



# The Mediating Role of Store Atmosphere and Shopping Enjoyment in Visual Merchandising on Impulsive Buying in F&B Retail

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**Abstract.** This study examines how visual merchandising influences consumer behavior in premium food and beverage (F&B) retail settings in Indonesia, particularly focusing on its effect on impulsive buying. By analyzing the relationship between visual merchandising, store atmosphere, shopping enjoyment, and impulsive buying, the research highlights how in-store experiences drive unplanned purchases. Data were collected from 260 respondents who visited Monsieur Spoon outlets in Jakarta, employing structural equation modeling (PLS-SEM) to test the proposed relationships. The findings reveal that visual merchandising significantly enhances store atmosphere and shopping enjoyment, with the latter acting as a key mediator in the relationship between visual merchandising and impulsive buying. While store atmosphere alone does not directly impact impulsive buying, shopping enjoyment elevates spontaneous purchasing behavior. These results emphasize the importance of creating an enjoyable and visually engaging shopping environment to stimulate impulse purchases. Retailers are advised to prioritize visual storytelling and interactive displays while considering store atmosphere as a supportive element. The study offers valuable insights into how strategic store design can effectively influence consumer behavior in Indonesia's competitive retail market. However, the research's limitations, including its focus on a single brand and metropolitan market, suggest the need for further studies across different retail formats and cultural contexts to generalize the findings.

**Keywords:** Visual Merchandising, Store Atmosphere, Shopping Enjoyment, Impulsive Buying.

## 1 Introduction

Indonesia's retail sector is fast moving, driven by lifestyle shifts, high consumption, and consumer trends, and also ranks second after agriculture [2], [11], [13], [15], [20], [21], [35], [38], [41], [48]. Food and beverage retail has surged since 2021, contributing 37.77% of GDP; despite digitalization, shoppers value offline stores for inspection and pickup [9], [16], [25], [32], [33], [47]. Indonesians exceed lists, showing impulse buying [16], [29], [35], [47] Impulse buying is an unplanned decision without systematic

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evaluation [2], [16], [17], [21], [29], [37], [48]. Eighty percent of transactions are impulse based, making it pivotal for retail strategy [1], [2], [29], [37], [41]. Retailers use visuals and atmospherics to increase unplanned purchases [3], [16], [29], [32], [50]. Visual merchandising drives impulse buying by steering attention through layout, lighting, and product presentation; it shapes store image and builds an engaging ambience [28], [49]. Everything customers see, outside, inside, and on displays, belongs to visual merchandising and can trigger unplanned purchases [27], [31], [39], [50]. As a vital tactic, it strengthens impressions, heightens excitement, and communicates value without words [3], [42], [46]. When shoppers vividly imagine product use, intentions and behavior tilt toward unplanned buying [32], [49]. Together, visual merchandising and atmosphere craft experience, lift sales, and build favorable evaluations [3].

Store atmosphere further shapes purchasing and dwell time by regulating emotions during and after the visit [1], [3], [17], [32]. It is a major catalyst of impulsive buying when the environment is pleasant and comfortable [6], [13], [29], [48]. Ambience should be planned and controlled to imprint positive impressions and culminate in impulsive action [2], [34], [41], [50]. Enjoyable experiences foster price tolerance [8], [37]. Shopping enjoyment, defined as pleasure during the process, often mediates this path; more enjoyment strengthens positive affect and increases unplanned buying [13], [19], [35], [39], [42], [47]. PT. Monsieur Spoon, part of PT. Champ Resto Indonesia, is a retailer with a French bakery café bistro format. Founded in Bali in 2012, it adapts to Indonesian tastes while preserving French authenticity through croissants, viennoiseries, coffee, and all-day French menus. Amid rapid F&B retail expansion and limited research on how store design, emotion, and atmosphere interact, study should clarify how these elements shape shopping experience and stimulate sales in Indonesia's competitive market.

