







“Determinants of impulse buying behavior: The mediating role of positive emotions of minimarket retail consumers in Indonesia”

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DETERMINANTS OF IMPULSE BUYING BEHAVIOR: THE MEDIATING ROLE OF POSITIVE EMOTIONS OF MINIMARKET RETAIL CONSUMERS IN INDONESIA

Abstract

Impulse buying is characterized by quick and unplanned purchasing decisions often triggered by perceived necessity or attractive offers. Minimarkets operate on a smaller scale than hypermarkets and supermarkets but significantly influence consumer behavior, mainly because they use various promotional strategies. This study aims to determine the effect of price discounts and store atmosphere on impulse buying behavior through positive emotions. This study was conducted in Medan, North Sumatra, Indonesia, using a non-probability sampling approach; an online questionnaire was used to collect data from 180 participants through Google Forms. The data were analyzed using structural equation modeling (SEM) and partial least square (PLS) estimation methods. The results showed that price discounts and store atmosphere significantly affect positive emotions and impulse buying ($p < 0.05$). Positive emotions significantly affect impulse buying ($p < 0.05$). In addition, price discounts and store atmosphere affect impulse buying through positive emotions ($p < 0.05$). This study uncovers the complex mechanisms underlying consumer responses in the convenience store landscape, providing important insights for retailers and marketers in navigating the evolving retail terrain.

Keywords

consumer behavior, minimarket retail, SEM-PLS,
Indonesia

JEL Classification

M31, M39, L81

INTRODUCTION

The retail business is an enterprise that sells various goods and services to satisfy individual requirements. In Indonesia, minimarkets are a type of retail establishments. The expansion of these retailers will undoubtedly affect consumers, who will become greedier due to various promotions. The retail industry has undergone rapid transformations, leading to shopping becoming more than just a way to meet daily needs and desires. It has evolved into a lifestyle choice for consumers. Retail consumers often buy impulsively while shopping at brick-and-mortar retail establishments. Hence, impulse buying is a phenomenon that necessitates deliberate creation. To stimulate the impulsive buying phenomena, businesses must possess a comprehensive understanding of the various elements that exert influence on customer behavior. Several factors contribute to impulse shopping, including price discounts, store atmosphere, and positive emotions. The implementation of price cuts has the potential to stimulate impulsive buying tendencies. The influence of impulse buying is directly proportional to the magnitude and duration of the price discount period. The

discounted pricing strategy generally involves a percentage reduction from the original price, equally affecting the inclination toward impulse buying. Price discounts are an extra incentive, so consumers want to take action, at least paying attention to the product offered.

In addition, external factors, such as store atmosphere, influence unanticipated purchasing behavior. A retail store's atmospheric conditions substantially affect the cognitive and emotional processes that drive consumers' purchase behavior. If retailers establish a pleasant store atmosphere for customers, this will indirectly increase their likelihood of purchasing. Emotional states experienced by consumers during the buying process constitute a significant determinant of impulsive buying behavior. The evaluation response (favorable or unfavorable) of an individual's neurological system to stimuli originating from either the external environment or internal sources is frequently conceptualized as a broad dimension, commonly referred to as positive or negative affect. Positive emotions experienced by customers can catalyze quick product acquisition, devoid of any premeditation. Conversely, negative emotions can dissuade consumers from engaging in impulse buying.

1. LITERATURE REVIEW AND HYPOTHESES

Impulsive buying is prevalent on the market and has become a focal point of marketing efforts (Graa & Dani-elKebir, 2012). According to Mowen and Minor (1998), impulsive buying occurs when individuals make purchases spontaneously, without premeditated planning or intention, upon entering a store. Meanwhile, according to Hawkins and Mothersbaugh (2015), impulse buying is defined as purchases made in a store that differs from the consumer's planning to prioritize when entering the store. Rook and Fisher (1995) clarified that impulse buying represents the tendency of consumers to indulge in spontaneous, reflexive, rapid, and automatic purchasing behaviors. Impulse buying is a phenomenon that arises instinctively and involves a quick response. Park et al. (2006) explain that impulse buying frequently manifests abruptly, expeditiously, and spontaneously, exhibiting a greater reliance on emotions rather than rationality. This phenomenon is generally perceived as unfavorable since customers often experience a sense of diminished control while engaging in impulsive purchasing behavior. Impulse buying is the unplanned purchase of items without prior thought or intention. Such purchases are made without any cognitive recognition or consideration. It can be characterized as a sudden and spontaneous decision, often made without much care for potential implications, either before entering a store or during shopping (Tirtayasa et al., 2020). Impulse buying is a natural trait (Redine et al., 2023). Moreover, there

