time availability.

This study examines the effect of store atmosphere, shopping lifestyle, and time availability on emotional responses and impulsive purchases. The research's setting was fashion retail and accessories businesses. The study setting is a fashion and accessories retail business in Yogyakarta Province, Indonesia.

2. LITERATURE REVIEW

Mehrabian and Russell Theories

Environmental psychologists (Mehrabian & Russell 1974; Mehrabian 1980; Russell & Pratt 1980) in [5] have presented what isconsidered potentially valuable theories for studying the atmosphere's influence on shopping behavior. Using the Stimulus-Organism-Response (S-O-R) paradigm, they offer descriptions of the environment, variables, and intervening behaviors relevant to the retail store settings. Hence, this study aims to adapt the Mehrabian-Russell approach into the retail context and test their models' predictions.

Mehrabian and Russell (1974) in [4] assert that the SOR model of environmental psychology has three dimensions

that can describe a person's emotional state, such as pleasure, arousal, and dominance (PAD). Combining these three different emotions can produce other behavioral consequences, making a person decide whether to remain in a particular environment, namely deciding which behavior to accept or reject. [5] used the S-O-R model and took retail stores as test objects to study the relationship between environmental stimuli and behavioral intentions by two emotional dimensions: pleasure and passion. A person's emotional response is formed due to the environment's influence that can stimulate someone when shopping. One of the climate impacts is an attractive store atmosphere.

Store Atmosphere

The store atmosphere concepts introduced by [6] define that the store atmosphere is an attempt to design a store environment to create a more specific emotional effect on consumers. According to [7], the physical part of the store atmosphere includes equipment, shop cleanliness, theme colors, shop layout, merchandise display, and decorations, which attract attention. On the other hand, intangible factors consist of temperature, aroma, music, and lighting.

Shopping Lifestyle

According to [8], a shopping lifestyle is a form of consumption patterns for people who spend their time and money. [9] defines a more focused lifestyle, namely a person's way of life; in other words, how that person presents himself according to his interests, activities, and opinions.

Time Availability

Time availability is used as a measure given the situational characteristics, which are focused on the perception of time available and employed to do something that can affect consumers when shopping [10]. According to [11], time is closely related to the situation factor, which consumers spend their time in a store.

Emotional Response

Mehrabian and Russell (1974) in [4] affirm that emotional responses mediate situations impact on behavior so that each combination of initial conditions produces emotional reactions (affective, connotative, feeling), which in turn leads to response behaviour (accept or reject). See Figure 2.1:

Stimuli

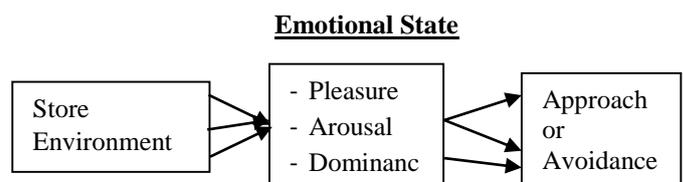**Mediating Variable Response**

Emotional State

Figure 1. The Mehrabian Russell Model (1974) Source: Graa et al. (2014)

Furthermore, of all emotional responses, one or more of the three fundamental dimensions might be represented: pleasure, arousal, and dominance. Pleasure as an emotional

state is distinguished from "taste, dislike, positive reinforcement or avoidance approach because the final response is also influenced by stimuli that can evoke" (Mehrabian and Russell, 1974) in [4]. The emotional response is a combination of feelings such as happiness, joy, satisfaction, etc. Passion is an activity orto what extent a person acts while shopping. Meanwhile, domination is the extent to which individuals feel affected by the environment when shopping. The higher the domination level that will be felt in the situation, the higher the individual will be affected by the situation. If someone's environment's influence is greater when shopping, it can impact more significant purchases.

