The Effect of Price Discount and Store Atmosphere on Impulse Buying Mediated by Positive Emotion and Moderated by Ease of Payment in the Context of Sustainable Retail at Shopping Centres in Yogyakarta City

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Abstract. This study aims to determine the effect of price discounts and store atmosphere on spontaneous purchases made by consumers, which are mediated by positive consumer feelings and moderated by the ease of payment at shopping centers in the city of Yogyakarta. The subjects studied were consumers/visitors to shopping centers in Yogyakarta. Data collection was carried out using a closed-ended questionnaire. The research data were analyzed using factor analysis techniques to test validity and reliability, then hypothesis testing using Partial Least Square-Structural Equation Modelling (PLS-SEM) analysis. The results found that Price discounts and store atmosphere positively influence Positive Emotion. Store atmosphere and ease of payment also positively influence impulse buying. However, price discounts hurt impulse buying variables for consumers of shopping centers in Yogyakarta. Further research results show that the ease of payment variable has a positive influence in moderating price discounts on impulse buying. Meanwhile, the ease of payment variable has a negative influence in moderating the store atmosphere on impulse buying.

Keywords: Impulse Buying; Price Discount; Store Atmosphere, Positive Emotion; Ease of Payment

1. Introduction

Retailing is a business activity involving the sale of various goods and services used to satisfy personal requirements [1]. The Shopping Centre (Mall) is one type of retail establishment in Indonesia. Indonesian consumers will likely become more spending-oriented due to the proliferation of retail malls and their numerous promotions and attractions. Nowadays, going shopping is more than just a means to an end—it's a way of life that caters to consumers' emotional and material needs. One change in consumer behavior brought about by this emotionally fulfilling activity is the transition from planned to unplanned (impulse) shopping [1]. The retail sector provides consumers a wide range of goods and services, making it an essential and ever-changing aspect of

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the economy [1]. Shops in malls are a common sight in Indonesian retail venues. One of the Sustainable Development Goals (SDG) closely linked to Indonesia's booming retail industry is SDG 8, which aims to ensure that all people have access to decent work, full and productive employment, and stable and inclusive economic growth. Shopping malls have a lot of promotions and attractions that can make people spend more money than they have. This is one way in which the expansion of retail businesses affects consumer behavior.

Nowadays, shopping has become an integral part of people's lives as they seek to fulfill both material necessities and emotional desires. Understanding this change in consumer behavior—the rise of impulsive purchases—is crucial to reaching sustainable development goals, which seek to guarantee consumption and production patterns that are less harmful to the environment. Responsible consumption is a cornerstone of sustainable development, and it can only be fostered if consumer habits are matched with sustainable activities. Previous research has shown mixed findings when examining the impact of price discounts, store atmosphere, and pleasant emotions on impulse buying. This study will empirically examine these factors and introduce payment ease as a moderating variable to address a lack of research in this area. The results may have implications for achieving sustainable development goals, particularly those pertaining to industry, innovation, and infrastructure, and for promoting cashless payment systems. This study adds to our knowledge of how retail spaces can be designed to encourage responsible consumption and economic growth by delving into these dynamics; hence, it helps to support numerous SDGs.

Consumers' emotions throughout the shopping experience can affect impulsive purchases [2]. Emotion is usually thought of as a generic dimension, such as impacting positively or negatively [3]. Still, according to Petra (2014), it is the evaluation reaction (positive or negative) of a person's neurological system to internal or external stimuli. Numerous research has shown a favorable association between impulsive buying and emotions, including love, happiness, want, fascination, and enthusiasm [4]. Positive and negative emotions are the two components that make up human emotions. The store's ability to influence customers' emotional states depends on the stimulus it provides [5]. This includes both positive and negative emotions. Shoppers can experience a pleasant emotional response when presented with price cuts as an in-store stimulus. People enjoy shopping more when they can take advantage of sales more often [6].

Around 85% of shoppers often or always buy unplanned, according to a 2006 survey by AC Nielson in various major cities in Indonesia, including Bandung, Jakarta, and Surabaya. Just over 15% of consumers don't feel pressured to buy more than they need and stick to their original shopping list [7]. Furthermore, a 2013 study by Herukalpiko et al. found that, on average, 64% of customers make impulsive purchases, with only about 15% sticking to their pre-planned lists [8]. This survey indicates that consumers are inclined to make impetuous purchases in retail stores.

