



# The Role of Servicescape of Second-Hand Clothing Stores on Impulse Buying for Generation Z

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**Abstract.** One of Generation Z's most significant interests is their interest in dressing. Generation Z uses fashion as a way to express themselves. Their impulsive behavior makes them buy things quickly with lack of deliberation before making a purchase. They want new products, good quality, in terms of second-hand and fast fashion items. Using the SOR model, this study investigates the indirect and direct impact of consumers' responses to positive emotions and clothing store environmental characteristics toward the store's environment toward impulsive purchasing behavior. This research investigates how the variables correlate to the buyer's positive emotional responses to influence impulse purchasing behavior. Library research is the method used in the study. It is a series of studies related to collecting library data or studies whose objects are investigated using library information (documents, magazines, historical stories, literature, scientific journals, and books). This study discovered a direct correlation between design characteristics and positive emotional responses, also a relationship between positive emotional reactions in servicescape and impulse buying. This study's theoretical framework of impulsive buying for clothing has been conceptualized. Arranging appealing store design features can boost buyers' positive emotions and impulse buying.

**Keywords:** Emotions · Impulsive Buying · Situational Characteristics · Servicescape

## 1 Introduction

Fashion is considered as the essential lifestyle of generation Z. Fashion is defined as a person's enjoyment of new trends followed to develop a sense of self-identity. Fashion is considered a rich man's game. However, in today's world, it is also for ordinary people, which is why global fashion industry revenue has increased significantly over the last decade, particularly in the apparel sector. A significant increase in retail sales results in revenue growth [1].

Generation Z is associated with increased purchases of second-hand goods. Schibsted research (2022) on thrift interest in three generations in Sweden. Based on the research, 20% of Generation Z prefers thrift clothes. On the other hand, only 6% of

millennials favor them [2]. Generation Z is often called “digital natives” as they are the first generation to grow up with digital communication tools [3]. Among other generations, Generation Z started as the most educated and mobile buyers to date. Generation Z is viewed as socially conscious, innovative, and always looking for a way to make a difference [4].

One of the vital interests of Generation Z is fashion [5]. Generation Z expresses themselves through style. Their impulsive behavior causes them to buy things quickly and with fewer considerations. According to the findings of a study, 41% of this generation’s consumers are impulsive buyers [2]. They want new products, as well as high-quality second-hand and fast-fashion items. This generation is also said to be less loyal to specific brands and prefers to update clothing and products they already own quickly [6].

Unexpected behavior has a significant effect on incentives buying. For the time, the writer recognized impulse purchasing behavior in 1940, which was followed by other studies. There is a lot of interest in impulse buying because it influences 40% to 80% of purchasing decisions [7]. Spontaneous stimulation, such as seductive display, store layout, pricing, sales promotion, and product packing, is known as impulse buying. Consumer behavior that can attract when in a modern retail store becomes the behavior of impulse buying or unplanned purchases. The behavior of shopping which happens spontaneously and emotionally, where the decision-making process is run quickly, but consumers make it without thinking wisely and also caring about the natural alternatives and information provided, is referred to as impulsive buying [8]. Customers’ impulsive buying behavior significantly contributes to the company’s sales revenue. Besides that, impulse buying often occurs in shopping activities between customers [9].

Consumers’ impulsive buying behavior was linked to the insight into the store environment and time pressure [10]. Consumers’ happiness was significantly accumulated with more time and impulsive spending in happy vibes but not when the vibes were unhappy [11]. Impulse buying refers to any purchase the buyer makes that is not pre-planned. Impulse buying is a consumer’s unplanned buying action that occurs during the consumer’s shopping activity, connected with an unexpected need and not considering the concerns. Impulse buying is a consumer’s unplanned buying action that occurs during the consumer’s shopping activity, connected with an unexpected need and not considering the concerns.

Noticing the previous case of the magnitude of the influence of impulse buying on total sales, the seller needs to identify the factors that cause him to be able to formulate the right marketing strategy [12]. Based on previous studies, some factors, including internal and external factors, influence someone’s decision to buy on impulse.

Consumer impulse purchasing is a well-studied phenomenon. Some writers have attempted to recognize and investigate the causes of impulsive purchasing. Significant academic research has focused on the store environment as the underlying cause of impulse buying, as well as personal characteristics and situational [13, 14]. In addition, sellers must have the ability to create a comfortable environment to encourage impulse buying, one of which is to create a comfortable and attractive physical shopping environment so that consumers can enjoy their shopping activities. Thus, it can positively influence the time spent shopping for Forsythe and Bailey [15]. That way, an attractive physical appearance excites visitors or stimulates their emotions to create a purchase.

