



# How Does Positive Emotion Mediate the Effect of the Store Environment on Impulse Buying?: A Case of Modern Retail in Malang Indonesia

Titis Shinta Dhewi<sup>(✉)</sup> and Jihan Salsabila Karolita

Faculty of Economics and Business, Universitas Negeri Malang, Malang, Indonesia  
titis.shinta.fe@um.ac.id

**Abstract.** This study aims to determine the influence of the store environment on impulse buying with positive emotion as an intervening variable. The population in this study were consumers of modern retail stores in Malang City. The method used in this study was a quantitative method using a questionnaire as a research instrument with a sample of 185 respondents. The sampling technique uses purposive sampling. The statistical analysis used is Partial Least Square (PLS) with smartpls 3.3.9 application. The results of this study show that there is a positive and significant influence on the relationship of The Store Environment to Impulse Buying, Store Environment to Positive Emotion. Positive Emotion towards Impulse Buying. So, the influence of mediation can be concluded that positive emotion is able to mediator between the store environment and impulse buying.

**Keywords:** Store Environment · Impulse Buying · Positive Emotion

## 1 Introduction

The increasingly modern era and increasingly advanced technology now require all prospects to further develop their companies, where all sectors will compete to benefit from this increasingly advanced technology. The industrial, service, trade and other types of sectors that fall into sectors that will compete with other companies for profit. Due to the emergence of this growing technology, companies need to improve service to consumers as well as possible, so that consumers are interested in buying or using products, companies and use the right marketing strategies to attract consumers. Such as a company dedicated to retail companies.

At this time, society is becoming more and more dynamic, so traditional markets are losing popularity by retail stores and consumers today prefer to come to modern markets. According to [1] “due to boredom and the increasingly diverse consumer side, the greater the demand for the products they buy”. The role of society today is not only as a use, but society as a consumer is also useful in relation to it with marketing techniques to be used. [2] mentioned that consumer behavior is needed to be able to compete and burn the spirit of a company. Companies can also observe the needs and interest held by consumers in the location, the environment where they shop, and the atmosphere,

making the store environment one of the variables that make it easier for consumers to buy a product. By using elements of the store environment that meet the needs of the community through a clean and quiet shopping area, strategic location, product-friendly design, and music that gives rileksasi the company can provide and make consumers comfort when shopping and increase impulse buying.

Impulse buying is the attitude of buyers who spontaneously spend their money without the need to plan far-froh days and quickly and without much attention [3]. The current purchasing behavior of Indonesians tends to lead to impulsive buying. In this new normal era, many Indonesians often visit malls or shopping centers to do window shopping to relieve fatigue or stress. With an attractive store environment and varied storefronts and a positive mood, people feel more comfortable when they are in the mall for a long time. It is possible that often people who go to shopping centers can make consumers who were originally just window shopping, become interested in ngan various offers made by the store. As a result, consumers who initially had no plans to make a purchase became interested in buying so that impulse buying occurred.

Another aspect that causes impulse buying is the existence of a store environment [4]. Store environment is the atmosphere of the store environment where visitors will feel comfortable and happy when spending their time shopping in the store [5]. Forming an attractive store environment can bring out positive energy for consumers such as a feeling of great enthusiasm, comfort and joy when prayingin the store because the situation presented by the store is interesting. According to [6] a good store environment can bring comfort to visitors and can spur them to shop and spend time in that store. Store environment has a lot of influence, because the store environment provides a view that presents information to consumers who will provide reviews of products and services. This situation has an impact that consumers have a reason to make a purchase because it is considered a desire and need that arises due to the presence of passion.

The store environment also includes affection in the form of positive emotions, but this is not fully felt by consumers when shopping [7]. Forming a good store environment has a positive emotional effect on consumers so that they feel comfortable and happy to be in the store and are passionate and feel satisfied when making purchases in the store because of the attractive atmosphere of the store. Positive emotion is a state of mind that decides itself is a state of mind that determines the earnestness that consumers choose when shopping [8]. In line with the opinion [7] that the emergence of positive emotion is due to the feelings of the individual's heart, the influence of personality, and the response to the environment.

According to [7] emotions are the result of feelings that arean important aspect for consumers in deciding on purchases. Positive emotion can be formed by individual feelings and responses to the environment and triggers presented by producers. The stimuli offered by producers describe positively the emotof consumer ions to the point of giving rise to more unplanned purchases or impulsive buying because consumers' feelings cannot be controlled, dreams of owning products and the level of happiness that trigger consumers to buy [4].