2. Literature Review

2.1 Price Discount

According to Belch and Belch (2009), price discounts offer numerous advantages, such as incentivizing consumers to purchase large quantities, anticipating competitor promotions, and facilitating trade in more significant amounts [9]. The value provided as a form of cost reduction in the payment procedure is referred to as a price discount in the definitions. Campo and Yague (2007) define a discount as a price reduction from the published price that consumers can compare to price information they already know [10]. As per Kotler and Amstrong (2008), a price discount is a reduction in price that the company provides within a specific time frame to boost product sales [11]. Many people like discounts since they directly encourage people to buy marketed products, increasing sales [12].

On the other hand, sellers offer a discount as an incentive for specific buyer actions that are agreeable to the seller (Tjiptono, 2008). Customers have their interpretations of discounts. There is a considerable correlation between consumers' perceptions of high, low, and regular pricing and their propensity to buy and joy in using that purchase. Consumers' estimations of the savings and value gained from discounted product reference prices increased [14].

2.2 Positive Emotion

As a result of one's mood, emotion is a significant component in purchasing decisions, as stated by Park et al. (2006) [15]. Emotions are a way of describing how a person reacts to things. A person's internal experiences and those from the outside world qualify as stimuli [16]. It is possible to classify emotions as either positive or negative [17]. According to Watson and Tellegen (1998), positive emotions are states of mind that impact the ferocity with which consumers make decisions [18]. Customers' positive emotions are demonstrated when they feel pleasure towards an event or experience it well. The factors that contribute to a person's good affect are their current mood, the qualities of their feelings, and their response to their environment, as explained by Beatty and Ferrell (1998). According to Lee and Yi (2008), impulsive purchasers also exhibit curiosity, enjoyment, and enthusiasm [20]. The fact that impulsive buyers report higher levels of happy emotion than non-buyers is evidence of this [21].

2.3 Store Atmosphere

Dessyana (2013) designates the store atmosphere as a conglomeration of predetermined physical messages. The term "store atmosphere" refers to alterations made to the layout of a store to evoke certain feelings in customers, which in turn might lead to sales [22]. On the other hand, store atmosphere can be seen as how a store prioritizes its physical look, according to Berman and Evan (2010) [23]. Atmosphere plays a role in brand development and client attraction. Dessyana (2013) clarifies further by proposing that a store's mood can be created by using images, arrangement, lighting, music, and aroma to create a welcoming shopping experience. This, in turn, can impact customers' perceptions and emotions, leading to sales [22]. Based on the definitions provided, it can be inferred that store atmosphere is the sum of various physical store attributes, including architecture, layout, lighting, aroma, air temperature, color, and sound. These attributes collectively form a store's image and impact customers' purchasing decisions.

2.4 Ease of Payment

Customers' motivation and involvement are also involved in impulsive buying [24]. Park and Burns (2005) found that people who are heavily invested in a product have an intense preoccupation with their physical appearance and are always looking for new information directly relevant to the product [25]. Shopping malls facilitate easy payment, which contributes to the problem of impulse purchases caused by people's natural need to look good. Payments can be made easily using various methods, including debit card services, credit cards, e-money, and other similar systems. Customers can easily use e-money transactions, credit cards, and debit cards to make planned or impulsive purchases. The results demonstrate that when payment is made more accessible, consumers are more likely to make impulsive purchases.