are swift reactions without any plan before they shop; this impulse buying has significantly developed in the world community (Satria & Trinanda, 2019). Impulse buying refers to the spontaneous and unexpected purchases made by consumers, a significant aspect of buyer behavior. Impulse buying refers to the intuitive and unplanned purchase of goods or services at the point of sale (Kotler & Keller, 2017).

A price discount is a value given as a form of cost reduction in the payment process. Price discounts are those offered by companies within a certain period to increase product sales (Kotler & Armstrong, 2016). Price discounts are a form of financial incentive that sellers provide buyers as a token of gratitude for specific actions or behaviors buyer exhibits that are deemed favorable by the seller (Tjiptono, 2014). Consumers show a keen interest in obtaining a price that is deemed fair. Fair price refers to the perceived value considered equitable when a transaction occurs. Price discounting is a pricing strategy characterized by the deliberate and systematic reduction of prices over an extended period following the introduction of a product at a higher price point (Peter & Olson, 2010). G. E. Belch and M. A. Belch (2007) claimed that price discounts offer numerous advantages, such as stimulating consumers to make bulk purchases, enabling them to anticipate competitors' promotional activities, and facilitating larger-scale trade.

The store atmosphere encompasses several physical attributes of the business, including architec-

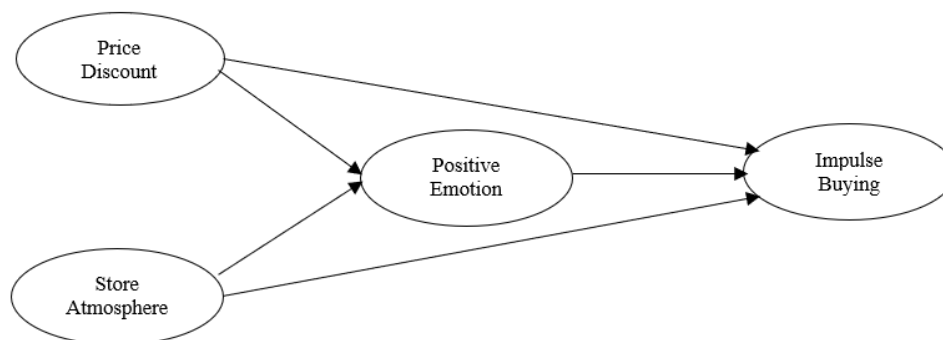


Figure 1. Research framework

ture, layout, lighting, aroma, air temperature, color, and sound. These attributes collectively contribute to the establishment's image and influence consumer behavior, ultimately prompting them to engage in purchasing activities (Bohl, 2012; Yudiantantri & Nora, 2019). The store atmosphere is comprised of deliberately designed physical cues. It can be defined as alterations to the planned retail environment, which elicit specific emotional responses that may influence customer buying behavior (Gilbert, 2013). Crafting a store's atmosphere involves using elements such as music, color, lighting, aroma, and visual communication to elicit specific emotional reactions from customers. The ultimate goal is to influence their purchase behavior (Levy & Weitz, 2016). Meanwhile, according to Berman and Evans (2010), store atmosphere can mean a store must emphasize its physical appearance. The store atmosphere helps build an image and attract customers. Levy and Weitz (2016) stated that the intentional setting of a retail environment is known as store atmosphere. It is achieved through various elements such as graphics, spatial arrangement, lighting, music, and fragrance. These elements work together to establish a pleasant and inviting ambiance for consumers, ultimately influencing their perceptions and emotions during purchasing.