Today, Indonesians consider health and beauty to be a fundamental must. The transformation of people's culture now, people pay more attention to the need for health and beauty which is considered important. Because, if the income of the community is

greater, the greater the community will also focus on the income of the community, the higher he wants to maintain his body.

Furthermore, retail store X in Malang City has successfully expanded its representation in modern markets such as in malls, as a result of which it is easy for retailers to grow purchase intentions for consumers. The comparison of retail store X in Malang City with other modern retail stores is retail store X in Malang City holding discounts that can make consumers interested, namely consumers simply add up to Rp.1000 consumers will automatically bring home the same 2 products. Retail store X in Malang City also holds a one-day special promo that provides a selection of health and beauty products at competitive prices and a variety of special products that are not provided by other retail stores.

## 2 Literature Review

### 2.1 Impulse Buying

Impulse Buying or also called impulsive buying can be interpreted as a strong impulse, insisting and having no plans to make spontaneous purchases without thinking about the consequences. Impulsive products are dominated by new products at low prices. The products that are most purchased from customers with unplanned buyer origin or impulsive buying are products that support appearance [7].

According to [9] some people have the opinion that shopping activities can reduce a person's stress level, spending money with shopping can provide significant changes to an individual's mood, which means the source of strength is money. Unplanned purchases are uncontrolled activities in spending money, that is, they are dominated for products that are not a necessity. Impulse products are goods that consumers want but not necessarily consumers need the product. Impulse Buying according to [10] has the following indicators:

#### 1) Affective

It is an element that focuses on the emotional state of a person at the time of shopping.

#### 2) Cognitive

It is an element that focuses on the mental conflicts that occur when shopping.

[11] shows that the store environment not only affects unplanned purchases because maybe some consumers search in-store based on the influence on a product they want to buy, but the store environment also affects pure impulse buying which is the result of spontaneous encouragement. And the results of the study found that an attractive store environment can create a high level of impulse buying. Furthermore, research conducted by [5] that the store environment has a significant influence on impulse buying. In this study, marketers must focus on elements of the store environment such as employees, lighting, scent, and displays that will encourage consumers to do impulse buying.

## 2.2 Store Environment

Store Environment is a store environment where visitors will feel comfortable and happy when spending their time shopping in the store [5]. A good store environment can also create a good mood for visitors, so that with a good mood it can make visitors behave more loyally. Store environment is one of the tricks that are usually used by retail players to make consumers interested in visiting their stores. A store that is able to provide convenience for its consumers according to its target market, then the store will have many enthusiasts. According to [12] in the store environment there are three basic components, namely ambient factors, design factors, social factors.

[13] shows that the *store environment* positively and significantly affects *positive emotion*. This research shows that *the store environment* involves affection in the form of *positive emotion* when shopping in the store. The results state that the higher *the store environment*, the higher the *positive emotion*. An attractive *store environment* will evoke a sense of comfort and pleasure in consumers during shopping.

In the research conducted [14] showed that *the store environment* has a positive and significant effect on positive emotional responses.

[15] in his research showed that *the design* and *ambient factors* of *the physical environment* are positively related to *positive emotion*. Customers experience more *positive emotions* when environmental stimuli are considered striving. And also *temperature level*, *lighting*, and *music* affect overall satisfaction.

H1: Store Environment has a positive and significant effect on Impulse Buying in consumers of Guardian Mall Olympic Garden Malang City

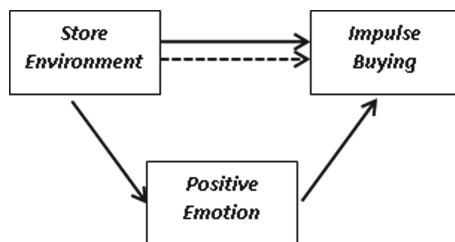
H2: *Store Environment* has a positive and significant effect on *Positive Emotion* in consumers of Guardian Mall Olympic Garden Malang City

H3: *Positive Emotion* has a positive and significant effect on *Impulse Buying* in consumers of Guardian Mall Olympic Garden Malang City

## 2.3 Positive Emotions

*Positive emotion* can arise when a person opens or remembers a pleasant event that happened before. For example, by remembering and talking about pleasant things or positive emotions that have happened. Positive emotions can also be triggered by experiential and situational aspects of the environment, such as aspects of the family, school and surrounding locations [9]. A pleasant experience can also maximize positive emotions. In the world of marketing, aspects that can cause the influence of positive emotions are character, the atmosphere of the day, the products advertised by sellers to attract consumers. Then, [16] argues that positive emotions of consumers can be influenced by the store environment.