2.5 Impulse Buying

A strong desire to buy, impulsive decision-making that does not allow for the careful and thorough examination of other information, and hedonic purchasing are described by Bayley and Nancarrow (1998) as impulsive buying [26]. Unlike utilitarianism, hedonic behavior is defined by pleasure, and shoppers in this model seek monetary value and practical advantages. According to Beatty and Ferrell (1998), it is called "impulse buying" when someone purchases without thinking about it first, whether it's for a particular category of products or to meet a specific need [27]. The view of Mowen and Minor (2002), who define impulsive buying as an action performed without having a prior problem or purchase intention/intention created before entering the store [28], supports this description. One example of impulsive purchasing is when "a consumer experiences a sudden, often strong and persistent urge to buy something immediately" [29], as stated by Rook (1987). "Impulse buying" describes how people often make purchases without thinking about it or planning them [30]. When one experiences intensely pleasant emotions followed by a propensity to make a purchase, this is known as impulsive buying (Hoch and Loewenstein, 1991). The two causes of impulsive buying are listed by Assael (1995) [32]. First, most people buy things from memory rather than doing thorough research to find alternatives outside the store, which might not be worth it. Second, people may buy on the spur of the moment because they are looking for something different. In light of the preceding description, "impulse buying" refers to purchasing without thinking it through beforehand. Consumers' emotional investment influences their purchasing decisions.

2.6 Hypothesis Development

H1: Price discounts have a positive and significant influence on positive emotions among consumers of shopping centers in Yogyakarta.
H2: Store atmosphere has a positive and significant effect on positive emotions in consumers of shopping centres in the city of Yogyakarta.
H3: Price discounts have a positive and significant effect on impulse buying among consumers of shopping centres in Yogyakarta
H4: Store atmosphere has a positive and significant influence on impulse buying among consumers of shopping centres in the city of Yogyakarta
H5: Positive emotions have a positive and significant effect on impulse buying among consumers of shopping centres in the city of Yogyakarta

H6: Ease of payment has a positive and significant effect on impulse buying among consumers of shopping centers in the city of Yogyakarta
H7: Ease of payment moderates the effect of price discounts on impulse buying among shopping center consumers in Yogyakarta.
H8: Ease of payment moderates the influence of store atmosphere on impulse buying among shopping center consumers in Yogyakarta.

3. Research Methods

A combination of descriptive and quantitative methods was used to carry out this study. The goal of conducting research using quantitative descriptive methods is to examine the situation under study utilizing field surveys to draw meaningful conclusions about the research. People who shop at Yogyakarta malls (n=200) comprise the population and sample. Methods of Sampling: Online surveys for convenience sampling. A structured questionnaire with Likert scales was used to collect data through a closed questionnaire. Utilize confirmatory factor analysis (CFA) to assess the reliability of the instrument used in this investigation. Composite reliability is used in reliability testing; it is determined by inputting the analyzed SEM model into the instrument's reliability index. To analyze the data, this study employs structural equation modeling.

4. Result and Discussion

4.1 Respondent Description

Information on the study object, the institution or agency, its history, its structure, and any supplementary details are all part of the respondent description. Hypothesis testing also requires primary data. This research summarizes the field data by presenting the data description. The research sample consisted of 200 individuals who were visitors to prominent retail centers in the Yogyakarta area. Questionnaires were distributed through Google Forms during the research period of March 2020 to August 2020. Table 1 provides the respondents' descriptions.

4.2 Descriptive Statistics

Preliminary data analysis will be carried out using descriptive statistical approaches. In the field of descriptive statistics, the goal is to make data more relevant and easier to read and understand by gathering, organizing, rating, and showing various activities. Nevertheless, descriptive statistics can only broadly describe the object under study without trying to extrapolate the results to the population. Table 2 displays the descriptive statistical data.

Table 1. Respondent description

	Frekuensi	Percent (%)
Gender		

Men	87	43.5
Women	113	56.5
Total	200	100
Age		
Under 20 years	13	6.5
20 – 30 years	48	24
31 – 40 years	84	42
Over 40 years	55	27.5
Total	200	100
Shopping Intensity		
1 - 3 times	14	7
4 – 6 times	127	63.5
Over 6 times	59	29.5
Total	200	100
Expenditure (per Month)		
Under IDR 500.000	48	24
IDR 500.000 – 2.000.000	129	64.5
IDR 2.000.001 – 4.000.000	21	10.5
Over IDR 4.000.000	2	1
Total	200	100

Table 2. Descriptive statistics

	N	Min	Max	Mean	Std. Dev
Price Discount	200	6	24	17.1417	4.04225
Store Atmosphere	200	7	24	16.8316	3.35479
Positive Emotion	200	6	24	16.8421	3.58874
Easy of Payment	200	7	24	15.6421	3.79506
Impulse Buying	200	6	23	16.8321	3.58874

4.3 Validity Test

One definition of validity offered by Sarjono and Julianita (2013) is proof that the technical tools and procedures used to assess a concept accurately measure that concept [33]. All questions must show something the questionnaire measures to be considered valid. Table 3 displays the results of the validity tests.

