

Determinants of Impulse Buying Through Positive Emotion at the Oh! Some

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Abstract

In the era of globalization and increasingly fierce retail business competition, retail stores need to create an attractive shopping experience for consumers to increase competitiveness. OH! SOME retail store as one of the modern retail stores implements store atmosphere, visual merchandising, and product diversity strategies to attract consumer attention and encourage impulse buying behavior. This study aims to analyze the influence of factors that can affect impulse buying through positive emotions. This study aims to find out and analyze the influence of store atmosphere, visual merchandising and product diversity on impulse buying through positive emotions in OH! SOME. This study is primary data with the test stage being carried out is a measurement model (outer model) consisting of validity test (convergent validity and discriminant validity) and reliability test (composite reliability and Cronbach's alpha and structural model (inner model) consisting of R-square (R^2), Predictive relevance (Q^2), F-square (f^2) and hypothesis testing: path coefficient consisting of direct effect and indirect effect. Data was collected using questionnaire instruments and valid data from 150 respondents with the criteria of gen z consumers aged 18-27 and had made purchases at OH! SOME at least 1 time. The sampling method uses non-probability sampling with purposive sampling techniques. The tool used is SMART PLS. The results showed that partially the variables Store Atmosphere, Visual Merchandising, and Product Diversity had an effect on Impulse Buying and Positive Emotion, but Positive Emotion was only able to mediate the variables of Visual Merchandising and Product Diversity on Impulse Buying in OH! SOME.

Keywords: Store Atmosphere, Visual Merchandising, Product Diversity, Impulse Buying, Positive Emotion

INTRODUCTION

In an increasingly competitive marketing era and in the digital era that is experiencing rapid development, competition in the business world is intensifying (Ostrovskaya et al., 2023). Additionally, the aesthetic lifestyle of young people and the development of the retail industry in Indonesia have also experienced significant growth in recent years. Technological developments and changes in consumer lifestyles have had a great impact on the retail industry. Retail stores are business activities selling goods or services directly to end consumers. Along with the increasing growth of the retail industry, competition in this sector has become more intense. To deal with this, retail companies need to adapt to consumer trends and needs.

Based on data recorded at the Indonesian Central Statistics Agency (BPS) in 2023, the population of Indonesia was 278.69 million people in mid-2023 (Databoks, 2023). Indonesia has considerable potential that will be even greater in the future. This condition encourages the interest of foreign modern

retail players to expand into the Indonesian market (Kontan.co.id, 2023). Demographic factors of the population are the main factors that greatly affect the growth of retail stores in Indonesia. *Gen Z* people, with an age range of 12 to 27 years, are consumers who really like retail stores. This is encouraged by *Gen Z*'s strong affinity for social media, making the information they obtain from social media prompt them to visit retail stores to verify the impressions or appearances of the stores they see online.

Store Atmosphere is a combination of physical elements such as lighting, color, sound, and scent designed to create an engaging shopping experience for consumers (Kotler and Keller, 2019). According to research by Suryana and Sari (2021), Store Atmosphere has an effect on impulse buying. This is also in line with research by Lutfiani, Farisi, and Yuliana (2023), which states that Store Atmosphere affects impulse buying.

Store Atmosphere refers to the physical and psychological elements that create the atmosphere or environment within the store, including interior design, lighting, room layout, music, aroma, temperature, and the facilities provided. These elements tend to have the potential to provide stimuli to consumers, influencing their feelings and behaviors in making impulsive purchases and making consumers feel comfortable and want to stay longer in the store. With a good and attractive store environment, consumers feel free and empowered, which can encourage impulse purchases.

Visual Merchandising is an important aspect for retailers. It is the art and science of presenting products in the most attractive way possible, emphasizing communication with customers through images and product presentations. Metha and Chugan (2013) stated that visual merchandising is a good and attractive product arrangement that influences consumer behavior. The consumer behavior that arises from this is impulse buying. Sudarsono (2017) observed that most consumers agree they enter and become interested in a store when they see the store's exterior design and feel excited when inside the store.

According to Lutfiani, Farisi, and Yuliana (2023), Visual Merchandising has a significant influence on positive emotion. Visual Merchandising involves visual aspects within a store, such as the arrangement of products on the shelves, the presentation of the storefront, lighting, store colors, and the overall layout of the store. These factors create an atmosphere that appeals to consumers' emotions and thus increases impulse purchases.