Consumers can buy unexpectedly with irrational consideration, and people may think they need to purchase the goods. Physical shopping emotion is essential in unplanned buying (impulse buying). Therefore, another aim of this study is to examine how neighborhood stores induce customers' emotional states, which lets them engage in impulse buying. Mehrabian and Russell [16] put forward that the theory developed for this type of research is based on the SOR Model and the impulsive purchasing literature. Within the SOR framework, the stimulus stimulates the individual and influences the situation internally and organically. Organism refers to intervening internal processes between external stimuli to people and behavior. This process consists of activities perceptual, physiological, emotional, and cognitive. Finally, the response is the final result or action against the organism, such as a consumer behavior reaction. In this study, the stimulus denotes the clothing store's environmental characteristics.

Consumer impulsive buying behavior is a behavioral response in the SOR paradigm. SOR paradigm's completion and explains the situational characteristics, such as the availability of money and time and task definition. Three aspects of a clothing store environment (design, social, and ambient) shall affect emotional responses within this proposed framework—consumers' positive attitude toward the impulse purchasing behavior.

In the development of the variables, the researchers tried to combine previous studies into new research by looking at the correlation between the environment of the store and the behavior of impulsive buying, which has been examined according to the model of SOR. In the SOR model, servicescape as a stimulus has an effect on customer emotions which in turn leads to impulsive buying behavior and is also moderated by situational characteristics. However, it described the impact of the physical environment on customer behavior. The title of this research is "The Role of Servicescape of Second-Hand Clothing Stores on Impulse Buying For Generation Z".

## 2 Method

Library research is used in this research. The data is from documents taken from books, encyclopedias, papers, and scientific journals. As stated by Zed [17] library research is a collection of activities related to gathering library data, reading, taking notes, and processing study materials. The writer conducts library research by utilizing library resources to obtain research data and limiting activities to library collection materials without requiring field research.

### 2.1 Data Source

The data sources in this library research are bibliographic or a combination of various kinds of literature, including books, journals, newspapers, personal documents, etc. The primary source in this research is the book which is the object of the study. The primary sources in this study are related to the independent variable (servicescape) and research associated with the dependent variable (impulse buying, emotion), as well as research about moderator variables (situational characteristics).

## 2.2 Methods of Collecting Data

Data collection techniques are closely related to data sources. Data collection techniques are the methods used by researchers to collect and explore data sourced from core and subordinate. Because it is written data, the collection technique in this study uses documentation techniques. This method is a method of gathering data that involves looking for or digging up information from the literature about what is meant in the formulation of the matter [18]. The writer uses data collection techniques employing documentation because this study is library research. A literature study is a study in which primary and secondary sources of empirical data come from books, documents, journals, or other literature.

## 3 Findings

These findings contribute to research directly and indirectly from the clothing servicescape buyers' positive feelings, and responses to impulse buying, specifically in the context of clothing [19]. To sum it up, it is a direct effect of the service on the positive feeling response and the immediate impact of the positive emotional response toward the impulse buying behavior. This research also examines whether and how the conditional characteristics of consumers acting together with consumer responses to positive emotions influence impulsive buying behavior. Three situational factors moderated the link between the servicescape and buyers' emotional responses to impulse buying.

*First:* Leri and Theodoridis [20] conducted a study entitled "The Effects of The Winery Visitor Experience toward the Satisfaction, Emotions, and Intentions of Post-Visit Behavior" using a quantitative method. This study concludes that the positive emotions of wine tourism visitors increase that becomes the result of the evaluation of the environment of wine tourism (i.e., Signage, Senses, Facilities, Staff, and Atmosphere) and which is more significant based on the review (Signage, Atmospherics, and also Facilities).

*Second:* A study held by Avan et al. [21] under the title "The Servicescape's Effects toward The Emotional States and Behavioral Responses of Hotel Guests". The servicescape component positively impacts behavioral responses, and the guest's emotional state is a mediator between the servicescape and behavioral response components. Identifying the type of emotional state and how the servicescape influences behavior change in the hotel is critical. As a result, determining the emotional state of individuals in the hotel will allow us to design a servicescape that considers these emotional states.

*Third:* Hashimi et al. [22] conducted a study titled "Moderating Influence of Hedonism toward the Store Environment-Impulse Buying Nexus." The result of the research showed that when discussing the hedonic findings, the store environment was counted using five factors: aroma motifs, lighting, design, cleanliness, layout, and employees. Customers have positive behavioral perceptions of employees, lighting, composition, aroma, structure, and also cleanliness based on the average of each dimension of impulse buying from the perceived store environment. The findings suggest that (1) store atmosphere positively and significantly affects shopping arousal, pleasure, and enjoyment; (2) additional findings indicate that customer pleasure is related to impulse buying. Customers who are satisfied in-store can engage in self exploration, which may result

in impulse purchases; and (3) arousal has no impact on impulse purchasing. Previous research has discovered that the enjoyment of shopping in retail stores is connected to impulse purchasing behavior.