[17] Found that *positive emotion* has a positive and significant effect on *impulse buying*. This means that the greater the *positive emotion* felt by consumers towards *The Little Things She Needs* product, the more consumers' desire to do *impulse buying* will also increase. In creating *impulse buying*, stores must be able to optimize factors such as *positive emotion* from consumers that have been proven to be able to influence impulsive purchases. Furthermore, research conducted [8] found that *positive emotion*



**Fig. 1.** Technique Purposive Sampling

had a significant influence on *impulse buying*. This is because Bukalapak consumers do not need to bother to visit the store when they want to buy *fashion* products.

[1] found that the higher *the positive emotion* felt by consumers when shopping, the higher the *impulse buying* occurs. *Positive Emotion* consumers can determine the intensity of consumer spending, because the higher the *positive emotion* felt by consumers, it will affect consumer behavior which tends to often do *impulse buying*. A store also needs to pay attention to consumer behavior because it is important in carrying out marketing activities, because *impulse buying* carried out by consumers can contribute directly to the increase in sales of a store.

[13] by analyzing the level of *store environment* in developing countries, resulted in findings that *store environment* has a positive effect on *impulse buying*. [18] found that on a retail store in Rocky Mountain revealed that there are many ways marketers can attract consumers. Attention to the *store environment* and creating *positive emotion* which is the effect of passion when shopping. The company's ability and strategy in providing encouragement to consumers will certainly have an impact on consumer decision making. Including purchases made without a plan or *impulse buying*. So it can be concluded that *the store environment* has a positive and significant effect on *impulse buying* through *positive emotion*.

H4: *Store Environment* indirectly influences *Impulse Buying* through *Positive Emotion* on consumers of Guardian Mall Olimpic Garden Malang City

### 3 Method

This study describes causation between variables and applies quantitative approach. The population of the study were consumers of X retail stores in the City Hapless. In this study, sampling using techniques *non probability Sampling* with kind *purposive Sampling*. Technique *purposive Sampling* that is technique determination of samples with certain considerations from researchers [19] with Total Sample 185 Respondents (*Danniel & Terrel*). Method Collection data with directly distributing questionnaires through the platform in the form of barcodes in retail stores X in Kota Unfortunate and answer measurement using a likert scale. While the technique analysis data that Used deep research Ini with Apply SmartPLS 3.3.9 professional version.

In this study, the data was processed through two testing steps, namely *the outer* and *inner models*. *Outer model* is a measurement model that evaluates the validity and

**Table 1.** Distribution of Respondents by Gender

| No. | Gender       | F   | %    |
|-----|--------------|-----|------|
| 1   | Man          | 53  | 28,6 |
| 2   | Woman        | 132 | 71,4 |
|     | <b>Total</b> | 185 | 100  |

(Source: Data by Researchers, 2022)

reliability of a model. Evaluation of *the structural* model or *inner model* aims to answer the prediction of the relationship between the variables formed by looking at how big the *variance* is to be explained and knowing how significant the p value is. This study used 26 research instruments with indicators of each variable including *impulse buying* measured using *affective* and *cognitive* in [6]. Then *the store environment* is measured by *ambience, design, social* [9]. While *positive emotion* is measured by *pleasure, arousal, dominance* [20] in [6].

## 4 Results and Discussion

According to the data obtained from the already shared questionnaire obtained that:

Based on Table 1, it can be seen that the distribution of respondents by gender, where it can be concluded that as many as 71% or 132 consumers of Guardian Mall Olympic Garden Malang buying impulse buying are women. This shows that women have a tendency to buy without a higher plan at the X retail store in Malang City because of the availability of products in the form of complete beauty health. This is in accordance with research conducted by [17] that women are more likely to do impulse buying activities than men because of the difference in emotions between the two. Women lead more towards being happy when they have desires that can be fulfilled, seeing and are easily influenced when looking at an item which is attractive and cheap. Women have a habit of tending to shop without having a plan in advance at retail store X in Malang City higher than men because women have more needs and also women always want to flatter their appearance.