Positive emotion can be interpreted as the mood a person feels that can affect decision-making, generally reducing the time spent deciding when making a purchase (Sudarsono, 2017). Consumers in a state of positive emotion tend to engage in approach behavior rather than avoidance. Positive emotions arise as a result of the fulfillment of a person's needs or desires (Putri and Andani, 2023). Positive emotions felt by a consumer can lead to unplanned purchasing behaviors because they cause feelings of joy or happiness influenced by different store environments.

Impulse buying is an unplanned buying behavior whereby consumers purchase products or services suddenly without prior planning (Betty and Ferrell, 1998). The impulse buying phenomenon is often found in modern retail. One of the factors that can affect impulse buying behavior in consumers is that retail stores apply strategies by providing a store atmosphere, lighting, and product presentations arranged diversely according to the type of product. This creates a pleasant atmosphere and shopping experience for consumers, thus encouraging them to make purchases.

Prior research has demonstrated strong links between store environment elements and impulse buying, yet critical gaps remain. Suryana and Sari (2021) found that store atmosphere and visual merchandising positively influence impulse buying via positive emotions among Ace Hardware customers, though their study lacked a focus on *Gen Z* consumers—a key demographic shaping retail trends. Karimah & Rahayu (2024) examined KKV store shoppers and confirmed that store atmosphere significantly affects positive emotion and impulse purchases, but their research concluded that visual merchandising had no significant emotional impact. Both studies also did not consider moderating effects such as demographic differences or product diversity—factors increasingly relevant in Indonesia’s evolving retail landscape.

This study addresses these gaps by analyzing how store atmosphere and visual merchandising influence impulse buying among *Gen Z* shoppers in Indonesian retail stores, while also incorporating hedonic shopping motivation and product diversity as moderating variables. The objective is to understand how these environmental and motivational factors interact to drive impulse purchases in a *Gen Z*-dominated customer base. The benefits include providing actionable insights for retailers to design more targeted in-store experiences, improve merchandising strategies, and cater effectively to *Gen Z* shoppers—supporting competitive adaptation and sustainable growth in Indonesia’s retail sector.

RESEARCH METHOD

The data used in this study are primary data, collected by distributing questionnaires through Gform. Sample selection refers to the writings of Hair, Black, Babin, & Anderson (2019), which suggest that sampling, especially in the context of SEM (Structural Equation Modeling) analysis, preferably follows the rule of 5–10 times the number of indicators or variables in the model. In this study, there are 21 indicators, so the required sample size is between 105 and 210 respondents. The sample taken in this study was 150 respondents. The sampling technique used in this study is non-probability sampling, specifically purposive sampling, with the criteria of consumers who have made purchases at *OH! SOME*, and *Gen Z* consumers aged 18–27 years who are domiciled in West Java, Indonesia. The data analysis technique used

is PLS-SEM analysis, which combines factor analysis, structural modeling, and path analysis.

RESULTS AND DISCUSSION

Convergent Validity Test

Convergent Validity is evaluated by looking at the Loading Factor value, where the ideal value is > 0.70 which can indicate that the indicator used is valid. Based on the validity test with Convergent Validity, the results in the following table were obtained:

Table 1. Convergent Validity Test Results

Variable	Statement	Loading Factor	Outer Loading	Information
Store Atmosphere (X1)	X1.1	0.70	0.913	Valid
	X1.2	0.70	0.827	Valid
	X1.3	0.70	0.901	Valid
	X1.4	0.70	0.873	Valid
	X1.5	0.70	0.851	Valid
Visual Merchandising (X2)	X2.1	0.70	0.866	Valid
	X2.2	0.70	0.870	Valid
	X2.3	0.70	0.832	Valid
	X2.4	0.70	0.866	Valid
	X2.5	0.70	0.907	Valid
	X2.6	0.70	0.905	Valid
Product Diversity (X3)	X3.1	0.70	0.872	Valid
	X3.2	0.70	0.889	Valid
	X3.3	0.70	0.889	Valid
	X3.4	0.70	0.865	Valid
Impulse Buying (Y)	Y1	0.70	0.873	Valid
	Y2	0.70	0.875	Valid
	Y3	0.70	0.900	Valid
	Y4	0.70	0.874	Valid
Positive Emotion (Z)	Z1	0.70	0.889	Valid
	Z2	0.70	0.891	Valid
	Z3	0.70	0.890	Valid
	Z4	0.70	0.872	Valid
	Z5	0.70	0.881	Valid