Impulse Buying

[4] showed that impulsive purchases could happen during shopping due to environmental stimuli. One study reveals that the store atmosphere's variables (sound, view, and smell) are essential stimulants that can lead to the desire to buy impulsively [4]. [12] define it as sudden purchases without pre-shopping intentions to accept specific product categories or fulfill purchase specific purchasing tasks.

3. MODEL

Figure 2.2 showed that impulsive buying behavior could be influenced by the store atmosphere, shopping lifestyle, time availability, and emotional response. In the research model, it showed that there is a causal relationship between the variables used in this study.
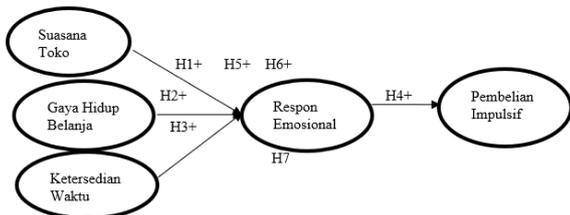

Figure 2 Research Models

Sources: Fauziyah and Fatmawati (2017) and Graa et al. (2014)

4. HYPOTHESIS

Previous research indicates that the store atmosphere variables are necessary stimulants that can lead to the desire to buy impulsively [4]. The design of retail outlets can provide pleasure and stimulate shop visitors to make purchases. A similar study was conducted by [5] that the store environment could directly influence consumer's emotional state. Previous research showed that the better the store atmosphere, the better its emotional response when shopping. Therefore, this study proposed the following hypothesis:

H1: The store atmosphere has a positive effect on emotional responses.

According to [9], an individual's shopping lifestyle can be described through its inherent characteristics. Shopping

lifestyle is a person's consumption pattern when shopping to reflect on how they are only in a shop. According to one study, a person's shopping lifestyle can be influenced by retailers' stimuli to attract consumers attention to shop excessively [8]. The description showed that the higher the shopping lifestyle in a person, the better the emotional response. Therefore, this study proposed the following hypothesis:

H2: Shopping lifestyle has a positive effect on emotional responses.

In [13],the availability of time that consumers feel can influence or enhance a person's emotional response in providing a purchasing decision to encourage them to buy unplanned products. [14] state that situational factors such as availability of time can influence a person's emotional response, impacting consumers impulsive purchases. Based on research from [13], that time availability can increase emotional circumstances that affect impulsive purchases. It can be concluded that the more time available to someone when shopping, the higher the time available to find information when shopping so that one's emotional state will be better when shopping [13]. Therefore, this study proposed the following hypothesis:

H3: Time availability has a positive effect on emotional response.

Research[4]shows that consumers impulsive purchases can happen during shopping is experienced through environmental stimuli. Mehrabian and Russell (1974) in [4]argue that the SOR model of environmental psychology has three dimensions that can describe a person's emotional state, such as pleasure, arousal, and dominance (PAD).Combining these three different emotions can produce other behavioral consequences, making a person decide whether to remain in a particular environment, namely deciding which behavior to accept or reject.

[5] used the S-O-R model and took retail stores as test objects to study the relationship between environmental stimuli and behavioral intentions by two emotional dimensions: pleasure and passion. The conclusion drawn from the description is that the better the level of joy, passion, and dominance that consumers feel while shopping will lead to higher impulsive buying behavior. Therefore, this study proposed the following hypothesis:

H4: Emotional response has a positive effect on impulsive buying behavior.

The first shows that impulsive purchases can be made through consumer goals while shopping in an environmental stimulus. In the same way, [13]showed a meaningful relationship between impulsive purchases and marketing strategies. These strategies create a favorable environment for impulsive purchases. Different environmental components act directly on the buyer's emotional state to make purchases outside the needs [5]. Based on the description, it can be concluded that the better the store atmosphere, the more

emotional response is shown by someone when shopping, so that someone makes an unplanned purchase. Therefore, this study proposed the following hypothesis:

H5: Emotional response mediates the influence of the store atmosphere on impulsive purchases.