Based on Table 3 it can be seen that respondents with expenses 500,000 – 1,000,000 were the most respondents, namely 41.6% or 77 respondents while respondents with expenditures > 2,000,000 were the least respondents, namely 13.5% or 25 respondents. From the explanation, it states that visitors who often visit X retail stores in Malang City having impulse buying is a visitor with an expenditure of Rp.500,000 – Rp.1,000,000. With these considerable expenses, respondents were able to meet their secondary needs because it was known from the results of this study that visitors buy products they like directly and money is the key to shopping.

Based on Table 4, it can be seen that respondents with Diploma / S1 education levels are the most respondents, namely 65.4 or 121 respondents while respondents with S2 and S3 education levels are the fewest respondents were 1.6% or 3 respondents and 0% or 0 respondents. From the explanation, it is stated that the consumers who do the most impulse buying at retail store X in Malang City are at the Diploma / S1 education level,

**Table 2.** Respondents by Age

| No. | Age                 | F          | %          |
|-----|---------------------|------------|------------|
| 1   | < 17 Years          | 13         | 7          |
| 2   | 18 Years – 21 Years | 63         | 34         |
| 3   | 22 Years – 25 Years | 98         | 53         |
| 4   | 26 Years – 29 Years | 7          | 3,8        |
| 5   | > 30 Years          | 4          | 2,2        |
|     | <b>Total</b>        | <b>185</b> | <b>100</b> |

**Table 3.** Respondents by Expences Per Month

| No. | Expense                       | F          | %          |
|-----|-------------------------------|------------|------------|
| 1   | < Rp.500.000                  | 40         | 21.6       |
| 2   | IDR 500,000 – IDR 1,000,000   | 77         | 41.6       |
| 3   | > Rp.1.000.000 – Rp.2.000.000 | 43         | 23.3       |
| 4   | > Rp.2.000.000                | 25         | 13.5       |
|     | <b>Total</b>                  | <b>185</b> | <b>100</b> |

**Table 4.** Distribution of Respondents by Level of Education

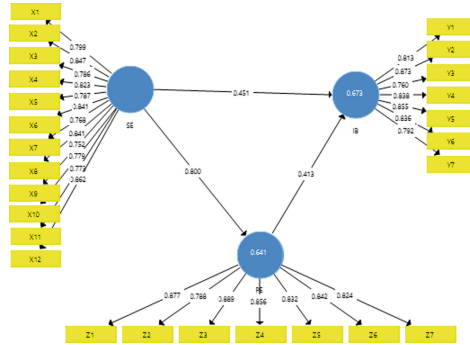
| No. | Education Level    | F          | %           |
|-----|--------------------|------------|-------------|
| 1   | <b>Junior</b>      | <b>4</b>   | <b>2,2</b>  |
| 2   | <b>Sma</b>         | <b>57</b>  | <b>30,8</b> |
| 3   | <b>Diploma, S1</b> | <b>121</b> | <b>65,4</b> |
| 4   | <b>S2</b>          | <b>3</b>   | <b>1,6</b>  |
| 5   | <b>S3</b>          | <b>0</b>   | <b>0</b>    |
|     | <b>Total</b>       | <b>185</b> | <b>100</b>  |

(Source: Data by Researchers, 2022)

where respondents with this level of education are able to decide which product to buy they are happy and can give themselves satisfaction.

### Validity Test

The outer model shows the ability of the indicator to present the measured latent variable. The validity test uses Convergent Validity assessment based on the correlation between item score/component score estimated with SmartPLS software version 3.3.9. Individual reflective measures are said to be high if the correlation  $> 0.70$  [21]. According to the convergent validity test, the outer loading value of all variables is  $> 0.70$ , so all variables



**Fig. 2.** Outer Model

**Table 5.** Average Variance Extracted

| Variable                 | Ave          | Information  |
|--------------------------|--------------|--------------|
| <i>Store Environment</i> | <b>0,649</b> | <b>Valid</b> |
| <i>Impulse Buying</i>    | <b>0,680</b> | <b>Valid</b> |
| <i>Positive Emotion</i>  | <b>0,714</b> | <b>Valid</b> |

**Table 6.** Discriminant Validity

| Variable                 | Y     | Z     | X     | Information |
|--------------------------|-------|-------|-------|-------------|
| <i>Impulse Buying</i>    | 0.825 |       |       | Valid       |
| <i>Positive Emotion</i>  | 0.775 | 0.845 |       | Valid       |
| <i>Store Environment</i> | 0.782 | 0.800 | 0.806 | Valid       |

can be said to be valid. Validity can also be measured using the mean value of the extraction variance (AVE). The recommended AVE value > 0.5.