Emotion is a consequential outcome of mood, which holds a significant influence on the process of consumer decision-making (Park et al., 2006). The component of feeling or emotion is a transient construct that is associated with a particular circumstance or item. Emotions can be bifurcated into two domains based on the valence of affect they elicit: positive and negative. Valence is the degree of pleasantness or unpleasantness associated with an emotion (Park et al., 2006). Watson

et al. (1988) further explained positive emotions as moods that influence the intensity of consumer decision-making. Positive emotion is a consumer's mood that affects consumer decisions in purchasing actions influenced by certain situations or objects. Positive emotions can result in positive feelings for the individual experiencing it (Wang et al., 2022). Positive emotions are reactions or attitudes that state that a person feels happy and satisfied with specific circumstances or objects (Siagian et al., 2020). A person's pre-existing mood and response to the surroundings can generate positive emotions (for example, the desired product, sales promotion, etc.) (Kwortnik & Ross, 2007). That is, the positive emotions evoked during decision-making are a response to meaning at the level of a concept or idea, not necessarily the result of a deliberate and elaborated interpretation of a more concrete product feature.

The impact of price discounts and store ambiance on impulse buying behavior has been studied by Saputro (2019), Natasya and Maridjo (2022), and Setiawan and Ardani (2022). These studies have explored the mediating role of positive emotions and found that both price discounts and store atmosphere have significant and positive effects on positive emotions and impulse buying, both directly and indirectly.

This study aims to investigate price discounts and store atmosphere that influence impulse buying mediated by positive emotions. Figure 1 displays the structural research model and the corresponding research hypotheses:

H1: Price discount affects positive emotions.

H2: Store atmosphere affects positive emotions.

- H3: *Price discount affects impulse buying.*
- H4: *Store atmosphere affects impulse buying.*
- H5: *Positive emotions affect impulse buying.*
- H6: *Price discount affects impulse buying mediated by positive emotions.*
- H7: *Store atmosphere affects impulse buying mediated by positive emotions.*

2. METHODOLOGY

The study explores theories and concepts surrounding impulse buying, store atmosphere, price discounts, and positive emotions. Its primary objective is validating both theoretical frameworks and empirical models concerning the impulse buying behavior of consumers, particularly in the context of price discounts, store atmosphere, and positive emotions. Through rigorous theoretical and practical validation, the study contributes to refining and developing existing theories proposed within this paper. Employing a survey research approach and quantitative research methods, data collection hinges on soliciting responses from participants through the administration of structured questionnaires, thus enabling a nuanced understanding of consumer behaviors and preferences about impulse buying phenomena (Nasution et al., 2020).

The study is centered around the consumer population of retail minimarkets in Medan, North Sumatra, Indonesia, which has an essentially limitless number. To carry out the research effectively, a sample group of 180 individuals was chosen using a purposive sampling method, which is a non-probability sampling technique. The process was selected based on specific criteria: respondents must live in Medan, North Sumatra, Indonesia, have made at least one purchase at a retail minimarket each month within the previous six months, and hold a high school diploma. Online questionnaires were distributed through Google Forms and submitted through WhatsApp and Telegram to collect the data. The study's constructs were evaluated using a graded scale ranging from one (disagree) to five (strongly agree), allowing for a detailed evaluation of participant responses.

This study analyzed data using structural equation modeling (SEM) and the PLS 4.0 computer tool. SEM is a robust statistical technique combining factor analysis and regression analysis elements to explore relationships among variables within a model. It enables researchers to investigate connections between observed indicators, their latent constructs, and the interrelationships among various constructs (Ghozali & Latan, 2015). By employing SEM, this paper delved into the intricate associations between price discounts, store atmosphere, positive emotions, and consumer impulse buying behavior. The utilization of the PLS 4.0 tool facilitated the execution of SEM analyses, allowing for a comprehensive examination of the proposed theoretical and empirical models.

3. RESULTS

Discriminant validity is checked by cross-loading values of construct measurements (Rönkkö & Cho, 2022). Discriminant validity testing evaluates if a reflective indicator effectively measures the intended construct. This technique is based on the principle that high-loading indicators are reliable measurements. Table 1 presents the results of cross-loading testing for discriminant validity. This analysis examines the correlations between indicators and constructs, helping to determine if indicators align with their intended constructs or show significant cross-loadings with others.