## **2 Literature Review & Hypotheses**

### **2.1 Visual Merchandising**

Visual merchandising is the deliberate arrangement of products to draw attention, introduce the brand, and increase sales [25]. It focuses on the store appearance, especially how goods are displayed, grouped, and showcased, so shoppers form favorable impressions and feel eager to buy [42], [46]. As a strategic lever, planned displays motivate purchase, build interest, and often trigger impulsive responses through strategic placement without words [3], [6], [8], [20], [28], [39], [49]. Effective presentation communicates value and quality by making assortments clear and comparisons easy, shaping purchase intentions and in store behavior [10], [22], [49], [50]. Compelling visuals attract customers and steer decisions inside and outside the store [17], [27], [31]. Evidence shows displays are engineered to elicit unplanned decisions at point of sale [16]. These cues shape emotions and escalate unplanned buying when the setting emphasizes clarity, novelty, and salience [3], [20], [21], [31]. Overall, visual merchandising influences emotion and behavior by channeling attention and heightening perceived quality, increasing the likelihood of spontaneous purchases [8], [10], [17], [22], [46], [48], [49], [50].

## 2.2 The Mediation effect of Store Atmosphere and Shopping Enjoyment

Store atmosphere is the design of the setting shaping emotions, raising purchases [1]. It drives impressions as spatial and sensory cues guide behavior [2], [6], [15]. Atmospheric create enjoyment and affect via elements, elevating impulse purchases [3], [5], [41], [42], [46]. Atmosphere fosters comfort that intensifies impulse responses [2], [4], [13], [47], [48]. Because it shapes behavior and spending, retailers must plan and control cues [1], [3], [32], [34], [41], [48], [50]. Put simply, atmosphere shapes perception, emotions, and impulse buying by creating lasting comfort [1], [2], [4], [13], [21], [42]. An engaging atmosphere strengthens urges, prompting unplanned buying; marketers should prioritize design to increase impulse-buying frequency [4], [5], [29], [32], [42], [48]. Shopping enjoyment is the pleasure consumers feel while shopping. It elevates positive emotions and increases the likelihood of impulsive buying [13], [14], [35], [37]. When shoppers enjoy the activity, they are more willing to purchase without prior planning and become less sensitive to price because the act delivers psychological gratification [14], [19], [37], [51]. Higher levels of joy and excitement are linked to stronger impulsive responses [39]. Enjoyment heightens interest, raising the probability of spontaneous choices at the point of sale [13], [14], [39], [42]. Consumers who experience positive emotions and enjoyment tend to buy immediately to satisfy themselves [2], [37]. Therefore, shopping enjoyment is a key driver of impulsive buying [14], [29], [36]. It increases satisfaction, encourages longer visits, and leads shoppers to spend time and money, with positive affect converting browsing into unplanned decisions [19], [39], [47].

## 2.3 Impulsive Buying

Impulse buying is a central phenomenon in retail consumer behavior and often dominates sales transactions in retail businesses [2], [29], [37], [41]. It refers to unplanned purchases shaped by emotions, situational cues, and momentary desires for short-term gratification [26]. In practice, impulse buying emerges spontaneously, typically at the point of sale, when enthusiasm or a strong urge to buy overrides deliberation, prior planning, and systematic information search [2], [13], [17], [22], [37], [41], [49]. Such behavior benefits firms because it accelerates conversion and raises revenue, making it a persistent target of retail strategy [4], [14], [20], [27], [29], [32], [47], [48]. Consumers acting on impulse often disregard consequences, alternative options, and information clarity, prioritizing immediate affective satisfaction [4], [15], [16], [21], [35], [37], [42], [50]. Accordingly, retailers design atmospheric to cue swift choices through music, scent, lighting, and salient visual displays, so that affective arousal translates into purchase [1], [13], [15], [22], [49]. Evidence also indicates that store format, visual merchandising, layout clarity, and prominently presented products intensify impulse responses in-store [21], [27]. Overall, external cues within the store elevate positive affect and urgency, compress deliberation, and convert attention into unplanned purchases, explaining why impulse buying remains a central objective of retail design and revenue management [26], [29], [32] and why modern formats operationalize these levers through salient displays and simplified wayfinding [49], [50].

Given the relationships identified in the literature, this research proposes the following hypotheses:

H1: Visual Merchandising has a direct effect on Store Atmosphere.

H2: Visual Merchandising has a direct effect on Shopping Enjoyment.