In accordance with the results of the Discriminant Validity (Cross Loading) test, the cross-load indicator value of the latent variable is known to have a higher cross-load value compared to other variables. So it will be considered the validity of the discriminant of all latent variables is good [21]. Then, according to the test results, Table 2 shows, the square root value of the AVE or Fornell Lacker Criterion is worth more than its correlation with other constructions and is worth > 0.7 then discriminant validity is expressed either or all variables are declared valid (Table 5).

Based on the data of the table above, showing the value of the square root of the AVE or its Fornell Lacker Criterion is greater than the correlation value with other constructs



**Table 7.** Reliability Test

| Variable                 | Cronbach's Alpha | Information |
|--------------------------|------------------|-------------|
| <i>Impulse Buying</i>    | 0,921            | Reliable    |
| <i>Positive Emotion</i>  | 0,933            | Reliable    |
| <i>Store Environment</i> | 0,951            | Reliable    |

**Table 8.** R-Square value

| Variable                 | Y     | Z     | X |
|--------------------------|-------|-------|---|
| <i>Impulse Buying</i>    |       |       |   |
| <i>Positive Emotion</i>  | 0,188 |       |   |
| <i>Store Environment</i> | 0,224 | 1,784 |   |

**Table 9.** R. Square

| Variable                | R Square | Information |
|-------------------------|----------|-------------|
| <i>Positive Emotion</i> | 0,639    | Strong      |
| <i>Impulse Buying</i>   | 0,670    | Moderate    |

and has a value of  $> 0.70$ , then the Discriminant Validity is expressed either or the whole variable is declared valid.

### Reliability Test

A variable is said to be reliable if the Cronbach Alpha score  $> 0.7$ . Based on the data in Table 3, it shows that if Cronbach's Alpha score  $> 0.70$ , then it can be said that the level of reliability of the variable is high.

In evaluating the inner model, it can be done by knowing the magnitude (R<sup>2</sup>) of R-Square. R-Square plays a role in testing the goodness of fit models or alignment tests. How much a particular independent variable affects the dependent variable, is directly proportional to the value of R-Square. Below are listed the results of the calculation of the value of R- Square: (Table 7).

In Table 4, the R-Square Impulse Buying test result is 67%, the value falls into the strong category. Furthermore, the R-Square positive emotion variable in the table above of 63.9 values is included in the moderate category (Table 8).

F-Square is used to measure the systematic quality of models in research. F-Square values 0.02, 0.15 and 0.35 are used to interpret the magnitude of the influence of latent variable predictors at the structural level and are categorized as weak, medium, or large influences [21]. The F-Square values are shown in the Table 9

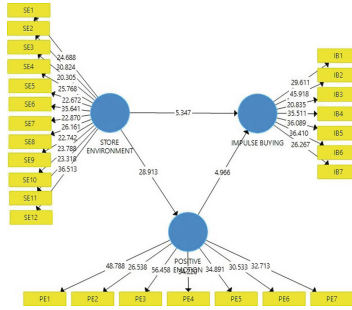


Fig. 3. Inner Model

Table 10. Estimate for Path Coefficients

| Variable       | Original Sample (O) | Sample Average (M) | Standard Deviation (STDEV) | STATICPT (O/STDEV) | Values | Information |
|----------------|---------------------|--------------------|----------------------------|--------------------|--------|-------------|
| SE - > IB      | 0.451               | 0.447              | 0.084                      | 5.347              | 0.000  | Accepted    |
| SE - > PE      | 0.800               | 0.802              | 0.028                      | 28.913             | 0.000  | Accepted    |
| PE- > IB       | 0.413               | 0.419              | 0.083                      | 4.966              | 0.000  | Accepted    |
| SE- > PE- > IB | 0.331               | 0.336              | 0.071                      | 4.635              | 0.000  | Accepted    |

Based on the table above, the results of the F-Square test show that the substantive effect of the Store Environment on Positive Emotion and Impulse Buying is relatively high (0.784) and (0.224). Meanwhile, Impulse Buying against Positive Emotion is classified as medium (0.224).