Table 1. Cross-loadings

Items	Positive Emotions	Price Discount	Store Atmosphere	Impulse Buying
PD.1	0.538	0.540	0.532	0.536
PD.2	0.665	0.826	0.564	0.791
PD.3	0.751	0.864	0.652	0.859
PD.4	0.568	0.794	0.483	0.550
PD.5	0.561	0.752	0.446	0.504
PD.6	0.543	0.742	0.398	0.493
SA.1	0.634	0.572	0.700	0.641
SA.2	0.760	0.637	0.968	0.775
SA.3	0.761	0.644	0.968	0.776
SA.4	0.632	0.567	0.697	0.640
SA.5	0.762	0.642	0.967	0.768
SA.6	0.761	0.644	0.968	0.771
SA.7	0.757	0.654	0.966	0.774
SA.8	0.753	0.619	0.944	0.747
IB.1	0.542	0.532	0.546	0.571
IB.2	0.663	0.823	0.565	0.795

Table 1 (cont.). Cross-loadings

Items	Positive Emotions	Price Discount	Store Atmosphere	Impulse Buying
IB.3	0.749	0.860	0.653	0.862
IB.4	0.485	0.460	0.409	0.629
IB.5	0.731	0.622	0.559	0.774
IB.6	0.470	0.455	0.397	0.619
IB.7	0.732	0.567	0.697	0.740
IB.8	0.762	0.641	0.966	0.771
IB.9	0.747	0.551	0.610	0.743
PE.1	0.771	0.626	0.621	0.716
PE.2	0.777	0.576	0.664	0.713
PE.3	0.776	0.636	0.578	0.697
PE.4	0.788	0.593	0.575	0.696
PE.5	0.779	0.583	0.611	0.750
PE.6	0.776	0.577	0.608	0.677
PE.7	0.831	0.665	0.630	0.710
PE.8	0.783	0.662	0.944	0.763
PE.9	0.638	0.709	0.496	0.582

From Table 1, it is known that the price discount variable consists of 6 statements, the store atmosphere variable consists of 8 statements, the positive emotion variable consists of 9 statements and the impulse buying variable also consists of 9 statements. Furthermore, discriminant validity testing is carried out using SmartPLS with the cross-loading test, provided that the indicator must have a higher correlation with other variables. Based on Table 1, the construct indicators have a higher correlation than other indicators, in other words all indicators are valid.

When conducting a discriminant validity assessment, the average variance extracted (AVE) value and the square root of AVE can serve as a viable alternative technique. Nonetheless, before scrutinizing correlations, it is crucial to confirm that the correlation between each construct is stronger than the correlation between other constructs. To establish the validity of the average variance extracted (AVE) value, it must be no less than 0.50 (Cheung et al., 2023).

Table 2. Average variance extracted (AVE)

Constructs	Average variance extracted (AVE)
Positive Emotions	0.593
Price Discount	0.578
Store Atmosphere	0.818
Impulse Buying	0.531

Table 2 presents the AVE values for impulsive buying (0.531), price discount (0.578), positive emo-

tions (0.593), and store atmosphere (0.818). All these variables reveal AVE values of over 0.50, indicating convergent validity within the constructs. This confirms that each latent variable can explain more than 50% of the observed variance in its respective indicators.

Apart from AVE, the reliability analysis involves composite or construct reliability, primarily evaluated through DG rho (PCA) and Cronbach’s alpha. These metrics measure the trustworthiness and consistency of the measurement instruments used in the study. Composite reliability assesses the reliability of individual indicators within a construct. A construct is considered reliable if its composite reliability and Cronbach’s alpha exceed 0.60. This comprehensive assessment ensures the reliability and validity of the research instruments, thereby increasing the credibility of the findings (Hair et al., 2021).

Table 3. Composite reliability and Cronbach’s alpha

Constructs	Cronbach’s Alpha	Composite Reliability
Positive Emotions	0.914	0.929
Price Discount	0.850	0.890
Store Atmosphere	0.965	0.973
Impulse Buying	0.887	0.909

Table 3 presents the reliability analysis results, confirming the trustworthy and consistent nature of the questionnaire. The variables under scrutiny exhibit commendable composite reliability and Cronbach’s alpha values. Positive emotions show a value of 0.929, followed by price discount, store atmosphere, and impulse buying, with 0.890, 0.973, and 0.909, respectively. Cronbach’s alpha coefficients of these variables are also impressive, with positive emotion, price discount, store atmosphere, and impulse buying displaying coefficients of 0.914, 0.850, 0.965, and 0.887, respectively. All variables exceed the required threshold of 0.6 for both measures, confirming the questionnaire’s reliability.