Source: SMART PLS 4.0 Output Results, 2025

In this study, the results of the validity test with Convergent Validity showed that all variables had an Outer Loading $>$ Loading Factor value of 0.70 which showed that the entire questionnaire statement could be an accurate measurement tool in the research. So it can be concluded that the entire questionnaire statement on the variables Store Atmosphere (X1), Visual

Merchandising (X2), Product Diversity (X3), Impulse Buying (Y), Positive Emotion (Z) can be declared valid.

Discriminant Validity

Discriminant Validity is evaluated by looking at the Average Variance Extracted (AVE) value > 0.50 and also see Cross Loading > 0.70 which can indicate that the indicator used is valid. Based on the validity test with Discriminant Validity, the results in table 2 are obtained as follows:

Table 2. Average Variance Extracted (AVE) Test Results

Variable	Average Variance Extracted (AVE)	Information
Store Atmosphere (X1)	0.763	Valid
Visual Merchandising (X2)	0.765	Valid
Product Diversity (X3)	0.772	Valid
Impulse Buying (Y)	0.776	Valid
Positive Emotion (Z)	0.783	Valid

Source: SMART PLS Output Results, 2025

Based on Table 2, it can be seen that all variables have an Average Variance Extracted (AVE) value > 0.50 which indicates that the overall questionnaire statement can be a measuring tool used in the research. So it can be concluded that the entire questionnaire statement on the variables Store Atmosphere (X1), Visual Merchandising (X2), Product Diversity (X3), Impulse Buying (Y), Positive Emotion (Z) can be declared valid.

Table 3. Cross Loading Test Results

	Store Atmosphere (X1)	Visual Merchandising (X2)	Product Diversity (X3)	Impulse Buying (Y)	Positive Emotion (Z)
X1.1	0.913	0.719	0.724	0.559	0.479
X1.2	0.827	0.638	0.488	0.227	0.175
X1.3	0.901	0.816	0.713	0.496	0.520
X1.4	0.873	0.681	0.527	0.356	0.269
X1.5	0.851	0.746	0.669	0.497	0.470
X2.1	0.773	0.866	0.701	0.517	0.503
X2.2	0.797	0.870	0.729	0.499	0.553
X2.3	0.870	0.832	0.585	0.413	0.354
X2.4	0.788	0.866	0.687	0.490	0.455
X2.5	0.663	0.907	0.912	0.690	0.769
X2.6	0.639	0.905	0.844	0.721	0.802
X3.1	0.531	0.810	0.872	0.689	0.712
X3.2	0.693	0.772	0.889	0.787	0.796
X3.3	0.578	0.670	0.889	0.804	0.773
X3.4	0.817	0.828	0.865	0.681	0.715
Y1	0.331	0.593	0.759	0.873	0.875
Y2	0.557	0.473	0.681	0.875	0.704
Y3	0.362	0.507	0.719	0.900	0.795

	Store Atmosphere (X1)	Visual Merchandising (X2)	Product Diversity (X3)	Impulse Buying (Y)	Positive Emotion (Z)
Y4	0.627	0.754	0.818	0.874	0.734
Z1	0.278	0.466	0.613	0.715	0.889
Z2	0.209	0.510	0.682	0.837	0.891
Z3	0.481	0.631	0.767	0.806	0.890
Z4	0.581	0.741	0.809	0.764	0.872
Z5	0.563	0.706	0.883	0.785	0.881

Source: SMART PLS 4.0 Output Results, 2025

Based on Table 3, it can be seen that all variables have a Cross Loading value > 0.70 . So it can be concluded that all variables Store Atmosphere (X1), Visual Merchandising (X2), Product Diversity (X3), Impulse Buying (Y), Positive Emotion (Z) can be declared valid.