The estimation of the path coefficient (Estimate for Path Coefficient) is used for hypothesis testing by looking at the significant influence of one variable with another and the value of the measurement coefficient with a statistical t significance value by the method bootstrapping [21]. Hypothesis test using the criteria of coefficient value or Original Sample (O) value is positive, it can be interpreted, there is a positive influence and a statistical t value > 1.96 and a p value value < 0.05 indicates that the independent variable affects the dependent variable significantly (Table 10).

**Effect of Store Environment on Impulse Buying**

‘Store Environment has the ability to influence impulse buying in consumers of retail store X in Malang City. Based on Table 6 it can be seen that the Store Environment positively and significantly affects Impulse Buying. This is known based on the value of the coefficient or the original sample value (O) of positive value with a statistical t value of 5,347 (>1.96) and a p value of 0.000 (< 0.005) which means significant. In this study, when the store environment at retail store X in Malang City is high, it can influence consumers to make impulse buying. When retail store X in Malang City is able to create a good store environment, consumers will feel yemeniful kenyeemen when

they are in the store so that it makes consumers feel at home to linger in the store which can make consumers have the desire to shop in a suddenly and without prior planning (impulse buying) [12].

This shows that the store environment owned by retail store X in Malang City is able to attract consumers to enter the store such as layout refers to the way products, shopping carts, store aisles, store sizes and sizes. Optimal layout provides the ability to facilitate and assist consumers in decision making when shopping and brighter lighting influence shoppers to check and handle further on the product which can increase the tendency to buy. Shoppers do more unplanned drilling when they see a product under the right light like a blue-colored light. X retail store in Malang City also offers a variety of products that vary from medicines, vitamins that are definitely needed by the community today, skincare and body care that are able to increasing the preference of female respondents to make impulsive purchases at X retail stores in Malang City. In addition, in line with respondents aged 22 years – 25 years, the majority of whose education level is students stated that on these criteria respondents usually make purchases less sionally, and more often see the design of the store to be visited when shopping thus leading to spontaneous purchases. These results are in line with research from [5, 11].

### **The Effect of the Store Environment on Positive Emotion**

Store Environment has the ability to influence Positive Emotion in consumers of retail store X in Malang City. Based on Table 6, it can be seen that the coefficient value or value of the original sample (O) is positive, which is 0.800 with a statistical t value of 28,913 ( $> 1.96$ ) or p value of 0.000 ( $< 0.005$ ). This proves that the higher the level of the store environment can increase impulse buying. This is in line with research from [13] and [18] which states that store nuances created by store owners to provide information to consumers and create feelings and emotions to increase the opportunity for purchase by consumers in their stores. It can be concluded that the X retail store in Malang City also regulates the atmosphere of the store environment as comfortable as possible and in accordance with the concept of the target market, namely people who come to shopping centers to do windows shopping to feel at home and linger in the store and can cause positive consumer emotions in shopping.

This explanation is in line with the description of respondents who have a number of respondents who are female gender aged 22 years - 25 years, the majority of whom are at the Diploma / S1 education level with an expenditure of  $> \text{Rp.}500,000 - \text{Rp.}1,000,000$ . This indicates that on these criteria female respondents feel more positive emotions (positive emotion) when they are in retail store X in Malang City because female consumers feel a good and comfortable store atmosphere caused by supporting store environment factors such as neat product layout, good lighting, service friendly saleswoman, making consumers feel at home lingering in the store. These results are in line with research from [13–15].

### **The Effect of Positive Emotion on Impulse Buying**

Positive Emotion has the ability to influence Impulse Buying Emotion in consumers of X retail stores in Malang City. Based on Table 6, it can be seen that the coefficient value or the original sample value (O) is positive, which is 0.413 with a statistical t value of 4.966 ( $> 1.96$ ) or a p value of 0.000 ( $< 0.005$ ). This means that the more positive emotion

and positive emotion to consumers of retail store X in Malang City, they will be more likely to make purchases suddenly and without prior planning (impulse buying). With the sudden desire and freedom in choosing products felt by consumers will be able to give rise to impulsive purchases because consumers are unable to withstand his desire to shop in-store [1].

Based on research conducted shows that female respondents have more of a good mood (positive emotion) to meet their needs and feel interest in a product, consumers will do impulse buying to be able to fulfill his pleasure or desire at the X retail store in Malang City. These results are in accordance with research from [1, 8, 17].