Moreover, heterotrait-monotrait ratio (HTMT) parameters validate the study’s constructs. The HTMT values for all constructs fall comfortably below the prescribed threshold of 0.85 (Henseler et al., 2015), as demonstrated in Table 4. This finding underscores the constructs’ validity and confirms the questionnaire’s consistency and accuracy.

Table 4. Heterotrait-monotrait ratio (HTMT)

Constructs	Positive Emotions	Price Discount	Store Atmosphere
Positive Emotions			
Price Discount	0.812		
Store Atmosphere	0.883	0.754	
Impulse Buying	0.799	0.746	0.896

Table 4 shows that all the variables in the model have a discriminant validity value (measured through the HTMT) below 0.90, which indicates that the indicators are accurately placed within each variable. This confirms the model’s reliability, as it demonstrates the precision of variable positioning.

In addition to evaluating the loading and cross-loading indicator values, this paper uses the Fornell-Larcker criterion to assess discriminant validity. This criterion compares the root AVE of each construct with inter-construct correlations. The Fornell-Larcker criterion calculations indicate that the root AVE value of any construct is greater than the correlation value between any two constructs, which validates the discriminant validity of the model (Hamid et al., 2017). This comprehensive assessment ensures the research findings are reliable and credible, providing a solid foundation for further analysis and interpretation.

Table 5. Fornell-Larcker criterion

Constructs	Positive Emotion	Price Discount	Store Atmosphere	Impulse Buying
Positive Emotion	0.770			
Price Discount	0.811	0.760		
Store Atmosphere	0.837	0.693	0.905	
Impulse buying	0.913	0.857	0.847	0.728

Table 5 presents the Fornell-Larcker criterion scores for discriminant validity. The findings indicate that this criterion correlates more strongly with the focal variable than other variables. The accuracy of the indicators for each variable is crucial for such analysis.

After confirming that the discriminant validity criteria are met, the paper evaluates the inner or structural models. During this evaluation, the study assesses the coefficient of determination

(R^2) and the path coefficient to determine how the exogenous construct explains the endogenous construct. The path coefficient is used to validate hypotheses by measuring the significance and intensity of the relationship. A higher coefficient of determination indicates better predictive value within the proposed model, with a robust model having an R -square value of 0.75, moderate strength at 0.50, and weak strength at 0.25 (Hair et al., 2021).

Table 6. R -square

Constructs	R -square	R -square adjusted
Positive Emotion	0.804	0.802
Impulse Buying	0.893	0.891

Table 6 reveals that store atmosphere, price discounts, and positive emotions are the key factors that significantly affect impulse buying. The model demonstrates a high level of resilience, with an R -square value of 0.893, indicating that roughly 89.3% of impulse buying variations are related to fluctuations in store atmosphere, price discount, and positive emotions. However, about 10.7% of discrepancies may be due to unaccounted factors.

Furthermore, the analysis shows that store atmosphere and price discounts significantly affect positive emotions, with an R -square value of 0.804, explaining around 80.4% of positive emotion fluctuations. However, 19.6% of these variations remain unexplained by the model.

To validate the hypotheses, the study used p -values and t -statistics. In this analysis, the t -value stands at 1.96 with a significance level of 0.005. The analysis accepted the theory when the t -statistic surpassed 1.96, and the p -value fell below 0.05 (Di Leo & Sardanelli, 2020). Table 7 shows path coefficients. These findings provide valuable insights into the interplay between variables and offer a substantial grasp of impulsive purchasing patterns.