Table 3. Validity test result

Construct	Indicator	Loading Factor	Construct	Indicator	Loading Factor
Price Discount	X1.1	0.484	Ease of Payment/KMP	Z1	0.771
	X1.2	0.844		Z2	0.893
	X1.3	0.816		Z3	0.832
	X1.4	0.669		Z4	0.588
	X1.5	0.663		Z5	0.749
	X1.6	0.780		Z6	0.784
Store Atmosphere	X2.1	0.760	Impulse Buying/PIM	Y2.1	0.779
	X2.2	0.900		Y2.2	0.788
	X2.3	0.825		Y2.3	0.829
	X2.4	0.718		Y2.4	0.747
	X2.5	0.808		Y2.5	0.459
	X2.6	0.808		Y2.6	0.814
Positive Emotion	Y1.1	0.758			
	Y1.2	0.894			
	Y1.3	0.833			
	Y1.4	0.645			
	Y1.5	0.763			
	Y1.6	0.809			

4.4 Reliability Test

A reliability test will be executed following a validity test to establish the degree of trustworthiness of the measurement results. The instrument must be able to consistently deliver measurement findings overtime to pass the reliability test, which is related to the level of data consistency. One way to improve the reliability test with composite reliability is to use the Cronbach alpha value. A trustworthy variable has a Cronbach alpha value greater than 0.7. Table 4 displays the results of the reliability test.

Table 4. Reliability rest result

Construct	Number of items	Cronbach's Alpha
Price Discount	6	0.891
Store Atmosphere	6	0.807

Positive Emotion	6	0.875
Ease of Payment	6	0.865
Impulse Buying	6	0.792

4.5 Data Analysis

The PLS Algorithm in SmartPLS 3 was used in the research. To determine if each construct was one-dimensional, researchers examined convergent validity. Correlation between item and component scores is used to determine convergent validity. If the correlation between the measured variable and an individual reflexive measure is more significant than 0.70, then the measure is deemed high. For preliminary studies, though, a loading value of 0.5 to 0.6 on the measuring scale should be enough. After the initial model measurement using the PLS Algorithm, the following results were achieved in this investigation, as illustrated in Figure 1.

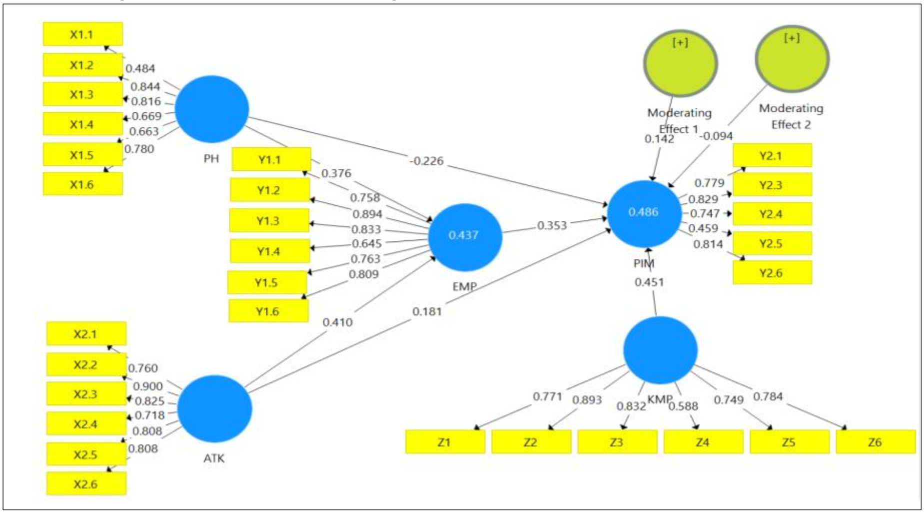

Fig 1. Data analysis

4.6 Inner Model Evaluation

Collinearity is assessed using the Variance Inflation Factor (VIF). When two or more external variables or constructs are highly linked, a phenomenon known as multicollinearity occurs, and the model's predictive power is severely impaired [34]. Collinearity between constructions is indicated by a VIF value greater than 5, so the VIF value must be less than 5 [35]. Table 5 displays the results of the multicollinearity test.

