



ANALYSIS INFLUENCE OF HEDONIC SHOPPING TENDENCY ON IMPULSE BUYING WITH POSITIVE EMOTION AS INTERVENING VARIABLE IN THE LADY’S AREA OF THE MATAHARI DEPARTMENT STORE BIM BENGKULU CITY

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Article info	ABSTRACT
<p>Corresponding Author:</p> <p>Syah Rani Augie Safitri syahraniaugiesafitri@gmail.com University of Muhammadiyah Bengkulu</p>	<p>This study tries to find out what factors cause consumers to make impulse purchases in the women's area at Matahari Department Store Bencoolen Indah Mall. The variables examined in this study include hedonic shopping tendencies and visual merchandising as independent variables, positive emotions as intervening variables, and impulse buying as the dependent variable. The sample used amounted to 100 respondents. By using the PLS-SEM analysis technique, it is shown that through positive emotions, hedonic shopping tendencies and visual merchandising influence impulse purchases.</p> <p>Keywords: <i>hedonic shopping tendencies, positive emotions, visual merchandising, impulse buying.</i></p>
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INTRODUCTION

In today's modern era, the existence of traditional markets has begun to be displaced where people tend to prefer shopping in modern retail. This is due to technological advances and the demands of increasing consumer needs which drive business orientation in the scope of the retail business (Suyaman et al., 2024).

The shift in people's shopping behavior patterns now is not only to meet shopping needs but also to meet the needs recreation and entertainment (Suyaman et al., 2024).

Due to these demands, the traditional retail paradigm that the most important thing in running a retail business is to carry out its function in actualizing sales transactions as the main purpose of retail activities, must be changed with a modern retail paradigm that focuses more on how retail can fulfill basic needs as well as additional needs in carrying out its function as an intermediary.

For this reason, modern retailers are required to focus more on providing a choice of product diversity, excellent customer service, the ability to display merchandise, and other aspects that cause customers to get comfort in shopping (Apriliyani et al., 2019).

The Matahari Department Store cannot be denied as one of the department stores that has a very prominent reputation in the country. With 129 branches, Matahari Department Store has

become one of the largest fashion retail groups in Indonesia. But with the increasing number of department stores, a good strategy is needed to attract customers.

The most fundamental and main strategy that a marketer must do is to know the shopping behavior of consumers who have become the company's target market because it is a key in winning market competition. One of the consumer behaviors in a department store is impulse buying. It is usually seen that buyers buy products that they did not plan, and the phenomenon of unplanned purchases is referred to as impulse buying Rook & Hoch, 1985 in (Apriliyani et al., 2019).

Research states that nine out of ten shoppers admit that they make purchases outside of their shopping list. 66% of them admitted that the reason for the purchase was because of a sale or promotion, 30% because they got a coupon, and 23% because they wanted to treat themselves. Because this phenomenon occurs quite often, impulse buying is something that can create positive results that all companies expect, namely increased sales. Therefore, companies must know what factors can influence consumers to ultimately make impulse buying.

Several factors can cause impulse buying, including internal and external factors. Internal factors from consumers can be in the form of hedonic traits that arise and the consumer's happy mood or in this case it is also referred to as positive emotion which causes impulse buying. Meanwhile, external factors that can affect customer impulse buying are with the visual merchandising presented by the outlet.

Based on direct observation conducted by researchers at Matahari Department Store in the lady's area of Matahari Department Store Bim Bengkulu City, there is a fact that out of 10 visitors, 7 of them make purchases based on hedonic traits accompanied by positive emotions. This can be seen through their relaxed way of walking, and also accompanied by a happy face. In addition, there are six out of ten visitors who make purchases due to visual merchandising which can be seen when visitors enter a store in the lady's area which is encouraged when they see signs of discounts, product selection used by mannequins.

To find out more about the impulse buying behavior of Matahari Department Store consumers, this research is directed to conduct research on how hedonic shopping tendency and visual merchandising influence impulse buying through positive emotion variables in the lady's area of Matahari Department Store Bim Bengkulu City.

Based on literature reviews, it describes some theory from some references as the follows:

1. Marketing

Marketing is the process of identifying and fulfilling people with their social needs. One of the shortest definitions of marketing is "meeting needs with profit" (Kotler & Keller, 2012, p. 27). The definition of marketing by the American Marketing Association is an activity, a set of institutions, and the process of creating, communicating, delivering, and exchanging offers that have value for customers, clients, partners, and society in general.