Shopping lifestyle is defined as the buyer's behavior related to a series of personal responses and opinions about product purchases, as revealed by [13]. They found that shopping lifestyles and impulsive buying behavior were closely related but only in impulsive buyers. Lifestyle shopping in consumers can describe the consumers behavior who want to buy and provide a positive response to a product [13]. The higher a person's shopping lifestyle, the better the emotional response generated to impact unplanned purchases when shopping. Therefore, this study proposed the following hypothesis:

H6: Emotional response mediates the influence of the store atmosphere on impulsive purchases.

5. METHOD

This research design is a quantitative approach with a causal research design. Research design is an activity plan for collecting, measuring, and analyzing data based on research sourced from studies [13]. Respondents in this study were Yogyakarta people. The settings chosen in this study were at the Jolie Shop in Jogja Wirobrajan.

The sampling technique was using nonprobability sampling with a purposive sampling method. In this study, the respondents' criteria were men and women who had made unplanned purchases in Jolie Jogja Wirobrajan at least 1-3 times during the last two months, with ages ranging from 17 years to adulthood. Sampling in this study was determined based on Hair et al. (2010), which is at least five times the number of indicators. In this study, the number of samples used was 125 respondents, with a total indicator of 25 items.

In this study, the data collection method utilized a survey by distributing questionnaires to predetermined respondents. The questionnaire comprises written form questions, and respondents will write their answers, usually clearly defined [19]. The questionnaire in this study used a Likert scale approach.

Other variables in the model do not predict exogenous variables, also called independent variables. In this study, exogenous variables included store atmosphere, shopping lifestyle, and time availability. Meanwhile, endogenous variables are variables predicted by one or more other variables, also called the dependent variable. In this study, the dependent variable was impulsive buying.

6. DATA ANALYSIS

Testing the validity is. Using AMOS Version 22. According to Ghozali (2011), data is valid if the factor loading value is> 0.5. The validity test results show that all

question indicators representing five variables are valid with a value> 0.5. According to Ghozali (2011), the test results can be reliable if they have a value of *construct reliability* > 0.7. These test results indicate that all variables' value of CR (construct reliability) is greater than 0.7.

Based on the existing theoretical basis, a path diagram for SEM is performed as follows:
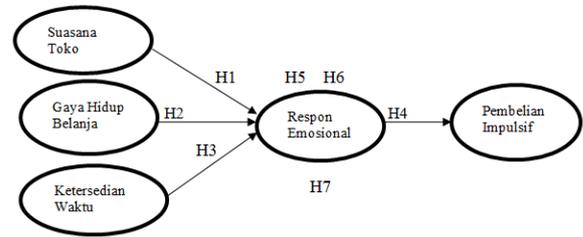

Figure 3. Path Diagram

Converting the path diagram into equations, structural equations, and measurement model equations, see Figure 4.2 below.
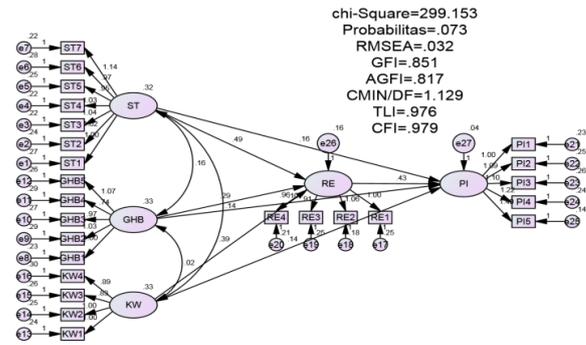

Figure 4. Structural Equations

Figure 4 shows a path diagram converted into equations, both structural equations and measurement model equations. As seen in the picture above, there are five variables: shop atmosphere using seven questions, shopping lifestyle using five questions, time availability using four questions, emotional response using four questions, and impulsive buying using five questions.

This study used a sample of 125 respondents. Suppose we refer to the provisions which argue that the representative sample size is around 100-200 (Ghozali, 2011). So, the sample size used in this study has met the assumptions required in the SEM test.

