

IMPULSE BUYING AND HEDONIC BEHAVIOUR: A MEDIATION EFFECT OF POSITIVE EMOTIONS

*Ramadania Ramadania, Ratnawati Ratnawati, Juniwati Juniwati, Nur Afifah,
Heriyadi Heriyadi, and Dio Caisar Darma*

Abstract. This paper is devoted to building a miniature of an impulse buying behaviour in department stores, which is influenced by hedonic shopping value, store environment, and price discount factors, which involve the role of positive emotions as a mediator. A comparative causal-based quantitative approach examines empirical relationships. Characteristics of the questionnaire invite respondents to be surveyed at Matahari and Transmart Department Stores in Pontianak who are instructed to use purposive sampling. In the next procedure, interpreting the data is processed with SmartPLS, which emphasizes the structural model. The results of the investigation demonstrated that hedonic shopping value had a significant effect on positive emotions at Matahari and Transmart. However, the store environment actually has a significant effect on positive emotions at Transmart, but has no effect at Matahari. It was also detected that positive emotions have a significant effect on impulse buying at Matahari. Interestingly, it has no impact in the case study at Transmart. Later, hedonic shopping value appeared to have a significant effect on impulse buying at Transmart, while at Matahari it did not. Further exploration also found that the store environment had a significant effect on impulse buying at Matahari, while at Transmart it had no effect. This work also confirms that the discount has no effect on impulse buying at Matahari and Transmart. The motives for impulse buying, hedonic behaviour, and positive emotions need to be adjusted to the broader analysis design in the future. There are striking differences with previous studies, thus providing a gap that is very suitable for the context of impulse buying.

Keywords: Hedonic shopping value, store environment, discount, positive emotions, impulse buying, SmartPLS

JEL Classification: D91, F64, H43, D90, M30

*Ramadania Ramadania, Ratnawati Ratnawati, Juniwati Juniwati, Nur Afifah,
Heriyadi Heriyadi, and Dio Caisar Darma
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Authors:**Ramadania Ramadania**

Department of Management, Faculty of Economics and Business, Tanjungpura University, Pontianak 78124, Indonesia

E-mail: ramadhania@ekonomi.untan.ac.id

https://orcid.org/0000-0002-7378-8068

Ratnawati Ratnawati

Department of Management, Faculty of Economics and Business, Tanjungpura University, Pontianak 78124, Indonesia

E-mail: ratna20diamond@gmail.com

https://orcid.org/0000-0002-4501-8090

Juniawati Juniawati

Department of Management, Faculty of Economics and Business, Tanjungpura University, Pontianak 78124, Indonesia

E-mail: juniawati@ekonomi.untan.ac.id

https://orcid.org/0000-0002-5450-6037

Nur Afifah

Department of Management, Faculty of Economics and Business, Tanjungpura University, Pontianak 78124, Indonesia

E-mail: nur.afifah@ekonomi.untan.ac.id

https://orcid.org/0000-0002-1906-3576

Heriyadi Heriyadi

Department of Management, Faculty of Economics and Business, Tanjungpura University, Pontianak 78124, Indonesia

E-mail: heriyadi@ekonomi.untan.ac.id

https://orcid.org/0000-0003-2785-157X

Dio Caisar Darma

Department of Management, Sekolah Tinggi Ilmu Ekonomi Samarinda, Samarinda 75242, Indonesia

E-mail: diocaisar@stiesam.ac.id

https://orcid.org/0000-0002-3287-7670

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*Ramadania Ramadania, Ratnawati Ratnawati, Juniawati Juniawati, Nur Afifah,
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1. Introduction

Today, the modern retail industry is offering various kinds of access to convenience, comfort, speed, and excellent service to its consumers. Without ruling out the conventional methods, marketers need to change marketing methods, such as providing lower prices and longer operating hours (Kartika et al., 2017). Consumer buying behaviour and tastes also vary from one to another, so business people need to be creative to offer the right ideas and strategies in order to win the hearts of consumers (Tkachenko et al., 2019).

One type of retail is a department store. In urban areas, there can be found a variety of department stores that cater for different target markets. In Indonesia, Department Stores such as Sogo, Seibu, Metro Department Store, Debenhams, Harvey Nichols, and Marks-Spencer target the upper class. Meanwhile, department store bases such as Matahari Department Store, Transmart Carrefour, Ramayana, and Batik Keris target the middle class. Now, department stores are competing to make consumers who were initially not interested in buying products get motivated to buy. This is called impulse buying.

The selected research object is a department store, exemplified by two, namely Matahari Department Store and Transmart Carrefour Pontianak. Choosing these two objects is justified by the fact that Matahari and Transmart are the largest Department Stores in Pontianak. This place is also frequently visited by consumers. They consider the assortment of products such as clothing, jewellery, make-up, and various other fashion products to be wide and varied. Researchers are interested in exposing consumers' impulse buying of fashion products.