Table 5. Inner model evaluation

Indicator	VIF	Indicator	VIF	Indicator	VIF	Indicator	VIF	Indicator	VIF
X1.1	1.360	X2.1	1.987	Y1.1	2.144	Z1	2.113	Y2.1	1.550
X1.2	2.223	X2.2	3.622	Y1.2	3.388	Z2	3.211	Y2.2	
X1.3	2.030	X2.3	2.668	Y1.3	2.426	Z3	2.346	Y2.3	1.882

X1.4	1.671	X2.4	1.945	Y1.4	1.634	Z4	1.542	Y2.4	1.822
X1.5	1.523	X2.5	2.020	Y1.5	1.824	Z5	1.841	Y2.5	1.287
X1.6	1.820	X2.6	2.369	Y1.6	2.157	Z6	2.009	Y2.6	1.809

4.7 Path Coefficients

Figure 1 displays the inner model scheme, which explains that the most significant route coefficient value is 0.451 for the effect of ease of payment propensity on impulse buying. The impact of price cuts on impulse buying is -0.226, and the second-biggest influence is the effect of the store's atmosphere on positive emotion, which is 0.410. Table 6 displays the test results.

4.8 Hypothesis Testing Results

The significance level and findings of the path parameter coefficient can be used to test the relationship between constructs. The t-statistics value and p-value, calculated with a 5% alpha and a statistical value of 1.98, reveal the hypothesis test results. Figure 2 shows the results of the bootstrapping calculations used to generate the values.

Table 6. Path coefficients

Variable	Coefficient
Price Discount à Positive Emotion	0.376
Store Atmosphere à Positive Emotion	0.410
Positive Emotion à Impulse Buying	0.353
Price Discount à Impulse Buying	-0.226
Store Atmosphere à Impulse Buying	0.181
Ease of Payment à Impulse Buying	0.451
Ease of Payment moderates Price Diskon à Impulse Buying	0.142
Ease of Payment moderates Store Atmosphere à Impulse Buying	-0.094

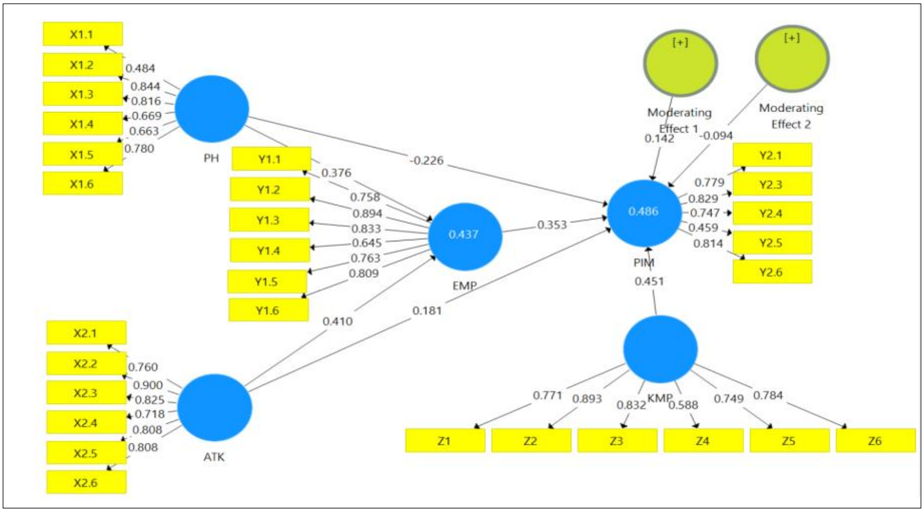

Fig 2. Bootstrapping calculations

The path coefficients of the moderation effect, as displayed in Table 9, indicate the magnitude of the association between moderating variables and other variables.