The normality test uses the z value (Critical Ratio or CR at AMOS 22.0 output) from the skewness and kurtosis value of the data distribution. The critical value is ± 2.58 at a significant level of 0.01 (Ghozali, 2011). The results of the normality test show that the normality test is univariate. The majority is normally distributed because the critical ratio (cr) for kurtosis (tapering) and skewness (inclination) is in the range -2.58 to 2.58. Meanwhile, the multivariate data has met the normal assumptions because the value of -0.662 is in the range -2.58 to 2.58.

Evaluation of the multivariate outliers is identified from Mahalanobis Distance. The criteria are when the value of p smaller than the 0.001 level. The distance is evaluated using X2 in degrees of freedom equal to the number of measured variables used in the study. In this case, the variable is25, then through Ms. excel in the Insert - Function - CHIINV sub-menu, enter the probability and number of measured variables.

Table 1. Outliers Test Results

Observation number	Mahalanobis d-squared	p1	p2
113	48,665	.003	.322
89	43,970	.011	.397
78	43,054	.014	.249
59	37,732	.049	.867
115	36,934	.059	.862
80	36,727	.061	.784
82	35,480	.080	.879
79	34,951	.089	.877

Source: Processed Data (2018)

The result is52,619; that is, all data or cases greater than 52,619are multivariate outliers. From the processed data, there was no detected value greater than 52,619, so it can be concluded that the data processed are not outliers.

Assessing the goodness of fit is the main goal in SEM to find out how far the hypothesized model is Fit or fits the data sample. The results of CMIN / DF in this study 1.129 indicate that the research model is fit. This model's GFI value is 0.851, a value close to the recommended level ≥ of 0.90, meaning that the research model is a marginal fit. This research's RMSEA value is 0.032, with a recommended value of ≤ 0.08; this suggests that the research model is fit. This model's AGFI value is 0.817; the value is close to the recommended level ≥ of 0.90, indicating that the research model is a marginal fit.

Table 2. Assessing the Goodness of Fit

The goodness of fit index	*Cut-off value*	**Research Model**	**Model**
Chi-square	Small expected	299,153	Marginal
Significant probability	≥ 0.05	0.073	Fit
RMSEA	≤ 0.08	0.032	Fit
GFI	≥ 0.90	0.851	Marginal
AGFI	≥ 0.90	0.817	Marginal

CMIN / DF	≤ 2.0	1,129	Fit
TLI	≥ 0.90	0.976	Fit
CFI	≥ 0.90	0.979	Fit

Source: Processed Data (2018)

This study's TLI value is 0.976, with a recommended value of ≥ 0.90; this indicates that the research model is fit. This study's CFI value was 0.979, with a recommended value of ≥ 0.90; this suggests that the research model is fit.

Hypothesis testing answers the questions in this study or to analyze the structural model relationships.

Table 3. Relations between Variables

			Estimate	SE	CR	P	Results
Emotional Response	←	Shop atmosphere	0.492	0.125	3,947	0,00	S
Emotional Response	←	Lifestyle Shopping	0.291	0.108	2,697	0.007	S
Emotional Response	←	Time availability	0.387	0.109	3,542	0,00	S
Impulsive Buying	←	Emotional Response	0.428	0.094	4,548	0,00	S

S: significant

The Influence of Shop Atmosphere on Emotional Response

The estimated parameter value of the standardized regression weight coefficient is 0.492, and the CR value is 3.947; this shows that the relationship shops atmosphere with emotional response positive. That way, the better the shop atmosphere, it will increase emotional response. Testing the relationship between the two variables shows a probability value of 0.000 (p <0.05). So that (H1) store atmosphere positively affects emotional response supported and can be stated if there is direct influence between the shop atmosphere on emotional response.

The Influence of Shopping Lifestyle on Emotional Response

The estimated parameter value of the standardized regression weight coefficient is 0.291, and the CR value is 2.697; this shows that the relationship between the shopping

life style with a positive emotional response. Accordingly, the higher individual's shopping lifestyle, the higher the emotional response. Testing the relationship between the two variables shows a probability value of 0.007 (p <0.05). So that (H2) the shopping lifestyle has a positive effect on emotional responses supported and can be stated if there is direct influence between the shopping life style with emotional response.