Reliability Test

The Reliability Test is carried out to evaluate and measure a questionnaire that provides indicators of variables. The value of an instrument is said to be reliable if the Composite Reliability value is > 0.70 and Cronbach's Alpha value > 0.60 .

Composite Reliability

Composite Reliability is used to measure the actual reliability value of a construct, so that data is said to be reliable if the data has a Composite Reliability value of > 0.70 . Based on the results of the reliability test with Composite Reliability, the following results are obtained in Table 4:

Table 4. Composite Reliability Test Results

Variable	Composite Reliability (Rho-a)	Composite Reliability (Rho-c)	Information
Store Atmosphere (X1)	0.960	0.941	Reliable
Visual Merchandising (X2)	0.972	0.951	Reliable
Product Diversity (X3)	0.905	0.931	Reliable
Impulse Buying (Y)	0.905	0.933	Reliable
Positive Emotion (Z)	0.933	0.947	Reliable

Source: SMART PLS 4.0 Output Results, 2025

Based on Table 4 above, it can be seen that the Composite Reliability value in the Store Atmosphere (X1), Visual Merchandising (X2), Product Diversity (X3), Impulse Buying (Y), Positive Emotion (Z) variables has a value greater than 0.70 which indicates that the variables used are declared reliable.

Cronbach's Alpha

Cronbach's Alpha measures the reliability or internal consistency of two or more indicators that make up the construct, it is said to be reliable if it has a Cronbach's Alpha value > 0.60 . Based on the results of the reliability test with Composite Reliability, the results in Table 5 are obtained as follows:

Table 5. Cronbach's Alpha Test Results		
Variable	Cronbach's Alpha	Information
Store Atmosphere (X1)	0.925	Reliable
Visual Merchandising (X2)	0.940	Reliable
Product Diversity (X3)	0.902	Reliable
Impulse Buying (Y)	0.904	Reliable
Positive Emotion (Z)	0.931	Reliable

Source: SMART PLS Output Results, 2025

Based on Table 5, it can be seen that Cronbach's Alpha value on the variables Store Atmosphere (X1), Visual Merchandising (X2), Product Diversity (X3), Impulse Buying (Y), Positive Emotion (Z) has a value greater than 0.60. So it can be concluded that all variables used in this research questionnaire are declared reliable.

Evaluation of Structural Model (Inner Model) Model Fit Test (Goodness of Fit)

The Goodness of fit test is used to assess how well the proposed structural model fits the observed data, This test is determined by looking at the values of R-Square (R^2), Predictive Relevance (Q^2), and F-Square (F^2).

Coefficient of determination (R-Square)

Based on the results of data processing that has been carried out using SMART PLS, the R-Square value is obtained in Table 6.

Table 6. Coefficient of determination (R-Square)		
Variable	R-Square	R-Square Adjusted
Impulse Buying (Y)	0.749	0.742
Positive Emotion (Z)	0.758	0.753

Source: SMART PLS Output Results, 2025

Based on Table 6, the following results can be known:

- 1) The R-Square value for Impulse Buying (Y) was 0.742, meaning that 74.2% of the changes in Impulse Buying were explained by Store Atmosphere (X1), Visual Merchandising (X2), Product Diversity (X3), and Positive Emotion (Z), while 25.8% were influenced by other factors outside the study. This relationship belongs to the strong category.
- 2) The R-Square value for Positive Emotion (Z) was 0.753, indicating that 75.3% of the changes in Positive Emotion were explained by Store Atmosphere (X1), Visual Merchandising (X2), and Product Diversity

(X3), while 24.7% were influenced by other factors outside the study. This relationship also belongs to the strong category.

Predictive Relevance or Q-Square (Q^2)

In this study, the R^2 value of each variable was R^2_1 of 0.742 and R^2_2 of 0.753. So a predictive relevance value of 0.9363 was obtained

This shows that the model used in this study is a decent or good model, because the model can explain 93.63% of the total information or phenomena observed can be explained by the model, while the remaining 6.37% is explained by other variables outside the research model or caused by errors. The Q-Square result of 93.63% shows that the PLS model formed in this study is good and has high predictive relevance, because this model is able to explain 93.63% of the overall available information.