H3: Visual Merchandising has a direct effect on Impulsive Buying.

H4: Store Atmosphere has a direct effect on Impulsive Buying.

H5: Shopping Enjoyment has a direct effect on Impulsive Buying.

H6: Store Atmosphere mediates the relationship between Visual Merchandising and Impulsive Buying.

H7: Shopping Enjoyment mediates the relationship between Visual Merchandising and Impulsive Buying.

### 3 Methodology

Data were collected through a structured survey using a five-point Likert scale, where 1 denotes “Strongly Disagree” and 5 denotes “Strongly Agree” [43]. Visual Merchandising (VM) was conceptualized in two dimensions: Exterior Design and Interior Design, as outlined by [24]. Exterior Design measures the impact of storefront displays on attracting customers and providing essential product information, while Interior Design focuses on how store layout, product placement, and lighting enhance shopping experience. Store Atmosphere (SA) is explored through the lens of pleasant atmosphere as [34]. This construct is gauged using four reflective indicators such as, examines the overall comfort level provided by the environment, familiarity with the environment, assesses how the atmosphere contributes to time spent in the store, and evaluates the calming effect of the environment. Shopping Enjoyment (SE) is conceptualized through the constructs of Comfort and Thrilled [13], [35] to measures and reflect how enjoyable shopping experience itself, also evaluates the emotional and psychological satisfaction of shopping. Impulsive Buying (IB) was assessed using the dimensions of Hedonic and Lack of Planning [35] such as, assesses hesitation levels when making impulsive purchases, assesses hesitation levels when making impulsive purchases, assesses the influence of emotions on impulsive decisions, and assesses the influence of emotions on impulsive decisions. The population comprises all units with predefined characteristics that the researcher intends to investigate, analyze, and generalize [7], [45]. The sample is a subset of that population selected via non-probability purposive sampling, which targets specific respondents capable of providing the required information based on researcher-specified criteria [7]. In line with the study context, the population is consumers visiting Monsieur Spoon, a unit of PT. Champ Resto Indonesia. The sample consists of customers who visited and purchased at Monsieur Spoon outlets in Jakarta and were willing to share information on impulsive buying influenced by visual merchandising, store atmosphere, and shopping enjoyment. This purposive approach secures context-relevant, in-store experiences for the research focus. Sample size followed a common indicator-to-respondent rule, multiplying 20 indicators by 5–10; accordingly, 200 respondents were surveyed [18]. The study employed partial least squares structural equation modeling (PLS-SEM) to accommodate model complexity

and distributional considerations. The analysis comprised three components: outer model evaluation, inner model evaluation, and hypothesis testing. Hypotheses were deemed supported when the *t*-statistic exceeded 1.96 alongside a *p*-value below 0.05. The outer model assessed measurement adequacy through reliability and validity, using convergent validity and discriminant validity to ensure sound constructs. The inner model assessed the explanatory and predictive quality of the structural relationships using the coefficient of determination ( $R^2$ ). Together, these procedures provide robust evidence on the roles of visual merchandising, store atmosphere, and shopping enjoyment in shaping impulsive buying within Indonesia's food-and-beverage retail setting.

## 4 Results and Discussion

This study used primary data from a structured questionnaire administered to customers who had visited and purchased at Monsieur Spoon outlets in Jakarta. The survey was distributed through an online survey link using purposive sampling. A total of 260 valid responses were analyzed, with all items rated on a five-point Likert scale where 1 indicates Strongly Disagree and 5 indicates Strongly Agree. The discrepancy between the 200 respondents mentioned in the methodology and the 260 respondents in the results section reflects the decision to increase the sample size during data collection. After initial data analysis, it became evident that a larger, more representative sample was necessary to improve the generalizability and robustness of the findings. Therefore, additional respondents were included to enhance the diversity and validity of the data. The final count of 260 respondents represents those who completed the survey fully, ensuring more reliable and comprehensive results without altering the study's core objectives.