Effect of Time Availability on Emotional Response

The estimated parameter value of the standardized regression weight coefficient is 0.387, and the CR value is 3.542; this shows that the relationship time availability with emotional response positive. Thus, the more it is time available will increase emotional response. Testing the relationship between the two variables shows a probability value of 0.000 (p <0.05). So that (H3) the shopping lifestyle has a positive effect on emotional responses supported and can be stated if there is direct influence between time availability with an emotional response.

The Effect of Emotional Response on Impulsive Purchasing

The estimated parameter value of the standardized regression weight coefficient is 0.428, and the CR value is 4.548; this shows that the emotional relationship response with impulsive buying positive. With that said, the better the emotional response, it will increase impulsive buying. Testing the relationship between the two variables shows a probability value of 0.000 (p <0.05). So that (H4) emotional response positively affects impulsive buying supported and can be stated if there is direct influence between emotional response with impulsive buying.

For MSEE, the mediation relationship between the independent and dependent variables through the mediation variable compares the standardized direct effect's value with the standardized indirect effects. Thus, if the value of standardized direct effects is smaller than the value of standardized direct effects, it means that the mediating variable indirectly impacts the relationship between the two variables.

Table 4. Standardized Direct Effect

	Time Availability	Lifestyle Shopping	Shop atmosphere
Emotional Response	.341	.259	.429
	Hypothesis 2 (H2) predicts that the shopping lifestyle positively affects emotional	Hypothesis 2 (H2) predicts that the shopping lifestyle positively affects emotional	Hypothesis 2 (H2) predicts that the shopping lifestyle positively affects emotional	Hypothesis 2 (H2) predicts that the shopping lifestyle positively affects emotional

responses received or supported.	responses received or supported.	responses received or supported.	responses received or supported.

Source: Processed Data (2018)

Table 5. Standardized Indirect Effect

	Time Availability	Lifestyle Shopping	Shop atmosphere
Emotional Response	.000	.000	.000
Impulsive Buying	.199	.151	.250

Source: Processed Data (2018)

Emotional Response Mediates the Effect of Store Atmosphere on Impulsive Purchasing

The mediating effect of emotional response on the shop atmosphere's influence on impulsive buying is identified by comparing the direct impact's value, which smaller than the value of the indirect effect. Testing the relationship between the two variables shows a value of 0.191, which smaller 0.250indicatesthat emotional response mediates the atmosphere the store is against impulsive buying positive. Thus, the better the shop atmosphere will create an emotional response and impact impulsive buying. So that (H5) the emotional response mediates the effect of the store's atmosphere on impulsive buying and can be stated if there is an indirect influence between shop atmosphere with impulsive purchases.

Emotional Response Mediates the Effect of Lifestyle Shopping on Impulsive Purchasing

The influence of the shopping lifestyle on impulsive buying mediated by emotional response comparing the direct effect <the indirect effect's value, testing the relationship between the two variables shows a value of 0.121 <0.151 emotional response mediates the shopping lifestyle towards impulsive buying positive. Thus, the higher the shopping lifestyle, it will create an emotional response and impact impulsive buying. So (H6) the emotional response mediates the influence of the shopping lifestyle on impulsive buying is supported, and it can be stated if there is an indirect influence between the shopping lifestyle and impulsive buying.

Emotional Response Mediates the Effect of Time Availability on Impulsive Purchasing

Intermediate influence time availability to impulsive buying mediated by emotional response comparing the value of the direct effect <the value of the indirect effect, testing the relationship between the two variables shows a value of 0.174 <0.199 emotional response mediates time availability to

impulsive buying positive. Accordingly, higher time availability will create an emotional response and impact impulsive buying. So (H7), the emotional response mediates time availability on supported impulsive buying and can be stated if there is an indirect effect between time availability with impulsive purchases.