### **The Effect of Store Environment on Impulse Buying Through Positive Emotion**

Store Environment indirectly has the ability to influence Impulse Buying through Positive on consumers of retail store X in Malang City. Based on Table 6, it can be seen that the value of the coefficient or value of the original sample (O) is positive, namely 0.331 with a statistical t value of 4.635 ( $> 1.96$ ) or a p value of 0.000 ( $< 0.005$ ). This shows that indirectly there is a positive and significant influence between the store environment on impulse buying through positive emotion, meaning that the higher the positive emotion caused by the higher the store environment will tend to increase impulse buying. So the conclusion obtained is that the store environment at retail store X in Malang City has an influence on impulse buying on consumers of retail store X in Malang City, either directly or indirectly. Meanwhile, positive emotion affects impulse buying in consumers of retail store X in Malang City. However, the above value has a smaller value so it can be interpreted that in this study the value of indirect influence is smaller than that of the indirect h.

## **5 Conclusion**

Based on the results of research and analysis using SEM-PLS, it can be concluded that the store environment affects impulse buying. Then the store environment affects positive emotion and positive emotion affects impulse buying. The store environment indirectly has a positive and significant effect on impulse buying through positive emotion. Thus, the positive emotion variable is able to mediate the influence of the store environment variable on impulse buying. This means, if the store environment at retail store X in Malang City is able to make consumers feel comfortable when they are in the store which results in consumers having a good positive emotion, with positive emotion The good thing is that consumers can more easily make unplanned purchases (impulse buying). Thus, the whole hypothesis is accepted.

**Acknowledgments.** All the authors contributed equally for the development and improvement of this article.

**Author's Contribution.** The availability in this study is that it is quite difficult to find consumers who do impulse buying due to the large number of samples. Some suggestions for companies or other parties who are interested in researching the topic to conduct research beyond the variables

that have been used by researchers such as using the online impulse buying variable because currently many consumers make purchases online.

## References

1. N. L. P. U. M. Pramestya and I. J. A. Widagda, "the Role of Positive Emotion Mediates Fashion Involvement on Impulse Buying," *Am. J. Humanit. Soc. Sci. Res.*, vol. 4, no. 9, pp. 1–8, 2020, [Online]. Available: [www.ajhssr.com](http://www.ajhssr.com).
2. J. F. Hair Jr, M. Sarstedt, L. Hopkins, and V. G. Kuppelwieser, "Partial Least Squares Structural Equation Modeling (PLS-SEM): An Emerging Tool in Business Research," *Eur. Bus. Rev.*, 2014, [Online]. Available: <https://doi.org/10.1108/EBR-10-2013-0128>.
3. E. Joo Park, E. Young Kim, and J. Cardona Forney, "A Structural Model of Fashion-Oriented Impulse Buying Behavior," *J. Fash. Mark. Manag. An Int. J.*, vol. 10, no. 4, pp. 433–446, Jan. 2006, <https://doi.org/10.1108/13612020610701965>.
4. R. Arifianti, "Pengaruh Atribut Supermarket Terhadap Impulse Buying (Survei Pada Supermarket Di Kota Bandung)," *Strateg. J. Pendidik. Manaj. Bisnis*, vol. 10, no. 1, p. 1, 2010, <https://doi.org/10.17509/strategic.v10i1.1073>.
5. G. Mohan, B. Sivakumaran, and P. Sharma, "Impact of Store Environment on Impulse Buying Behavior," *Eur. J. Mark.*, vol. 47, no. 10, pp. 1711–1732, 2013, <https://doi.org/10.1108/EJM-03-2011-0110>.
6. J. G. Sudarsono, "Pengaruh Visual Merchandising Terhadap Impulse Buying Melalui Positive Emotion Pada Zara Surabaya," *J. Manaj. Pemasar.*, vol. 11, no. 1, pp. 16–25, 2017, <https://doi.org/10.9744/pemasaran.11.1.16-25>.
7. J. Park and S. J. Lennon, "Psychological and Environmental Antecedents of Impulse Buying Tendency in the Multichannel Shopping Context," *J. Consum. Mark.*, vol. 23, no. 2, pp. 56–66, 2006, <https://doi.org/10.1108/07363760610654998>.
8. L. Laurra, T. Oswari, E. Hastuti, and M. Yansi, "The Effect of Shopping Lifestyle, Fashion Involvement and Sales Promotion on Positive Emotions," *Eur. Union Digit. Libr.*, 2021, <https://doi.org/10.4108/eai.3-10-2020.2306591>.
9. J. Baker, A. Parasuraman, D. Grewal, and G. B. Voss, "The Influence of Multiple Store Environment Cues on Perceived Merchandise Value and Patronage Intentions," *J. Mark.*, vol. 66, no. 2, pp. 120–141, 2002, [Online]. Available: <https://doi.org/10.1509/jmkg.66.2.120.18470>.
10. A. Coley and B. Burgess, "Gender Differences in Cognitive and Affective Impulse Buying," *J. Fash. Mark. Manag. An Int. J.*, vol. 7, no. 3, pp. 282–295, 2003, [Online]. Available: <https://doi.org/10.1108/13612020310484834>.
11. M. Saad and M. Metawie, "Store Environment, Personality Factors and Impulse Buying Behavior in Egypt: The Mediating Roles of Shop Enjoyment and Impulse Buying Tendencies," *J. Bus. Manag. Sci.*, vol. 3, no. 2, pp. 69–77, 2015.
12. C. Parsad, S. Prashar, and V. Sahay, "Impact of Store Environment on Impulse Buying Behavior," *J. od Bus. Mark.*, vol. 23, no. 1, pp. 1–24, 2017, <https://doi.org/10.6347/JBM.201709>.
13. I. Fatmawati and L. Dinar, "How Store Environment and Sales Promotion Influence Positive Emotions and Unplanned Purchases," in 4th International Conference on Sustainable Innovation 2020-Accounting and Management (ICoSIAMS 2020), 2021, pp. 139–149, [Online]. Available: <https://doi.org/10.2991/aer.k.210121.020>.