F-Square (f^2)

F-Square (f^2) aims to evaluate the effect size of each dependent variable on the structural model and can explain how substantial each of these independent variables is worthy of inclusion in the model. A value of $f^2 \geq 0.02$ indicates that the model has a weak contribution, A value of $f^2 \geq 0.15$ indicates that the model has a moderate contribution, and A value of $f^2 \geq 0.35$ indicates that the model has a strong contribution. Based on the results of data processing that has been carried out, the F-Square value in Table 7 is obtained as follows:

Table 7. F-Square Test Results (f^2)

Variable	Impulse Buying (Y)	Positive Emotion (Z)
Store Atmosphere (X1)	0.078	0.057
Visual Merchandising (X2)	0.027	0.078
Product Diversity (X3)	0.370	0.584
Impulse Buying (Y)		0.079
Positive Emotion (Z)		

Source: SMART PLS Output Results, 2025

Hypothesis Testing

Path Coefficient (T Statistic) Direct Effect

In this study, as many as 7 direct influence hypotheses were proposed to be tested. To test these hypotheses, Bootstrapping analysis techniques are used. Through the results of T Statistic obtained from Bootstrapping analysis, it can be determined the degree of significance of the influence between independent variables on dependent variables, independent variables on intervening variables, and dependent variables on intervening variables. Based on the results of data processing carried out using SMART PLS, the statistical values in table 8 were obtained as follows:

Table 8. Direct Impact Test Results

Relationship	Original Sample	Sample Mean	STDEV	T Statistic	P-Value
Store Atmosphere (X1) → Impulse Buying (Y)	0.255	0.257	0.071	3.585	0.000
Visual Merchandising (X2) → Impulse Buying (Y)	-0.198	-0.201	0.082	2.417	0.016
Product Diversity (X3) → Impulse Buying (Y)	0.414	0.418	0.104	3.980	0.000
Store Atmosphere (X1) → Positive Emotion (Z)	0.184	0.192	0.076	2.414	0.016
Visual Merchandising (X2) → Positive Emotion (Z)	0.259	0.252	0.074	3.481	0.001
Product Diversity (X3) → Positive Emotion (Z)	0.557	0.559	0.036	15.686	0.000
Positive Emotion (Z) → Impulse Buying (Y)	0.441	0.440	0.135	3.272	0.001

Source: SMART PLS 4.0 Output Results, 2025

The Influence of Store Atmosphere on Impulse Buying

The results of the analysis showed that the significance level was 0.000 which means it was smaller than 0.05 which was $0.000 < 0.05$ and the *T-Statistic value* was greater than 1.96 which was $3.585 > 1.96$. So it is known that H_0 is rejected and H_1 is accepted, so it can be stated that *Store Atmosphere* (X1) has an effect on *Impulse Buying* (Y). The results of the study show that *Store Atmosphere* can influence *Impulse Buying* behavior in OH! SOME because by looking at *the Atmosphere* or an attractive store atmosphere can affect the mood and emotions of consumers, and when consumers feel comfortable and happy, it can encourage consumers to do *impulse buying*. The design and atmosphere of the OH! SOME creates a pleasant shopping experience, making consumers feel at home longer in the store and more easily tempted to buy spontaneously due to the supportive atmosphere and attractive display. OH! SOME presents different concepts and themes in each of its branches, such as beaches, space, and cheese themes. This uniqueness attracts consumers, especially Gen Z, to try each branch and encourage unplanned purchases due to different shopping experiences. The better the store atmosphere given to consumers, the more at home consumers will feel at home in the store for a long time, thus encouraging impulse *buying*. Therefore, with a good and attractive *store Atmosphere* for consumers, it can improve the consumer shopping experience so as to encourage consumers to make *impulsive purchases*. The results of this study are in line with the research conducted by Ramaiska, Lestari, Durrasuwawi, Sanjaya, (2020); Anggraini & Sulistyowati (2020).