Table 9. Hypothesis testing results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistic	P value
Price Discount -> Positive Emotion	0.376	0.38	0.074	5.079	0
Store Atmosphere -> Positive Emotion	0.41	0.413	0.074	5.543	0
Price Discont -> Impulse Buying	-0.226	-0.221	0.084	2.688	0.007
Store Armosphere -> Impulse Buying	0.181	0.183	0.078	2.322	0.021
Positive Emotion -> Impulse Buying	0.353	0.352	0.108	3.257	0.001
Ease of Payment -> Impulse Buying	0.451	0.453	0.074	6.064	0
Moderating Effect1 -> Impulse Buying	0.142	0.143	0.062	2.304	0.022
Moderating Effect2 -> Impulse Buying	-0.094	-0.089	0.074	1.271	0.204

5. Discussion and Conclusion

The results of this study, which focused on Yogyakarta shopping malls, shed light on the mechanics of impulse purchases in the retail industry. The findings highlight the importance of store atmosphere and price cuts in affecting consumer emotions and encouraging impulsive purchases. It is interesting to note, though, that whereas discounts boost happy feelings, they unexpectedly have the opposite effect on impulsive purchases. Customers may not be as impulsive when they receive a discount, even though they may feel good about it. Consistent with earlier work by Fahd (2015), this result shows that consumers' perceptions of sales as strategic opportunities rather than possibilities spur of the moment can mitigate the effect of good emotions on impulsive purchases [2].

However, the store's ambiance positively and significantly impacted pleasant sentiments and spontaneous purchases. The findings of Kwan (2016), who highlighted the significance of store atmosphere in evoking emotional responses that result in impulsive purchases, lend credence to the idea that it is crucial to design shopping spaces that engage customers' senses [36]. The study also shows that the importance of payment convenience moderates the association between price cuts and impulsive purchases. Studies have demonstrated that non-cash payment options make it easier for customers to make impulsive purchases by lowering transaction friction. Hawkins and Mothersbaugh (2010) postulated that the ease of payment alternatives can reduce psychological barriers to purchasing, increasing impulse buying inclinations [37]. This finding lends credence to their concept.

Interestingly, the study also discovered that the association between store atmosphere and impulse purchase is moderated negatively by simplicity of payment. When the buying experience is already captivating, adding more features like easy payment might not be necessary to increase impulsive buys. Instead, customers are more deliberate in these settings, which lessens the effect of payment convenience on impulsive purchases. Consistent with this, Shiv and Fedorikhin (1999) found that customers may be less likely to make impulsive purchases in fascinating situations [38]. This study delves into the aspects that impact shopping center impulse buys by analyzing the effects of price discounts, store atmosphere, good emotions, and simplicity of payment. Price cuts and a pleasant store environment positively impact customers' moods, but the effects on impulsive purchases differ. The importance of making a store aesthetically and emotionally appealing cannot be overstated, as the ambiance influences spontaneous purchases. Consumer behavior in retail environments is complex, and the moderating influence of ease of payment is just one more example. Discounts substantially impact impulse purchases more, whereas store ambiance has less effect. Based on these results, retail managers should enhance the shopping experience for customers by thinking about the psychological and physiological components of the store as well as the ease of payment options. Overall, the study highlights the complex nature of impulse buying and implies that to influence consumer behavior successfully, it is necessary to take a balanced strategy that considers emotional and practical factors. The implications for retail management could be better understood if future studies investigated the long-term impacts of these characteristics on customer happiness and loyalty.

6. Limitations

This study has some important insights, but there are a few things to remember. The research was conducted in Yogyakarta shopping centers, so the results might only apply to some areas or types of retail settings. Longitudinal studies are necessary to understand the dynamics across time, as the cross-sectional design limits the capacity to infer causality. Furthermore, other vital components, such as customer personality qualities or digital marketing, may go unnoticed if we fixate on particular variables like price discounts, store atmosphere, pleasant emotions, and convenience of payment. Future research should investigate how quickly developing retail technology interacts with more conventional retail characteristics since the current emphasis on self-reported data from questionnaires may induce biases. A more complete picture of impulse buying might emerge if these restrictions were to be lifted.

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