Hypothesis 2 (H2) predicts that the shopping lifestyle positively affects emotional responses received or supported. The results of hypothesis testing showed that there is a direct influence between the shopping lifestyle on emotional responses. This finding is in line with Andryansah and Arifin (2018) research, which states that a person's shopping lifestyle is influenced by retailers' stimuli to offer consumer attention. This study's findings prove that the higher the influence of a person's shopping lifestyle, the higher the generated emotional response.

Hypothesis 3, which predicts that time availability positively affect emotional responses, is supported. Based on the results of hypothesis testing, it can be concluded that there is a direct influence between the shopping lifestyle and emotional responses. This finding is in line with the opinion of Foroughi et al. (2013), which states that the time availability that consumers feel can influence or increase a person's emotional response in making purchase decisions. This study's findings prove that the more time is available, the more a person's emotional response increases when shopping. The availability of time to shop can affect an emotional response from a person because consumers will have a lot of time to linger exploring every corner of the shop visited.

Hypothesis 4 (H4), which predicts emotional response positively affects impulsive buying, is supported. Based on the results of hypothesis testing, it showed that there is a direct influence between emotional responses and impulsive buying. The findings are in line with research from Park et al. (2006), which states that a good emotional reaction will lead to higher impulsive buying. This study proves that the higher the emotional response a person has, the more impulsive buying increases.

Hypothesis 5 (H5), which predicts emotional response, mediates store atmosphere on impulsive buying is supported. Based on the hypothesis testing findings, it can be concluded that there is an indirect influence between the shop atmosphere and impulsive buying mediated by emotional responses.

Hypothesis 6 (H6), which predicts emotional responses mediating lifestyle shopping on impulsive buying, is accepted or supported. Based on the findings of hypothesis testing, it can be concluded that there is an indirect effect between the shopping lifestyle and impulsive buying mediated by emotional responses.

Hypothesis 7 (H7), which predicts emotional response mediates the effect of time availability on impulsive buying, is accepted or supported. Based on the findings of hypothesis testing, it can be concluded that there is an indirect influence between the availability of time on impulsive buying, which is mediated by emotional responses.

7. CONCLUSION

Statistical tests for seven hypotheses in this study showed support for all of the hypotheses. Hypothesis 1 testing results show that the store atmosphere positively affects emotional response supported; it means direct influence between the shop atmosphere on emotional response. Hypothesis 2 stated that the shopping lifestyle positively affects emotional responses received or supported. It implies that there is a direct influence of shopping lifestyle on emotional responses. Hypothesis 3, which stated that time availability positively affects emotional responses, is supported. It means there is a direct influence between the shopping lifestyle and emotional responses. Hypothesis 3, which predicts that time availability positively affect emotional responses, is supported. These findings showed that there is a direct influence between the shopping lifestyle and emotional responses. Hypothesis 4, which predicts emotional response positively affects impulsive buying, is supported. The results showed that there is a direct influence between emotional responses and impulsive buying. Hypothesis 5, which predicts emotional response, mediates store atmosphere on impulsive buying, is supported. The hypothesis testing findings showed a mediating effect of shop atmosphere and impulsive buying mediated by emotional responses. Hypothesis 5 (H5), which predicts emotional response, mediates store atmosphere on impulsive buying is supported. Based on the hypothesis testing findings, it can be concluded that there is an indirect influence between the shop atmosphere and impulsive buying mediated by emotional responses.

Hypothesis 5 (H5), which predicts emotional response, mediates store atmosphere on impulsive buying is supported. Based on the hypothesis testing findings, it can be concluded that there is an indirect influence between the shop atmosphere and impulsive buying mediated by emotional responses.

8. SUGGESTION

For researchers who want to review this research, it is expected to add other variables related to the factors influencing impulsive purchases. It is recommended to replace or add sampling techniques, such as direct interviews with the respondents to minimize habits and show the actual situation in delivering information.

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