The research is focused on fashion products because they are the most widely sold goods. Ma'ruf (2005) emphasises that fashion products, such as clothing, are those that are often purchased impulsively. This applies to the publication by Chauhan et al. (2021) and Jeffrey & Hodge (2007) who maintain that people do impulse purchases of products such as clothing, jewellery, make-up, and other objects that can enhance their appearance. Purmono & Ramadania (2021) assume that the price tag on hedonic shopping has a positive effect on impulse buying for fashion products by Generation Z.

In this paper, the researchers discuss the factors that influence impulse buying of fashion products at Matahari and Carrefour Transmart in Pontianak. Impulse buying is a spontaneous buying factor related to individual emotions perceived when taking personal decisions in shopping. In addition, the purpose is to offer a new pattern of impulse buying on the market response.

In short, impulse buying is defined as an act of buying that was not previously recognized consciously through considerations or formed buying intentions (Mowen & Minor, 2002). In a broad perspective, impulse buying is a sudden, strong, persistent, and unplanned urge to buy something outright with little regard for the risks. Customers need to concentrate on point-of-sale interactions with buyers that are often overlooked. For convenience, impulse buying places the burden on the goods that consumers need and buy without spending a lot of time.

These items require no service, are inexpensive, and are chosen because of tradition or custom.

There are several publications related to impulse buying. Kim & Sullivan (2019) explains that when individuals practice impulse buying, it is caused by hedonic shopping values, shopping lifestyles and positive emotions. Alfarizi & Hufron (2019) respond to factors that are oriented towards impulse buying, including sales promotions, store atmosphere, and positive emotions. On the one hand, Indrawan & Sudiksa (2019) examined aspects that positively affect impulse buying including the store environment, situational factors and positive emotions. Xu & Huang (2014) actually noticed that the price discount did not have a positive effect on impulse buying, but the bonus pack had a positive effect on impulse buying. Prasetya & Rahardjo (2016) agree that the availability of time and money will increase unplanned purchases. Availability of time, money, store environment, value of hedonic shopping, and positive emotions simultaneously successfully influence unplanned purchases. Rahmawati et al. (2018) have concluded that hedonic customers want to seek pleasure in relation to company activities. Customers also prioritize happiness, and this is part of a positive emotional reflection.

Uniquely, this paper also highlights several dimensions that complement individuals that lead to impulse buying: hedonic shopping value, store environment, discount, and positive emotions are chosen, which differs from previous findings.

The first dimension reviewed was hedonic shopping value. By implication, Park et al. (2006) assume that hedonic shopping value plays a vital role in impulse buying. Hedonic shopping value elaborates an instrument that is comprehensively mandated for a particular experience. Its actuation draws attention to something new, the pleasure of shopping (Rook & Fisher, 1995). Therefore, consumers are often hit by impulse buying when driven by hedonic desires. Other causes are beyond economic reasons such as pleasure, fantasy, social, and emotional levels. On the other hand, Zayusman & Septrizola (2019) maintain that hedonic shopping value is not correlated with impulse buying.

Iyer et al. (2019) also examine the impact of price discount and positive emotions on stimulating impulse buying. Only price discounts can increase impulse buying. In addition, Zhou & Gu (2015) accommodate studies that link price discounts with impulse buying. Definitely, there is indeed a positive short-term effect, although it is not significant. In fact, there are striking differences with previous studies, thus providing a gap that fits perfectly with the context of impulse buying. This paper has the purpose to examine the display of impulse buying behaviour in department stores. Researchers commit themselves to two main contributions analysing antecedent variables, including hedonic shopping value, store environment, and discounts on impulse buying. The function of positive emotions as a mediation to foster impulse buying behaviour is no less important. The motivation, significance, and contribution of the study are to locate and highlight the role of hedonic shopping value, store environment, and price discount in stimulating positive emotions and

impulse buying. To the authors' knowledge, there are very few studies that discuss the relationship between these five aspects in the field of marketing and business

2. Literature Review and Hypothesis Framework

2.1. Hedonic Shopping Value – Positive Emotions

Hedonic values are related to consumers' emotions, therefore when shopping, customers really feel something that is expressed with pleasure, hatred, anger, or feeling that this is an adventure (Lestari & Oetomo, 2014; Cachero-Martínez & Vázquez, 2018; Yu et al., 2018). Peter & Olson (2013) believe that they can transfer positive emotions to feelings of pleasure, joy, love, liking, calm and satisfaction. According to Dewi et al. (2015), positive emotions are feelings that are always coveted by everyone. It's like being happy, joyful and satisfied.