The Effect of Visual Merchandising on Impulse Buying

The results of the analysis showed that the significance level was 0.016 which means it was smaller than 0.05 which was $0.016 < 0.05$ and the *T-*

Statistic value was greater than 1.96 which was $2.417 > 1.96$. It is known that H_0 is rejected and H_2 is accepted, so it can be stated that *Visual Merchandising* (X_2) affects *Impulse Buying* (Y). The results of the study show that *Visual Merchandising* plays a role in influencing *Impulse Buying* in OH! SOME. The results of the study show that *Visual Merchandising* has a role in influencing *Impulse Buying behavior* in OH! SOME because with visual displays such as the placement of product shelves, the placement of statues and displays (*mannequin displays*), installing shelves on the store floor with special places (*floor merchandising*), promotional banners (*promotional signage*) and creative product displays so as to make the store attractive and trigger positive emotions consumers are spontaneously encouraged to make purchase decisions without prior planning in the retail store OH! SOME. OH! SOME uses visual merchandising strategies with bright colors such as yellow and product arrangement in the checkout area to attract attention and encourage impulse purchases. Therefore, the existence of a *visual merchandising* strategy in retail stores can attract the attention of consumers to impulse buying. The results of this study are in line with Ramaiska, Lestari, Durrasuwawi, and Sanjaya (2020); Nurdiansyah, T., Noorlitaria, G. A., & Kuleh, J. (2023); Anggraini & Sulistyowati (2020). Pancaningrum (2017) which states that *visual merchandising* has an effect on *impulse buying*.

The Effect of Product Diversity on Impulse Buying

The results of the analysis showed that the significance level was 0.000 which means it was smaller than 0.05 and the T-Statistic value was greater than 1.96, which was $3.980 > 1.96$. So it is known that H_0 is rejected and H_3 is accepted, so it can be stated that Product Diversity (X_3) affects *Impulse Buying* (Y). The results of the study show that product diversity has a significant role in influencing impulse buying behavior in OH! SOME. The more product options available, the more likely consumers are to be interested in making spontaneous purchases. OH! SOME provides a variety of products from various categories, both local and imported, such as skincare, food, toys, and household appliances, which provide consumers with many choices. This product diversity affects impulse buying because it provides a wide choice that encourages unplanned purchases. This variety not only attracts consumers' attention, but also creates a sense of exploration within retail stores that can increase consumer enthusiasm when shopping. The presence of many of these options can create positive emotions that encourage consumers to try new products or buy items they may not have planned beforehand. Thus, product diversity not only serves as a visual appeal, but also as a powerful psychological factor that drives *impulse buying behavior*. The results of this study are in line with Angelita, Rachmi (2021) who stated that Product Diversity has an effect on *impulse buying*.

The Influence of Store Atmosphere on Positive Emotion

The results of the analysis showed that the significance level was 0.016 which means it was smaller than 0.05 which was $0.016 < 0.05$ and the *T-Statistic value* was greater than 1.96 which was $2.414 > 1.96$. So it is known that H_0 is rejected and H_4 is accepted, so it can be stated that *Store Atmosphere* (X_1) has an effect on *Positive Emotion* (Z). The results of the study show that *Store Atmosphere* has a role in influencing positive emotions in consumers. With elements such as lighting, comfortable store layout, appropriate room temperature, adequate in-store facilities, and attractive store interior design contribute to creating an enjoyable shopping experience. When consumers feel comfortable and enjoy the time when they are in the store, consumers will feel positive emotions such as joy and enthusiasm that encourage consumers to spend more time exploring and making spontaneous purchasing decisions. Thus, a well-designed store atmosphere not only creates an attractive shopping environment but can also influence consumer behavior in making purchasing decisions. Therefore, a well-designed *Store Atmosphere* can affect the positive emotions of consumers when they are in the OH! SOME. The results of this study are in line with research conducted by Ramaiska, Lestari, Durrasuwawi, Sanjaya, 2020 which states that store atmosphere has an effect on positive emotions.

The Effect of Visual Merchandising on Positive Emotion

The results of the analysis showed that the significance level was 0.001 which means it was smaller than 0.05 which was $0.001 < 0.05$ and the *T-Statistic value* was greater than 1.96 which was $3.481 > 1.96$. It is known that H_0 is rejected and H_5 is accepted, so it can be stated that *Visual Merchandising* (X_2) has an effect on *Positive Emotion* (Z). The results of the study show that *Visual Merchandising* has a role in influencing *Positive Emotion* in consumers because with a good and attractive product arrangement display can create a pleasant and satisfying shopping experience for consumers in surrounding retail stores, in addition to displaying Creative product arrangement can cause consumer interest which ultimately creates positive emotions during shopping, so they are encouraged to spend time in the store and make purchases. Additionally, when consumers feel good about the shopping environment, consumers are more likely to return and recommend the store to others. Thus, *visual merchandising* not only serves as a promotional tool, but also as an important mover in creating a positive and satisfying shopping experience. The results of this study are in line with Nurdiansyah, T., Noorlitaria, G. A., & Kuleh, J. (2023), showing that what states that *visual merchandising* has an effect on *shopping emotion*.