**Table 1.** Validity, Reliability, and  $R^2$

	CA	Rho-A	CR	AVE	$R^2$
Visual Merchandising (VM)	0,777	0,780	0,849	0,530	
Shopping Enjoyment (SE)	0,831	0,837	0,877	0,544	0,640
Store Atmosphere (SA)	0,769	0,769	0,853	0,593	0,693
Impulsive Buying (IB)	0,697	0,697	0,813	0,522	0,386

Table 1 shows that all constructs, including Visual Merchandising (VM), Shopping Enjoyment (SE), Store Atmosphere (SA), and Impulsive Buying (IB), achieved Average Variance Extracted (AVE) values above 0.4, confirming convergent validity [45]. Among these, Store Atmosphere (SA) had the highest AVE (0.593), while Impulsive Buying (IB) had the lowest (0.522). All constructs also exceeded the Composite Reliability (CR) threshold of 0.70, confirming the measurement model's reliability and internal consistency [18]. Composite reliability values ranged from 0.813 for Impulsive Buying (IB) to 0.877 for Shopping Enjoyment (SE), indicating strong reliability [18]. Furthermore, the  $R^2$  values were 0.693 for Store Atmosphere (SA), 0.640 for Shopping Enjoyment (SE), and 0.386 for Impulsive Buying (IB), with Store Atmosphere showing

strong explanatory power and Impulsive Buying exhibiting moderate explanatory power.

**Table 2.** Hypothesis Test Results

	Original Sample	Sample Mean	Std. Dev.	<i>t</i> Statistics	<i>p</i> values
VM → SA	0,832	0,833	0,016	52,877	0,000
VM → SE	0,800	0,801	0,023	34,709	0,000
VM → IB	-0,232	-0,238	0,100	2,323	0,021
SA → IB	0205	0,216	0,122	1,679	0,094
SE → IB	0,625	0,624	0,113	5,538	0,000
VM → SA → IB	0,171	0,179	0,102	1,680	0,094
VM → SE → IB	0,500	0,499	0,088	5,686	0,000

Table 2 presents the path coefficients for the relationships between constructs in the model, showing that all significant paths achieved a T-statistic above the critical value (1.96) and P-values below 0.05, indicating statistical significance [18]. Specifically, the relationship between Visual Merchandising (VM) and Store Atmosphere (SA) and Visual Merchandising (VM) positively influenced Shopping Enjoyment (SE) supporting the hypothesis of a strong impact on consumer experience. However, Visual Merchandising (VM) has a negative but significant impact on Impulsive Buying (IB) and the relationship between Store Atmosphere (SA) and Impulsive Buying (IB) showed a insignificant. The indirect effects analysis revealed that the indirect effect of Visual Merchandising (VM) on Impulsive Buying (IB) through Store Atmosphere (SA) was significant with a path coefficient of 0.171 ( $p = 0.094$ ). Meanwhile, the indirect effect of Visual Merchandising (VM) on Impulsive Buying (IB) through Shopping Enjoyment (SE) was also significant, with a coefficient of 0.500 ( $p < 0.001$ ), showing that Shopping Enjoyment (SE) plays a crucial role in mediating the effect of Visual Merchandising (VM) on Impulsive Buying (IB). Overall, these findings suggest that while Visual Merchandising (VM) has a direct positive effect on Shopping Enjoyment (SE), it has a negative impact on Impulsive Buying (IB). Moreover, the indirect effects underscore the mediating role of Shopping Enjoyment (SE) in enhancing the impact of Visual Merchandising (VM) on consumer behavior.