When individuals prioritize the value of hedonic shopping, positive emotions emerge. It also bridges the perceptual level, where learning is an emotionally rewarding condition for positive feelings. Darma & Japariato (2014), Byun & Mann (2011), Santini et al. (2019), Choirul & Artanti (2019) and Chen & Tsai (2020) noted a hedonic shopping value relationship with positive emotions. Based on this description, the first hypothesis is framed as follows: **H1. Hedonic shopping value influences positive emotions.**

2.2. Store Environment – Positive Emotions

The store environment is one part of the retail mix, which has a very important meaning in running a retail business (Hanaysha, 2018). With a good store environment or atmosphere, it will attract visitors and make purchases (Hussain & Ali, 2015). Store atmosphere is a very important physical characteristic for any retail business. This acts as a creation of a comfortable atmosphere under consumer desires and makes consumers want to linger in the store and indirectly stimulates consumers to make purchases.

Gilbert (2003) evaluates store atmosphere as a combination of physically identified messages, where illustrate the store atmosphere as a change in the planning of the buying environment that starts a special emotional effect for consumers to make a purchase action. Levi & Weitz (2012) implicitly suggest the store atmosphere as a mechanism creation through visual, arrangement, light, music and aroma to convince, attract, perceive, and evoke emotions of consumers. In summary, store atmosphere is a combination of architectural characteristics that aim to design displays, customer perceptions, emotional responses, aroma, music, temperature, and colour to change customer trust (Han et al., 2018; Parsons, 2011).

The store environment is a unit that involves affection as positive emotions that consumers are not fully aware of when shopping (Peter & Olson, 2005). By organizing an attractive store environment, it will encourage positive emotions. Consumers like to feel happy to be in the store, passionate about shopping, and satisfied when shopping. Positive emotions themselves are a mood that includes elements of the intensity of consumer decision making in shopping

(Tirmizi, 2009). Chang et al. (2014), Putra & Mudiantono (2014), Nindyakirana & Maftukhah (2016), and Indrawan & Sudiska (2019) emphasize that the store environment and positive emotions are in a positive relationship. It makes sense to plan the following second hypothesis: **H2. Store environment evokes positive emotions.**

2.3. Discount – Positive Emotions

Kotler & Keller (2005) researched price discounts as a price reduction given by the seller and a strategy to increase sales of a product within a certain period. Popularly, discounted prices are offered as a percentage reduction from the original price. This price discount is synonymous with an extra incentive to motivate consumers to take action. Otherwise, consumers will not pay attention to the products offered. One dimension of impulsive shopping is the emotions of consumers when shopping (Fahd, 2015). It maps feelings or emotions into constructs that are temporary because consumers are related to certain objects or situations. Along with its development, they considered positive emotions as an affective response to a stimulus from the dimension that influences it. If the intensity of the price discount applied is higher, it will stimulate positive emotions in consumers (Kim & Sullivan, 2019).

Leba & Suhermin (2015) assert that promotion is significantly related to positive emotions that rely on price discounts. Gumilang et al. (2016), Apriliani (2017), and Nabilah (2017) note that price discounts have a stimulating effect on positive shopping emotions. The logical things that can be proposed in the third hypothesis are: **H3. Discount influences positive emotions.**

2.4. Positive Emotions – Impulse Buying

In a buying perspective, consumers interpret positive emotions as moods that have the potential to determine the intensity of consumer decision making (Tirmizi et al., 2009). The reason is that impulse buying leads to purchasing actions that are not based on considerations before entering the store (Mowen, 2008). Wang et al. (2021) investigated that impulse buying occurs when consumers make a purchase by chance.

Then, Park et al. (2006) explained that emotions are integrated with individual moods, including when making purchases, so this is a crucial factor. The consequences of a strong mood depend on controlling individual behaviour (Hawkins & Mothersbaugh, 2010). Approaching the purchase decision, those who freely show feelings of joy will be more prone to impulse buying (Widagdo & Roz, 2021). Thus, consumer emotional factors apply to impulse buying decisions (Dewi et al., 2015).

Back to the strong buying urge, consumers no longer think rationally. For this case, a satisfied mood, like happiness and joy, bridges positive customer emotions towards impulse buying. This is in line with the study reviewed by Puspita & Budiarti (2016), where impulse buying is supported by positive emotions. One step further, Darma & Japarianto (2014), Putra & Mudiantono (2014), Indrawan & Sudiska (2019), Santini et al. (2019), and Alfarizi et al. (2019)

agreed that impulse buying arises from positive emotions. At this point, we propose the following fourth hypothesis: **H4. Positive emotions influence impulse buying.**

2.5. Hedonic Shopping Value – Impulse Buying

Park et al. (2005) describe whether the amount of hedonic shopping increases impulse buying. Unfortunately, consumers often practice impulse buying when they collect hedonic desires or other reasons other than social and economic motives. When the level of demand for hedonic shopping is pleasure-oriented, this triggers impulse buying. Prastia (2013) maintained that impulse buying was responded to by hedonic shopping significantly. This is in line with Yiğit (2020), Yu & Bastin (2010), and Kempa et al. (2020) who emphasize that hedonic shopping value and impulse buying are in a positive relationship. For the fifth hypothesis, we framed the following: **H5. Hedonic shopping value influences impulse buying.**

2.6. Store Environment – Impulse Buying

The sensation of the progress of the store environment, such as design, product layout, store colours, music, lighting, and scents that are imposed in the store, can simulate motivating customers to buy more commodities outside of what consumers have planned (Wei & Yazdanifard, 2014).