The Influence of Product Diversity on Positive Emotion

The results of the analysis showed that the significance level was 0.000 which means it was smaller than 0.05 which was $0.000 < 0.05$ and the T-

Statistic value was greater than 1.96 which was $15.686 > 1.96$. It is therefore known that H_0 is rejected and H_6 is accepted, so it can be stated that Product Diversity (X3) has an effect on *Positive Emotion* (Z). The results of the study show that product diversity has a role in influencing *Positive Emotion* in consumers because the more products in the retail store are varied, the products are complete of various sizes and qualities so that consumers have a greater opportunity in finding products that suit consumer desires so as to create an interesting and enjoyable shopping experience for consumers that arouses enthusiasm for consumers thus increase positive feelings that make consumers feel at home in the store for a long time, thereby increasing consumers in making purchases. These positive emotions make consumers feel more comfortable and enjoy the time spent in the store, so they tend to stay in it longer. So the higher the level of comfort and satisfaction felt, the more likely consumers are to make purchases, including impulse purchases that are triggered by a pleasant shopping atmosphere and arouse positive emotions. The results of this study are in line with research conducted by Aprizal, Mutiara Sari (2023) which states that product diversity has an effect on *positive emotions*.

The Influence of Positive Emotion on Impulse Buying

The results of the analysis showed that the significance level was 0.001 which means it was smaller than 0.05 which was $0.001 < 0.05$ and the T-Statistic value was *greater than 1.96 which was* $3.272 > 1.96$. So it is known that H_0 is rejected and H_7 is accepted, so it can be stated that *Positive Emotion* (Z) affects *impulse buying* (Y). The results of the study show that *Positive Emotion* has a role in influencing *impulse buying* in OH! SOME because the presence of a feeling of happiness and enthusiasm in the store can encourage purchasing behavior, when consumers feel happy and comfortable while shopping, consumers tend to be more open to visual stimuli and promotions around so that they are encouraged to buy products that are not actually planned. And with *Positive Emotion*, it can create a shopping experience, so that consumers are more easily tempted by attractive looks, discounts, or new products without too much rational consideration. As a result, the higher the positive emotions felt, the more likely consumers are to make impulse purchases. The results of this study are in line with research conducted by Ramaiska, Lestari, Durrasuwawi, Sanjaya, 2020 which states that *Positive Emotion* has an effect on *Impulse Buying*.

Indirect Effect

In this study, 3 indirect influence hypotheses are proposed that will be tested using the Bootstrapping analysis technique to estimate standard errors and test the significance of path coefficients that include indirect influences. Based on the results of data processing that has been carried out using SMART PLS 4.0, the T-Statistic value in Table 9 is obtained as follows:

Table 9. Indirect Effects Test Results

Relationship	Original Sample	Sample Mean	STDEV	T Statistic	P-Value
Store Atmosphere (X1) → Positive Emotion (Z) → Impulse Buying (Y)	0.081	0.086	0.046	1.761	0.078
Visual Merchandising (X2) → Positive Emotion (Z) → Impulse Buying (Y)	0.114	0.110	0.047	2.450	0.014
Product Diversity (X3) → Positive Emotion (Z) → Impulse Buying (Y)	0.246	0.245	0.076	3.247	0.001