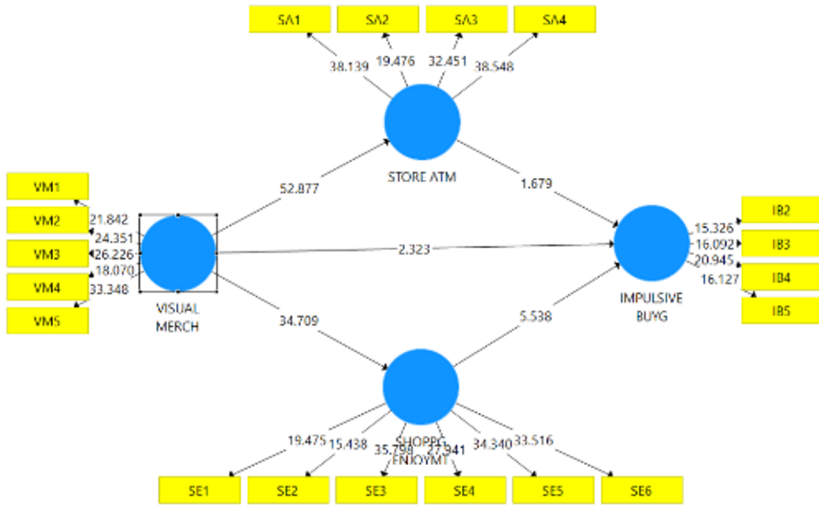


Fig. 1. Bootstrapping Model

The structural model results demonstrate significant relationships among the constructs. Visual Merchandising (VM) has a strong positive effect on Store Atmosphere (SA) ( $\beta = 0.832, p < 0.001$ ) and Shopping Enjoyment (SE) ( $\beta = 0.800, p < 0.001$ ). Visual Merchandising (VM) also has a negative but statistically significant impact on Impulsive Buying (IB) ( $\beta = -0.232, p = 0.021$ ), indicating that Visual Merchandising (VM) influences impulsive buying behavior negatively. Meanwhile, Store Atmosphere (SA) has a positive influence on Impulsive Buying (IB) ( $\beta = 0.205, p = 0.094$ ), although this effect is marginally non-significant. Shopping Enjoyment (SE) significantly influences Impulsive Buying (IB) ( $\beta = 0.625, p < 0.001$ ), indicating that a pleasurable shopping experience increases the likelihood of impulsive purchasing. These findings confirm that Visual Merchandising (VM) plays a crucial role in shaping shopping experience and impulsive buying behavior, while Store Atmosphere (SA) and Shopping Enjoyment (SE) significantly impact consumers' impulsive buying decisions.

Visual merchandising has a positive and significant effect on store atmosphere. The positive path coefficient ( $\beta = 0.832; t = 52.877; p < 0.001$ ) indicates that a one standard deviation increase in visual merchandising corresponds to about a 0.832 standard deviation increase in store atmosphere. Substantively, strong visual arrangements shape perceptions of a more comfortable and appealing store ambience. Visual merchandising and store atmosphere reinforce each other; consistent visual themes, focal displays, and storytelling across shelves and fixtures cultivate positive atmospheric perceptions, so VM contributes directly to atmosphere formation [3], [17], [22], [42]. Visual merchandising has a positive and significant effect on shopping enjoyment. The path coefficient  $\beta = 0.800$  with  $t = 34.709$  and  $p < 0.001$  indicates that a one standard deviation increase in visual merchandising raises shopping enjoyment by 0.800 standard deviations. Substantively, orderly, aesthetic, and informative visual elements make shopping more enjoyable. Neat, attractive, and easy to navigate presentations enhance the pleasure of viewing and evaluating products, thereby increasing enjoyment significantly [3], [20],

[21], [42], [46]. Visual merchandising has a negative and significant effect on impulsive buying. The negative coefficient ( $\beta = -0.232$ ;  $t = 2.323$ ;  $p = 0.021$ ) indicates that a one-standard-deviation increase in visual merchandising lowers impulsive buying by about 0.232 standard deviations. Excessively striking or overstimulating visual merchandising may overwhelm consumers with an overload of stimuli, leading to discomfort or the avoidance of impulse purchases. This suggests that an excess of sensory stimuli can produce complex effects, resulting in undesirable reactions, such as steering clear of spontaneous purchases [12], [44]. However, the silent selling theory [16] also supports that strong, well-executed displays can stimulate impulsive buying by encouraging unplanned decisions through positive emotional responses and product proximity [8], [22], [49], [50]. This dichotomy highlights that visual merchandising has both positive and negative effects, which are contingent on the type and intensity of stimuli presented.