From a theoretical lens, Yuliantini & Sulistyawati (2014) respond to a proper store environment, which ideally is required to provide comfort for its visitors. It is also expected to stimulate consumers to shop at the store. Consumers may store services that have a major impact on the evaluation of their services and products (Erdil, 2015; Mofokeng, 2021). Stores can also uphold accountability for the information and sights that catch their eye.

Passionate consumer enthusiasm, resulting in purchase motives that are attributes of the needs and desires themselves. These motives act as forces that carry out desires, behaviour, and satisfaction of needs. As the debate lasted for a long time, Nuzula et al. (2013) stated that buying actions that are not carefully planned are created by the store environment. The combination study by Mohan et al. (2013), Nindyakirana & Maftukhah (2016), Altukar & Kesari (2018), and Indrawan & Sudiska (2019) are very relevant to the store environment and impulse buying. Referring to this detailed description, we try to design a proposal of the following sixth hypothesis: **H6. Store environment influences impulse buying.**

2.7. Discount – Impulse Buying

Tactically, discounts are a surefire strategy for sales promotion. In practice, discount pricing involves a long-term plan to systematically reduce costs, but consumer is presented the product at the highest price first (Peter & Olson, 2014). Instruments at a discount can attract the attention of consumers to view and buy (Santini et al., 2015). Consumers interpret that with prices that were originally high and now when discounts are applied, they will save more. Here, the discount policy facilitates impulse buying.

Kotler & Armstrong (2008) formulated the idea of a price discount, which is defined as savings offered to consumers from the normal price listed on the packaging or product label through a sales price reduction scheme. Discounts increased sales that were initially declining and stagnant, now turning to the experimental stage (Gupta & Cooper, 1992). Consumers are encouraged to purchase by trial and error. To attract them to the process, many manufacturers maximize profits in the short run with discount strategies. They also offer discounts in order to attract impulse buying desires. The duration and unit price discount period change impulse buying (Aragoncillo & Orus, 2018).

A recent work on performing price discounts on milking impulse buying, presented by Nabilah (2017), Gumilang et al. (2016), and Apriliani (2017), has significant implications. The role of discounting is so urgent that it gives rise to the seventh hypothesis: **H7. Discount influences impulse buying.**

3. Research Methodology

3.1. Variable Measurement

The conceptual framework of the research is summarised in Fig. 1. The research systemacy is adjusted to the explanation to reveal the hypothesis empirically. Research technique is set by looking for an explanation of the causal effect, so that we develop the flow between several variables and concepts for marketing management (Ramadania et al., 2021).

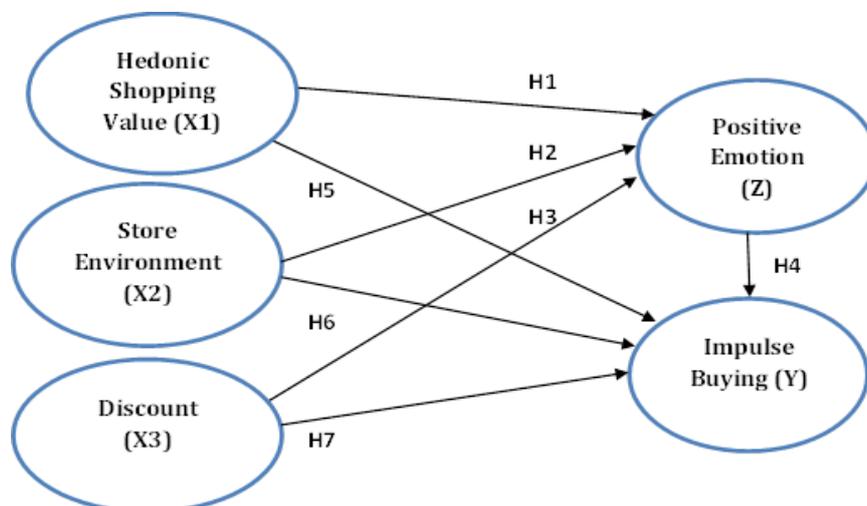


Figure 1. The proposed model

Source: developed by the authors

This workflow will describe a cause-and-effect relationship between several situations on the five variables, including hedonic shopping value, store environment, discount, positive emotions, and impulse buying. On this basis, some general conclusions can be drawn. There were formed seven hypotheses based on direct effects and mediating effects.