In Kotler & Keller (2012, p. 31-32), one of the important concepts in marketing is needs, wants and demands. Needs are basic human demands such as food air, and clothing. These needs can become wants when these needs are directed at objects that are more specific again. While Demand is the desire for a particular product accompanied by purchasing power.

2. Retail

According to Utami (2008, p. 1), retail is all activities that seek to add value to goods and services aimed at meeting the needs of end consumers. Retail is the activity of selling goods or services to customers fulfill personal, family, and household needs. Retail also includes all sales

activities to end consumers (Berman & Evans, 2010, p. 4). Retail is the final stage a distribution process, where all business activities and people are involved in the physical transfer of products and ownership of goods and services from producers to consumers (Berman & Evans, 2010, p. 7-8).

There are 4 principles in the retail concept (Figure 2.5) that must be applied by all retailers (Berman & Evans, 2010 p. 14), namely:

- 1) Customer orientation: Retailers determine customer characteristics and needs and work as hard as possible to satisfy these needs.
- 2) Coordinated effort: Retailers integrate all planning and activities to maximize efficiency.
- 3) Value driven. Retailers offer good value (benefits) to customers, such as discounts.
- 4) Goal orientation. Retailers set goals and then use strategies to achieve them.

3. Customer Behavior

Customer behavior is the study of a process that includes individual or group activities in choosing, buying, using, or releasing goods, services, ideas, or experiences to meet their needs and interests. Customer behavior is also a process that emphasizes the interaction between consumers and producers during the buying process (Solomon, 2013 p.32). This is also in accordance with Peter & Olson's (2005 p. 8) statement that customer behavior includes interactions between thoughts, feelings, actions, and their environment. Therefore, marketers must understand the products needed by consumers and the things that can influence shopping decisions.

4. Hedonic Shopping Tendency

There are two kinds of needs that humans need to fulfill, namely utilitarian needs and hedonic needs (Solomon, 2004, p. 118). The fulfillment of utilitarian needs is based on goals and tangible product attributes. Meanwhile, hedonic needs are subjective and their satisfaction is based on the experiences they have during shopping. In this case, consumers depend on products to fulfill needs for excitement, confidence, and fantasy (Solomon, 2004). Meanwhile, according to Semuel (2005, p. 144) hedonic shopping tendency reflects instruments that directly present the benefits of an experience in making purchases, such as: pleasure and new things. This is also supported by Hirschman & Holbrook's (1982, p. 97) statement that hedonic values are more concerned with the experience of shopping than just acquiring a product. According to Arnold & Reynolds (2003), there are six motivational factors for hedonic shopping, namely:

1. *Adventure shopping*

Most consumers shop because there is something that can arouse the consumer's own shopping passion. According to them, shopping is an experience, and through shopping, they feel like they have their own world.

2. *Social shopping*

Most consumers think that enjoyment in shopping will be created when consumers spend time together with family or friends. They also think that by shopping together with family or friends, consumers will get a lot of information about the products that will be purchased.

3. *Gratification shopping*

Most consumers think that shopping can be an alternative reduce stress, overcome a bad mood, and forget about the problems they are facing.

4. *Idea shopping*

Consumers go shopping to keep up with new trends and to see new products.

5. *Role shopping*

Consumers do shopping for others and not for themselves. They feel that shopping for others is a fun thing to do.

6. *Value shopping*

Most consumers think that shopping is a game, that is, when haggling over prices or when consumers look for shopping places that offer discounts, sales, or that offer low prices.

5. Positive Emotion

Emotions, which include feelings and moods, are important factors in consumer decision making (Park, Kim, & Forney, 2006 p. 436). Peter and Olson classify emotions into two dimensions, namely positive and negative (Peter & Olson, 2005).

Positive emotions can be seen through positive feelings such as happy, loving, liking, enjoying, satisfied, and alert (Peter & Olson, 2005).

Customers who have subscribed to a store because they like or are comfortable with the environment in the store, will unexpectedly spend more money as a result of the atmosphere that encourages positive mood (Park, Kim, & Forney, 2006, p. 442). The response to the shopping environment can directly result in impulse buying (Semuel, 2005). Then Mehrabian and Russel (1974) introduced three variables that form the affective response to the environment, namely:

1. *Pleasure*, refers to the degree to which a person feels good, full of joy, happy related to situation.
2. *Arousal*, refers to the degree to which a person feels alert, excited, or in an active situation.
3. *Dominance*, where one feels controlled, influenced, in control, or important.

6. Visual Merchandising

In today's changing global environment, visual merchandising is the most talked about topic. Visual merchandising is a non-speaking salesperson who can definitely deliver sales messages through visual stimuli (Jain, 2013).