Table 7 presents the results of a thorough Smart PLS analysis highlighting consumer behavior’s intricacies. The study confirms the impact of price discounts ($t = 8.093, p = 0.000$) and store atmosphere ($t = 9.668, p = 0.000$) on positive emotions, supporting H1 and H2. The study also shows that price discounts and store atmosphere positively

Table 7. Direct and indirect effects

Hypotheses	Path Coefficient	T-Statistics	P-Values	Decision
Direct Effects				
H1	Price Discount → Positive Emotions	8.093	0.000	Supported
H2	Store Atmosphere → Positive Emotions	9.668	0.000	Supported
H3	Price Discount → Impulse Buying	6.057	0.000	Supported
H4	Store Atmosphere → Impulse Buying	3.462	0.001	Supported
H5	Positive Emotions → Impulse Buying	4.828	0.000	Supported
Indirect Effects				
H6	Price Discount → Positive Emotions → Impulse Buying	5.594	0.000	Supported
H7	Store Atmosphere → Positive Emotions → Impulse Buying	3.575	0.000	Supported

and significantly affect impulse buying ($t = 6.057, p = 0.000; t = 3.462, p = 0.001$), validating H3 and H4. Additionally, the study confirms the significant influence of positive emotions on impulse buying ($t = 4.828, p = 0.000$), thereby confirming H5. By examining the mediation analysis presented in Table 7, one can understand how price discounts, positive emotions, and impulse buying interact. The significant mediation effect ($t = 5.594, p = 0.000$) supports H6. Furthermore, the analysis shows how store atmosphere affects impulse buying through positive emotions ($t = 3.575, p = 0.000$), confirming H7. These findings provide valuable insights into consumer behavior within retail environments, revealing the complex interplay between pricing strategies, emotional responses, and purchasing decisions.

4. DISCUSSION

Upon analyzing the initial hypothesis (H1), it is evident that price discounts significantly and positively affect positive emotions. Price discounts, which refer to reductions in the cost of products for a given period, are strategic tools companies use to increase their sales volumes (Kotler & Amstrong, 2012). These discounts are typically offered as a percentage of the original price and serve as incentives that provoke consumer attention and action. Emotions are crucial in impulsive shopping (Zhang et al., 2022). Consumer sentiments during shopping events are transient constructs associated with specific situations or objects. Positive emotions, in particular, are affective responses to stimuli influenced by external factors. The higher the intensity of the offered price discounts, the more likely they elicit positive emotional responses from consumers. These findings are consistent with Setiawan and Ardani (2022), who suggested

a significant positive correlation between price discounts and positive emotions. Furthermore, Larasati and Yasa (2021) demonstrated a positive and substantial influence of price discounts on positive emotions.

The second hypothesis (H2) reveals a significant and positive association between store atmosphere and positive emotions, indicative of retail environments' pivotal role in consumer experiences. Bonfanti and Yfantidou (2021) emphasize that the ambiance within retail spaces attracts and engages customers, fostering a sense of comfort and connection while subtly reminding them of their needs. Retailers strategically curate atmosphere to influence consumer responses, aiming to evoke favorable emotional states. Positive emotions, pre-conceived or evoked, profoundly affect consumer behaviors, shaping preferences and reactions within supportive environments (Ferreira et al., 2017). Notably, Tafesse and Korneliussen (2012), Setiawan and Ardani (2022), and Murnawati and Khairani (2018) underscore the substantial influence of store atmosphere on eliciting positive emotions, reinforcing the findings of this investigation.

The third hypothesis (H3) evaluation underscores the profound influence of price discounts on impulse buying behaviors. As highlighted by Tjiptono and Chandra (2017), discounts serve as tokens of appreciation from sellers to buyers, stimulating consumer activity and purchase decisions. G. E. Belch and M. A. Belch (2007) further emphasize the multifaceted advantages of price discounts, including incentivizing bulk purchases, preempting competitors' promotions, and fostering impulsive buying tendencies. The duration and magnitude of discount periods play pivotal roles in instigating impulsive purchase inclinations (Akram et al., 2018). Consistent with Anggarwati et al. (2023)

and Qomariah et al. (2020), the study validates the significant influence of price discounts on impulsive buying tendencies.