3.2. Data and Samples

The population is set by inviting consumers at Matahari Department Store and Transmart Carrefour in Pontianak City (West Kalimantan Province, Indonesia). An infinite population supports this type of population, because researchers do not know the exact number of informants. The sample size is 25 times the independent variable (e.g., Dewi et al., 2021). The stipulation is that the number of independent variables is three variables, so that it reaches 3×25 units = 75 respondents. To avoid invalid samples, $N = 100$ were taken. Without ignoring scientific requirements, Tandoh et al. (2022) stated that purposive sampling can overcome determination of the sample through considerations applied. The sample criteria include respondents aged +17 who are worthy in deciding. The informants comprise those who have made impulse purchases of fashion products (at least 3 times during the last 6 months) in the two study objects. The social portrait of the respondents is reflected based on various demographic aspects. Of all samples surveyed, 67% were female, and the rest were male (33%). This reflects the reality of buyers who are women, so that 54% of them are parents (housewives), 31% are unmarried, and 15% are divorced (widows and widowers). Interestingly, the authors also got other profiles, such as the educational background and occupation of the respondents. Here, there is no relationship between shopping interest and respondents' insight, where most respondents' educational backgrounds cover only high school 66%, while 24% are graduates with a bachelor degree and diploma, and 10% of them have master's degrees.

The survey method implies data collection through the distribution of questionnaires and primary interviews (Sujarweni, 2017). The stages of the questionnaire instrument, collecting information by means of logical questions according to the direction of the study, refer to the value of hedonic shopping, the atmosphere of the store environment, discounts, positive emotions and impulse purchases.

In the core investigation stage, the purposive sampling method is strongly supported. The authors divided the job desks into two teams because respondents were relevant to the two focuses of observation. At the first location, namely the Matahari Department Store, the interview was handled by Mrs. Ramadania Ramadania, Mrs. Juniwati Juniwati, and Mrs. Nur Afifah. Then, Mr. Heriyadi Heriyadi, Mrs. Ratnawati Ratnawati, and Mr. Dio Caisar Darma held the interview session at the second location (Transmart Carrefour). Fig. 2 shows the location of the study.

3.3. Model Specification

There were collected the sample's responses, which were then processed using SmartPLS software, an online questionnaire via google form. Path analysis interpreted the results of this study. Maçada et al. (2021) imply four analysis patterns, including an instrument test (reliability and validity), a normality test, a model test, and a hypothesis test (partial).



Figure 2. Outlet survey

Source: prepared by the authors.

4. Findings

4.1. Validity and Reliability

At the first step, testing instruments such as the validity and reliability of the questionnaire were conducted. Through the instrument test, the accuracy of the research instrument was proven. Table 1 shows that the AVE roots for all variables at Matahari Department Store and Transmart Carrefour are more prominent than the relevant variables. Now, a discriminant validity has been met.

Table 1. Square roots of AVE and correlation among latent variables

Object	Matahari					Transmart				
	X1	X2	X3	Z	Y	X1	X2	X3	Z	Y
X1	0.798	0.543	0.645	0.709	0.142	0.859	0.622	0.703	0.797	0.488
X2	0.543	0.815	0.660	0.583	0.134	0.622	0.801	0.776	0.775	0.143
X3	0.645	0.660	0.791	0.770	0.006	0.703	0.776	0.849	0.804	0.253
Z	0.709	0.583	0.770	0.823	0.183	0.797	0.775	0.804	0.845	0.339
Y	0.142	0.134	0.006	0.183	0.758	0.488	0.143	0.253	0.339	0.826

Source: data output.

Work related to the level of the questionnaire reliability was tested on the level of reliability. The size of the questionnaire in the field must go through two stages (composite reliability and internal consistency reliability). Composite reliability is met if the coefficient > 0.70. Then, internal reliability is consistent with Cronbach's alpha > 0.70, thus, it fits the assumption.

Table 2. A Summary of Composite Reliability (CR) and Cronbach's Alpha (CA)

Variables	Matahari		Transmart	
	CR	CA	CR	CA
X1	0.840	0.714	0.918	0.881
X2	0.932	0.914	0.926	0.907
X3	0.908	0.877	0.939	0.923
Z	0.926	0.904	0.937	0.920
Y	0.889	0.855	0.928	0.907

Source: data output.

Table 2 above shows the reliability gain. At Matahari and Transmart Carrefour, CR and CA for X1, X2, X3, Z and Y are above 0.70. The reality that interprets the questionnaire has met the standards of both reliabilities.

4.2. Structural Evaluation

There was carried out an evaluation of the structural model for using an inner model (inner relations, structural model, and substantive theory) which describes the relationship among latent variables based on substantive theory. The inner model on the R-Square for endogenous latent was reviewed. After obtaining the results, Stone-Geisser also supported the analysis of the inner model through Q-Square predictive relevance, t-test, and probability coefficients of structural path parameters. Changes in the R-Square score reflect the effect among variables substantively (Ghozali, 2012). The assessment of the R-Squared in the Matahari is showed in Table 3.