14. I. N. Sujana, I. W. Suwendra, and K. R. Suwena, "The Effect of Store Environment on Positive Emotional Response and Impulse Buying Moderated by Situational Factor BT - Proceedings of the 5th International Conference on Tourism, Economics, Accounting, Management and Social Science (TEAMS 2020)," 2020, pp. 177–181, <https://doi.org/10.2991/aebmr.k.201212.023>.
15. J. C. Lin and H. Liang, "The influence of Service Environments on Customer Emotion and Service Outcomes," *Manag. Serv. Qual. An Int. J.*, vol. 21, no. 4, pp. 350–372, 2011, <https://doi.org/10.1108/09604521111146243>.
16. Kusumawati, "Influence of Store Environmental Factors On Impulsive Purchases," pp. 1–20, [Online]. Available: <https://www.ptonline.com/articles/how-to-get-better-mfi-results>.
17. A. A. W. Kumala and I. M. Wardana, "The Role of Positive Emotion in Mediating the Effect of Sales Promotion towards Impulse Buying," *Am. J. Humanit. Soc. Sci. Res.*, vol. 5, pp. 176–181, 2021, [Online]. Available: <https://www.ajhssr.com/wp-content/uploads/2021/01/X21501176181.pdf>.
18. H. J. Chang, R.-N. Yan, and M. Eckman, "Moderating Effects of Situational Characteristics on Impulse Buying," *Int. J. Retail Distrib. Manag.*, 2014.
19. C. Yosani, "Teknik Analisis Kuantitatif," *Makal. Tek. Anal. II*, pp. 1–7, 2006, [Online]. Available: <http://staffnew.uny.ac.id/upload/132232818/pendidikan/Analisis+Kuantitatif.pdf>.
20. A. Mehrabian and J. A. Russell, "The Basic Emotional Impact of Environments," *Percept. Mot. Skills*, vol. 38, no. 1, pp. 283–301, 1974, <https://doi.org/10.2466/pms.1974.38.1.283>.
21. I. Ghozali, "Structural Equation Modeling: Alternative Method with Partial Least Square (PLS)," Semarang, Indones., 2008.

**Open Access** This chapter is licensed under the terms of the Creative Commons Attribution-NonCommercial 4.0 International License (<http://creativecommons.org/licenses/by-nc/4.0/>), which permits any noncommercial use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license and indicate if changes were made.

The images or other third party material in this chapter are included in the chapter's Creative Commons license, unless indicated otherwise in a credit line to the material. If material is not included in the chapter's Creative Commons license and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder.