Evaluation of the fourth hypothesis (H4) underscores store atmosphere's positive and substantial impact on impulse buying behaviors. Defined as the deliberate orchestration of retail environments, store atmosphere encompasses visual, auditory, and olfactory elements to elicit emotional responses and shape consumer perceptions (Hussain & Ali, 2015). Stores that cultivate comfortable atmospheres foster consumer enjoyment and subsequently increase the likelihood of impulse buying (Lin & Chiang, 2010). Akram et al. (2016) found that the store atmosphere of an outlet increases the possibility of impulse buying. Rodrigues et al. (2021) further emphasize the role of atmospheric stimuli in stimulating impulse buying, reinforcing Qomariah et al. (2020).

The fifth hypothesis (H5) evaluation delineates the positive and significant influence of positive emotions on impulse buying behaviors. Emotions, as appraisal reactions to stimuli, affect consumer decision-making processes profoundly, with positive emotions correlating strongly with impulsive purchase tendencies (Peter & Olson, 2010). Consumers buy and consume a product not only for its functional value but also because of its social and emotional value. Consistent with Qomariah et al. (2020) and Listriyani and Wahyono (2019), this investigation validates the substantial impact of positive emotions on impulsive buying behaviors.

The results of the indirect effect testing indicate an indirect effect of price discounts on impulse buying through positive emotions (H6). This suggests that unplanned purchases will increase if consum-

ers receive attractive discount prices supported by consumers' positive emotions when they are about to make a purchase. Then, consumers' tendency to make impulsive purchases will also be more significant. Thus, the existence of attractive discount price offers from retail minimarkets, supported by favorable consumer emotions, namely feelings of happiness and interest in making purchases, can further increase consumer impulse buying behavior in retail minimarkets. This finding supports Setiawan and Ardani (2022) regarding the influence of price discounts and store atmosphere on emotional shopping and impulse buying. Larasati and Yasa (2021) showed a positive impact of price discounts on impulse buying through positive emotions.

The results of the indirect effect testing show an indirect effect of store atmosphere on impulse buying through positive emotions (H7). This indicates that unplanned purchases will increase if consumers feel a comfortable retail atmosphere and are supported by positive consumer emotions when interacting in minimarket retail; consumers' tendency to make impulsive purchases will also be greater. Thus, if consumers feel a comfortable retail atmosphere in minimarket retail, then supported by positive emotions, unplanned purchases will be created in minimarket retail. This finding supports Wisesa and Ardani (2022), who stressed the influence of sales promotion and store atmosphere on impulsive buying, which is mediated by positive emotions. This study shows that the store atmosphere positively affects impulsive buying, which is mediated by positive emotions. This finding supports Larasati and Yasa (2021) and Asrinta (2018) regarding the influence of price discounts and store atmosphere on impulse buying, which was mediated by positive emotions.

CONCLUSION

This study aims to investigate price discounts and store atmosphere that influence impulse buying mediated by positive emotions. The findings show that discounts significantly affect positive emotions and impulse buying ($p < 0.05$). Store atmosphere significantly affects positive emotions and impulse buying ($p < 0.05$), and positive emotions significantly affect impulse buying ($p < 0.05$). In addition, positive emotions mediate the effect of price discounts and store atmosphere on impulse buying ($p < 0.05$). Based on the conclusions drawn, minimarket management could benefit from continuous innovation and stimuli to enhance consumer experiences, aligning with robust and unique service concepts that cater to consumer lifestyle needs. This approach is expected to improve the appeal for minimarkets in

Indonesia. The study underscores minimarket retail management's importance in consistently implementing promotional strategies like price reductions to resonate with consumers and evoke positive emotions during purchasing decisions. Furthermore, the study suggests expanding research to incorporate additional variables such as hedonic shopping value, shopping lifestyle, and promotional factors, which could also influence positive emotions and impulse buying, complementing the role of price discounts and store atmosphere.

While the research exerted considerable effort, it acknowledges several limitations. The sample size was restricted to consumers who purchased products at minimarkets in Medan, North Sumatra, totaling 180 respondents. A more comprehensive sample encompassing consumers from various regions would enhance the generalizability of the research findings. Moreover, the study solely focused on the impact of price discounts and store atmosphere on impulse buying, with positive emotions as a mediating variable. Future research could explore additional variables such as the hedonic value of purchasing, sales promotions, and shopping lifestyle, offering a broader understanding of impulse buying behaviors.

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