Table 3. The rule of thumb inner model in Matahari

Variables	R ²	Criteria	Q ²	Criteria
Impulse Buying	0.111	Weak	0.055	Weak
Positive Emotions	0.662	Moderate	0.433	Strong

Source: data output.

Table 3 addresses the R² score for impulse buying, reaching 11.1%. This means the ability of X1, X2, X3, and Z, which actually weakens Y. Interestingly, the R² score on positive emotions is 66.2%. The proof, X1, X2, and X3 have pushed Z by 66.2% (moderate).

It is worth waiting for the Q² score, where impulse buying is up to 5.5% or in weak criteria, so the observation model looks low. From Fig. 3, the Q² score explained the evaluation of the structural model in Matahari for positive emotions, which is 43.3%. The observation model that is classified as strong applies to positive emotions.

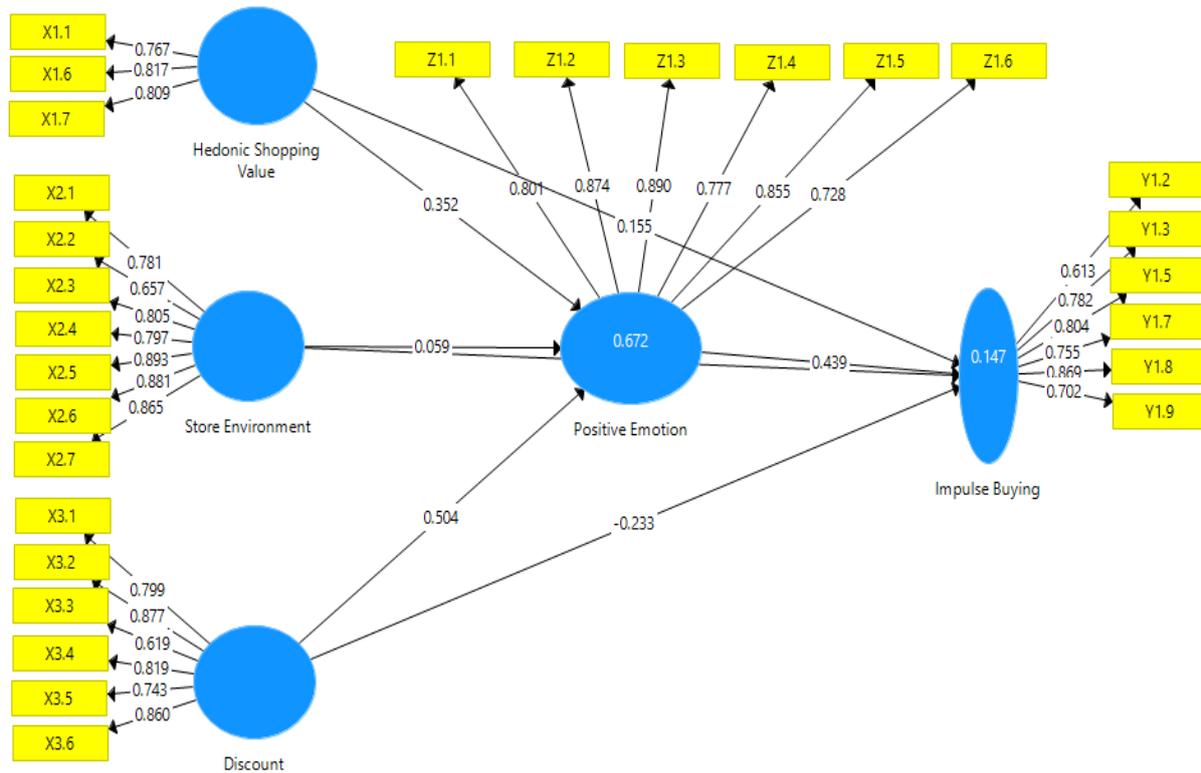


Figure 3. Case study at Matahari

Source: data output.

Table 4 is a witness to the achievement of R^2 on impulse buying. With the acquisition of 25.2%, the variables X1, X2, X3, and Z contributed to Y even though the classification was relatively weak. The R^2 for positive emotions is quite strong, where X1, X2, and X3 can reflect Z up to 78.1%.

Table 4. The rule of thumb inner model in Transmart

Variables	R^2	Criteria	Q^2	Criteria
Impulse Buying	0.252	Weak	0.173	Moderate
Positive Emotions	0.781	Strong	0.549	Strong

Source: data output.

In a constructive context, the Q^2 score for impulse buying reached 17.3% (moderate). On the other hand, 54.9% of positive emotions were achieved, or this model is recorded as strong. Fig. 4 displays the structural framework of Transmart.