Store atmosphere does not exert a significant direct effect on impulsive buying. Although the path coefficient is positive ( $\beta = 0.205$ ), the test statistic ( $t = 1.679$ ;  $p = 0.094$ ) exceeds the 0.05 threshold, indicating that atmosphere alone is insufficient and likely operates through affective mechanisms such as shopping enjoyment [3], [8], [20]. In premium F&B contexts, atmosphere functions more as an affective primer than a proximal driver of spontaneous decisions. Among younger consumers accustomed to refined retail aesthetics, atmospheric cues seldom provoke strong emotions or impulsive purchases; effects are contextual and depend on alignment between design and consumers' aesthetic values. Psychological drivers such as hedonic tendencies and visually compelling product displays more strongly precipitate impulse buying, as Generation Z prioritizes enjoyable experiences over the physical environment [30], [40]. Shopping enjoyment has a positive and significant effect on impulsive buying. The path coefficient  $\beta = 0.625$  ( $t = 5.538$ ;  $p < 0.001$ ) indicates that a one standard deviation increase in shopping enjoyment raises impulsive buying by 0.625 standard deviations. Enjoyment fosters in-store spontaneity: greater enjoyment heightens unplanned purchases as psychological satisfaction and positive affect outweigh deliberation, thereby triggering impulsive buying [8], [10], [20], [48], [49]. Store atmosphere does not significantly mediate the effect of visual merchandising on impulsive buying. The indirect effect ( $\beta = 0.171$ ;  $t = 1.680$ ;  $p = 0.094$ ) fails to meet the 0.05 threshold. Although visual merchandising enhances atmosphere, atmosphere alone is insufficient without heightened enjoyment; it primarily acts as a contextual affective primer, while influence toward impulsive behavior is transmitted more effectively through enjoyment than through atmosphere [3], [20], [42]. This is also consistent with evidence that not all stimuli operate via atmospheric mediation, and that visual merchandising can affect impulsive buying directly in certain contexts, especially through signage, music, color, and lighting [23]. By contrast, shopping enjoyment significantly mediates the link between visual merchandising and impulsive buying. The indirect effect is strong and significant ( $\beta = 0.500$ ;  $t = 5.686$ ;  $p < 0.001$ ). Visual merchandising elevates positive affect and enjoyment, which serve as the key conduit channeling its impact on impulsive buying; hence, the indirect path via enjoyment is confirmed [3], [20], [21], [48]. This finding accords with evidence that shifts in impulsive behavior are driven more by affective and dispositional dynamics than by evaluations of store atmosphere itself [32].

## 5 Conclusion, Limitation, and Future Research

This study clarifies how visual merchandising shapes consumer responses in premium F&B retail. Consistent with the proposed model, visual merchandising strengthens both store atmosphere and shopping enjoyment, while shopping enjoyment rather than atmosphere emerges as the critical pathway to impulsive buying. In the focal setting of Monsieur Spoon, Jakarta, these results underscore that affective elevation and engaging in-store experiences are more decisive triggers of spontaneous purchases than ambient cues alone. Together, the findings refine the roles of the antecedents specified in the hypotheses and situate enjoyment as the primary conduit from merchandising stimuli to impulsive action. Practically, retailers should prioritize visual storytelling, focal displays, and navigable layouts that heighten enjoyment, while treating atmosphere as an enabling context rather than a direct driver of impulse purchases. Several constraints qualify these conclusions. First, the inquiry centers on a single premium F&B chain in one metropolitan market, which may limit external validity to other formats, price tiers, or cultural settings. Second, the cross-sectional survey design and self-reported measures are vulnerable to common-method variance and cannot establish temporal precedence. Third, while PLS-SEM is appropriate for prediction-oriented models and complex mediation, it relies on distribution-free assumptions and emphasizes explained variance; alternative estimators could probe robustness to specification choices. Future applications should also test measurement invariance across cohorts (for example, Gen Z versus older consumers) to verify construct comparability.

Subsequent work should broaden scope and method. Multi-site, multi-format replications across retail categories can assess boundary conditions and cultural contingencies. Experimental or longitudinal designs can identify causal sequencing among visual merchandising, affective states, and impulse outcomes, and evaluate potential curvilinear “over-structuring” effects of highly directive displays. Decomposing merchandising into actionable levers signage, color, lighting, layout, and point-of-purchase materials would reveal their distinct and interactive mechanisms relative to atmosphere and enjoyment. Finally, integrating objective behavioral traces or in-store sensing with survey measures can reduce method bias and enrich process insights; such extensions align with recent agendas for atmospherics and merchandising research.

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