Source: SMART PLS 4.0 Output Results, 2025

Influence Store Atmosphere Against Impulse Buying Through Impulse Buying

The results of the analysis showed that the significance level was 0.078 which means that it was greater than 0.05 which was $0.078 > 0.05$ and the *T-Statistic* value was smaller than 1.96 which was $1.761 < 1.96$. So it is known that H_0 is accepted and H_8 is rejected. So it is stated that *Store Atmosphere* (X1) has no effect on *Impulse Buying* (Y) through *Positive Emotion* (Z) as an intervening variable. The results of the study show that the store atmosphere does not affect *Impulse Buying* through *Positive Emotion* because there are consumers who already have a goal in shopping so that they will no longer pay attention to the atmosphere in the store, and there are consumers who are emotionally insensitive to the atmosphere, or more focused on the product to be purchased by paying attention to the price and quality of the product. In addition, consumers who already have a strong preference for a product or brand, or have time constraints, may not be affected by the store's atmosphere. Therefore, the store atmosphere cannot always trigger *impulse buying* through *positive emotions* for consumers in retail stores, because each consumer has different needs, preferences, and shopping experiences. Therefore, while *store atmosphere* can be an important factor in creating an enjoyable shopping experience, its influence on *impulse buying* remains subjective and depends on the characteristics and conditions of each consumer.

The Influence of Visual Merchandising on Impulse Buying Through Positive Emotion

The results of the analysis showed that the significance level was 0.014 which means that it was smaller than 0.05 which was $0.014 < 0.05$, so it was known that H_0 was rejected and H_9 was accepted, so it can be stated that *Visual Merchandising* (X2) affects *Impulse Buying* (Y) through *Positive Emotion* (Z) as an intervening variable. The results of this study show that *Visual Merchandising* in OH! SOME can influence *impulse buying* behavior in consumers through *positive emotions* that consumers have when shopping in OH! SOME. With an attractive visual display of the store, it can create a

pleasant shopping atmosphere and evoke positive emotions. When consumers feel comfortable and enthusiastic they become more open to attractive promotions, seasonal products, or discount offers, which ultimately encourages them to make spontaneous purchases without prior planning. In addition, a supportive store atmosphere can make consumers feel more connected to their shopping experience, thus increasing the likelihood of *impulse buying*. Thus, the more effective *the Visual Merchandising* applied in OH! SOME, consumers increasingly feel positive emotions that affect more impulsive purchasing decisions.

Influence Diversity Product Towards Impulse Buying Through Positive Emotion

The results of the analysis showed that the significance level was 0.001 which means it was smaller than 0.05 which was $0.001 < 0.05$ and the T-Statistic value was greater than 1.96 which was $3.247 > 1.96$. Therefore, it is known that H_0 is rejected and H_{10} is accepted, so it can be stated that Product Diversity (X3) affects *Impulse Buying* (Y) through *Positive Emotion* (Z) as an intervening variable. The results of the study show that there is a diversity of products in OH! SOME can affect positive emotions such as feelings of happiness, energy, and enthusiasm in consumers so that they create a feeling of comfort when they are in the store so as to encourage *impulse buying* behavior. Because the more diverse the selection of products available in retail stores in terms of brand, size, quality, price, category, the more likely consumers are to find products that suit their needs and desires. Additionally, a diverse variety of products can create an attraction that triggers a spontaneous urge to buy items that were not originally planned. Therefore, product diversity is one of the key factors that can increase *consumer positive emotions*, which ultimately encourages an increase in impulse buying behavior in OH! SOME. Therefore, product diversity is one of the factors that consumers carry out *impulse buying behavior*

CONCLUSION

From the test results discussed, it can be concluded that Store Atmosphere, Visual Merchandising, and Product Diversity have an effect on Positive Emotion. This means that the better the store atmosphere, the more positive the emotions consumers will feel. A store that equips the room with visual elements such as lighting, colors, music, and fragrances; visual displays like the placement of product shelves, statues and displays; installing shelves on the store floor with special places; promotional banners; and creative product displays, thus making the store attractive, as well as stores providing complete products of various sizes and qualities, will stimulate positive emotional responses and customer perceptions, encouraging unplanned purchases. The results of the study also show that Positive Emotion does not mediate the influence of Store Atmosphere on Impulse Buying because some

consumers who already have specific shopping goals do not pay attention to the store layout and are therefore emotionally insensitive to it. These consumers tend to focus more on the product to be purchased by considering the price and quality. In addition, consumers who already have a strong preference for a product or brand, or who face time constraints, are not affected by the store atmosphere. Positive Emotion mediates the influence of Visual Merchandising and Product Diversity on Impulse Buying. The attractive store visuals and the diversity of products sold cause consumers to feel positive emotions that lead to more impulsive purchasing decisions.

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