4.3. Structural Evaluation

Table 5 shows that there are four hypotheses that have a significant effect and the other three hypotheses have no significant effect. For events on the Matahari, the first, third, fourth and sixth hypotheses yielded T -statistics > 1.96 , and p values < 0.05 . From the other direction, as in the second, fifth, and seventh hypotheses, the T -statistic < 1.96 and $p > 0.05$ were got.

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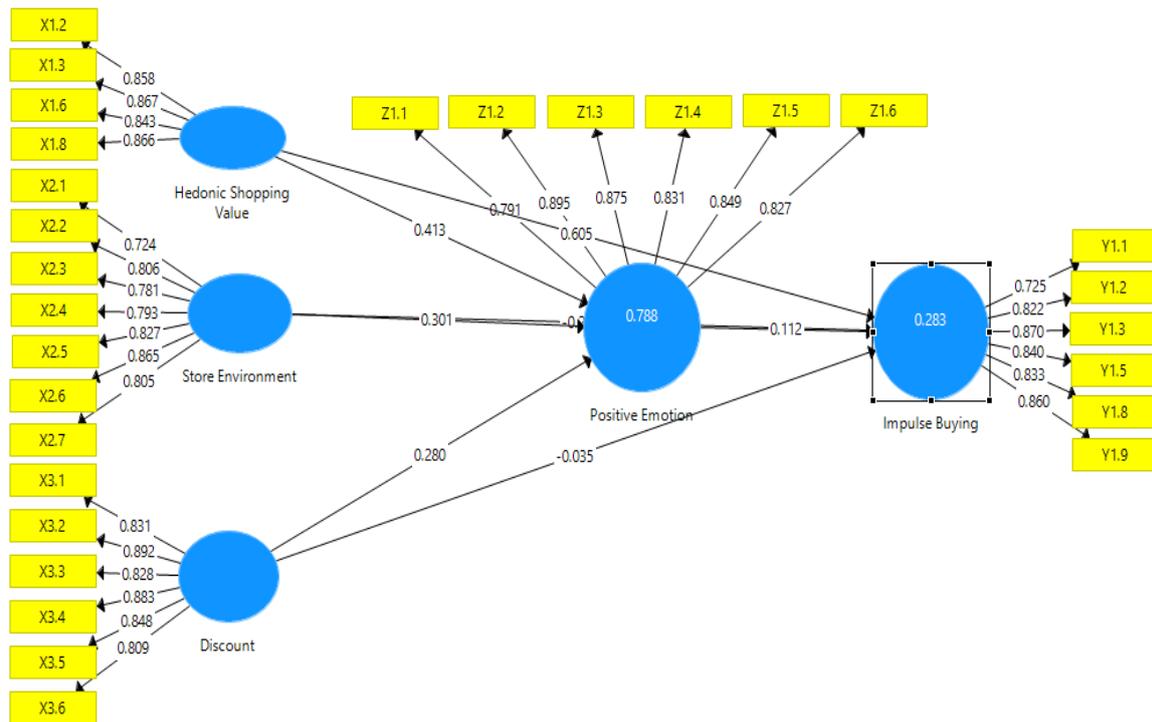


Figure 4. Case study at Transmart
Source: data output.

Table 5. Recapitulation of regression in Matahari

Path	Coef.	T-statistic	P-value	Remarks
H1: X1 → Z	0.352	4.674	0.000	Significant
H2: X2 → Z	0.059	0.566	0.572	Insignificant
H3: X3 → Z	0.059	6.995	0.000	Significant
H4: Z → Y	0.504	2.084	0.038	Significant
H5: X1 → Y	0.439	0.940	0.348	Insignificant
H6: X2 → Y	0.155	1.961	0.050	Significant
H7: X3 → Y	-0.320	1.137	0.256	Insignificant

Source: data output.

Table 6. Recapitulation of regression in Transmart

Path	Coef.	T-statistic	P-value	Remarks
H1: X1 → Z	0.413	5.190	0.000	Significant
H2: X2 → Z	0.301	4.100	0.000	Significant
H3: X3 → Z	0.280	3.504	0.000	Significant
H4: Z → Y	0.112	0.671	0.502	Insignificant
H5: X1 → Y	0.652	6.248	0.000	Significant
H6: X2 → Y	-0.260	1.876	0.061	Insignificant
H7: X3 → Y	-0.003	0.020	0.984	Insignificant

Source: data output.

Investigations on hypothesis testing at Transmart summarized that the first, second, third, and fifth hypotheses were significant ($T\text{-statistic} > 1.96$ and $p < 0.05$). However, the fourth, sixth, and seventh hypotheses were insignificant because the $T\text{-statistic}$ was < 1.96 and $p > 0.05$.

5. Discussion

Even though it is time-consuming, Darma & Japrianto (2014) and Beatty & Ferrell (1998) are actually worried about an effective store environment. Without realizing it, consumers' positive emotions are not fully controlled. Therefore, consumers need to expect consumer emotions by being given freedom of expression in the store. Passion for shopping and feeling satisfied will attract them naturally.