*Fourth:* A study titled “Store Atmosphere and also Impulse: A Cross-Cultural Study” was conducted by Barros et al. [13]. The study’s findings found that almost all store atmosphere factors (design, environment, music, employees, and layout) influenced the responses of consumers’ positive emotions to environmental stimuli. In this study, the situational variables have not given any significant changes in the correlation between the emotional construct and behavior of impulse purchasing, according to Chang et al. [23]. Although our situational variables do not affect positive emotional responses and impulse buying behavior, managers who must offer many product options to consumers with varying purchasing power should not disregard them.

*Fifth:* Nugraha and Abdullah [24] conducted a study titled “The Effect of Physical Environment and Hedonic Shopping Value on Unplanned Purchases at Giant Express Cilegon.” It concluded that the research outcomes showed that the servicescape and reference group significantly affect the hedonic value and have implications for partial and simultaneous impulse buying.

*Sixth:* Prabowo et al. [25] conducted a study titled “The influence of Promotion and Servicescape toward the Behavior of Impulsive Buying with Shopping Emotion.” According to the findings, promotion positively and significantly affects shopping emotions. The impact of servicescape on shopping emotions is substantial and positive. The promotion has a positive and also considerable influence on impulse purchases. The effect of servicescape on impulsive purchasing behavior is significant and positive. Shopping emotion has a positive and substantial impact on impulsive purchasing behavior. The promotion has a positive and also considerable influence on the conduct of impulsive purchasing via shopping emotions. Furthermore, through shopping emotions, servicescape gives such a positive and also significant influence on impulsive purchasing behavior.

*Seventh:* In a study conducted by Rivanto and Haryanto [26] “The Influence of Consumers’ Positive Emotional Responses on Behavior of Impulsive Buying Moderated by Situational Characteristics.” The study’s findings concluded that (1) ambient characteristics influence positive emotional responses in consumers; (2) design characteristics influence positive emotional responses toward consumers; (3) social characteristics positively influence the consumers’ positive emotional responses; (4) time availability can moderate the correlation of the consumers’ positive emotional responses towards the behavior of impulsive buying; (5) money availability can moderate the correlation of consumers’ positive emotional responses toward the behavior of impulsive buying; and (6) task definition cannot moderate the correlation of the consumers’ positive emotional responses toward the behavior of impulse buying.

## 4 Discussion

**H1:** estimates the impact of applying clothing store environmental characteristics on consumer emotional responses, including ambient, functionality and space, and symbols, signs, and also artifacts. The findings show a relationship between these variables,

which is supported by the literature [21] which indicates that the servicescape positively influences the behavioral emotions response. For example, customers who believe the store is clean will likely be happy or excited. These findings help us understand the role of retailers.

**H2:** estimates the impact of positive emotional responses toward the behavior of impulsive purchasing among consumers. The findings revealed a link between positive consumer emotions and impulsive purchasing behavior. So the respondents who have more positive responses of emotion to the characteristics of the apparel retail environment can be more engaged in impulsive purchasing behavior, according to the study, which backs up previous findings [13]. As a result, consumers who are more enthusiastic, interested, happy, inspired and excited easily make unplanned purchases.

**H3:** estimates the moderating effect of situational characteristics on emotional responses to impulse buying. These results align with research by [26] with the Hypothesis that characteristics moderates the correlation between consumers' positive emotions in answer to impulsive buying.

## 5 Limitations of the Study

The research results may not be directly generalizable because of several reasons, namely, respondents in certain stores may have different characteristics compared to customers in other stores. Moreover, differences in gender can influence their perception of the characteristics of the clothing store environment.

## 6 Future Research

Many factors influence impulsive buying; however, some aspects can be explained by the several studies above. Factors influencing individual characteristics, such as self-assessment and self-classification, can moderate the relationship between environmental characteristics of clothing stores and emotional responses or directly affect impulse buying.

## 7 Conclusions

The environmental characteristics of a clothing store affect the consumer's positive emotional response. Positive emotions influence consumers' behavior of impulse buying. The pleasure finds impulse purchasing behavior felt by the consumers, and it is directly affected by consumers' positive emotions. Based on the SOR model, this study contributes to a better understanding of consumer conditions' influence on the correlation between consumers' positive emotions and impulsive buying. Situational characteristics positively influence the correlation between consumers' positive emotional responses and impulsive buying.

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