Sellers who quickly respond to consumer moods are oriented to the intensity of decision making. Although individual moods cannot appear instantly, an attractive environment can stimulate positive emotions. Interest in sales promotions and certain products, of course, is closely related to purchasing decisions (Suryani & Syafarudin, 2021).

Indrawan & Sudiksa (2019) interpret that the trick of overcoming negative emotions by consumers can be compensated with a positive environment, so that individual moods change. This view is relevant to the publication highlighted by Sinaga et al. (2012), where positive emotions successfully mediate the store environment and impulse buying. However, this truth was refuted by Baker et al. (2002). Positive emotions do not always stimulate the store environment and impulse buying.

Park & Lennon (2006) argue that emotion is an individual mood freedom that has been the essence of consumers' determining purchasing decisions. If a bad individual mood does not block positive emotions, then the reaction and affective disposition to the environment become a stimulus for the seller's offer. Impulse buying is more stable because consumers do not confine the feelings to a certain point. They give up the desire and level of pleasure in controlling the minds of consumers (Marianty, 2012).

Another aspect that stimulates consumers to carry out impulse buying is discounts. Price discounts create a desire for individuals to continue shopping (Lee & Chen-Yu, 2018). Kotler & Keller (2005) expressed that price cuts act as a barrier for producers who occasionally cannot implement marketing policies.

In Indonesia, price discounts also facilitate purchase intensity (Sutisna, 2012). Larasati & Yasa (2021) have analysed impulse buying decisions at the Indomaret mini market (Denpasar). The findings show that impulsive buying decisions are increasing with the application of price discounts. In fact, at Ramayana Lawu Plaza (Madiun), the price discount also serves to increase impulse buying (Saputra & Purwanto, 2021).

The latest finding was reported by Hidayah & Marlina (2021) who tried to analyse the performance between store atmosphere and hedonic shopping value in order to stimulate

impulse buying and positive emotions. However, several aspects should be studied and investigated regarding the latest developments in the store environment and discounts.

Aprilliani (2017) also examines the impact on price discount and positive emotions to stimulate impulse buying. Only price discounts can increase impulse buying. In addition, Wilujeng (2017) accommodates studies that link price discounts with impulse buying in Indomaret (Malang City). To be sure, there is indeed a positive effect for the short term, although not significant.

Another issue that develops regarding impulse buying is the store environment. The layout of the store, the music playing in the store, the situation inside the store, the lighting, the employees working and the products being sold are integral components of the store environment. Firda & Wusko (2013) introduces the physical and social characteristics of the external world of consumers, including the product, the attitude to the room (location), and the social behaviour of other people or what consumers do.

Mohan et al. (2013) understand that store specifications such as music and light have a negative effect on consumers, who will respond to impulse buying. In some theories, the physical environment of a store will colour the views of consumers through the mechanisms of touch, taste, hearing, smell, and sight (Mowen & Minor, 2002). Primarily, the store environment plays a role in creating the urge or feeling to buy. Enget et al. (2008) focuses on eight elements (temperature, aroma, music, lighting, colour, visual form, placement, hallway space, and store layout) significant for the existence of the store environment.

6. Conclusion, Limitation and Implication

This paper examines the effect of hedonic shopping value, store environment, and discount on impulse buying, mediated by positive emotions. Empirical indications confirm the proposed hypothesis that hedonic shopping value increases positive emotions. However, the store environment has no effect on positive emotions in Matahari. Interestingly, in Transmart, it was a positive emotion that failed to increase consumer impulse buying even though the hedonic shopping value had a significant effect on impulse buying and at Matahari, this was not the case. For Matahari, the store environment for impulse buying is significant and at Transmart, in fact, it is not significant. Finally, only the discount failed in influencing impulse buying in both objects.

To prevent double interpretation, the study only concentrated the limitations of this observation in Matahari and Transmart. In order to grow more in the future, further studies should compare several locations about the dimensions that impact consumer impulse buying. Theoretical and practical recommendations to maintain the store environment at Matahari and Transmart. Even though it is maximal, it is necessary to put the interests of consumers first and revitalize the rules related to discounts. Creativity, such as discount packages for families and loyal customers, certainly encourages them to make impulse buying.

Sellers will also be spared of customer complaints if they change the atmosphere of the store to a more attractive one.

Academic insights propose ideas regarding further clues and limitations of the research to provide direction, options, and develop limited findings to highlight the future. Moreover, this research also puts hope in efforts to improve marketers' decision-making in considering the empirical outputs broadly. So far, the purchasing system is still manual or traditional, with buyers coming directly to the shopping location, but now it must be applied to a more modern phase such as going online, partnering with product delivery service applications, and various unique strategies that are present to make it easier for buyers.

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