Visual merchandising is a technique in presenting eye-catching merchandise displays aimed at potential customers (Jain, Sharma, & Narwal, 2012). This is supported by research conducted by Mehta & Chugan (2013) which suggests that visual merchandising is the only technique to create euphoria in the clothing industry through presentations displayed in stores. The function of visual merchandising in apparel retail (Bell & Ternus, 2012: 20-22): Support sales; Supporting retail strategy; Communication with customers; Help in communicating brand image fashion retail; and Supporting trends in retail.

There are several important dimensions in visual merchandising (Mehta & Chugan, 2013; Moayery, Zamani, & Fazifehdoost, 2014), namely:

1. *Window display* is a medium that creates a first impression in the minds of customers to enter a store (Mehta & Chugan, 2013).
2. *In-store form/mannequin displays*, being a tool to showcase or explain current fashion trends and a store's brand identity being a tool to showcase or explain current fashion trends and a store's brand identity (Bell & Ternus, 2012).
3. *Floor merchandising*, is the arrangement of equipment that supports the implementation of retail business in creating space for customers in the store (Ebster & Garaus, 2011).
4. *Promotional signage*, is a tool or media used to convey messages to customers about promotions or events that are taking place in a store (Pegler, 2012).

7. Impulse Buying

Rook defines the term "impulse buying" as follows (Rook, 1987 p.191): "Impulse buying occurs when a consumer experiences a sudden, often powerful and persistent urgency to buy

something immediately. The impulse to buy is hedonically complex and may stimulate emotional conflict. Also, impulse buying is prone to occur with diminished regard for its consequences."

Impulse buying can be seen when visitors like the product they see and decide to buy. Those who make purchases because of these impulses, often do not consider the consequences of these purchases (Rook, 1987, p. 191). Then according to Semuel (2005), impulse buying is an activity to spend money that is not controlled, mostly aimed at unnecessary items.

The indicators used to measure impulse buying according to Rook & Hoch (1985, p. 25-27) are:

1. Spontaneity, is a desire that arises instantly to act. In other words, it is a desire that arises suddenly and spontaneously to make a purchase.
 2. *Out-of-control*, is the inability to resist immediate gratification and is a condition where a person cannot tolerate the provision of rewards to oneself that is delayed or delayed.
 3. *Psychology conflict*, must weigh the benefits of immediate gratification against the possible long-term consequences.
 4. *Non-cognitive evaluation*, consumers will reduce their cognitive evaluation of product attributes to be purchased.
 5. *Disregard of consequences*, only concerned with short-term pleasure rather than thinking about long-term interests.
8. Conceptual Framework

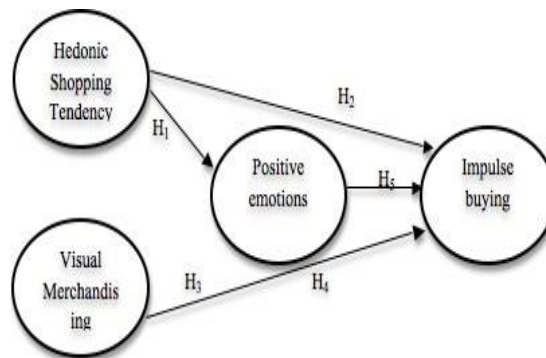


Figure 1. Conceptual Model

METHOD

The population in this study are all consumers who have shopped at the lady's area of Matahari Department Store Bim Bengkulu City. The sample of this study were female customers with a minimum age of 17 years and with at least two visits in the last three months. The non-probability technique chosen is judgmental sampling, which is a sampling technique where the selection of samples from the population is selected based on the researcher's judgment, because the researcher believes that with the existence of these criteria can be used to select samples. Represent the thinking of the population (Malhotra, 2007, p. 335). The number of sample members determined was 100 respondents who were guided by the Slovin technique, namely:

$$n = \frac{1}{4} \left(\frac{Z^2 \alpha / 2}{E} \right)^2$$

$$n = \frac{1}{4} \left(\frac{Z^{0,05/2}}{0,10} \right)^2$$

$$n = \frac{1}{4} \left(\frac{1,96}{0,10} \right)^2$$

$$n = 96,04$$

Where:

N = Number of samples

Z = A number indicating a deviation of the variable value from the mean calculated in units of a certain standard deviation

E = Error

In this study, the operational limitations used are as follows:

Exogenous Variables:

Hedonic Shopping Tendency (independent variable)

1. Adventure Shopping, consumers make purchases because of something that can arouse their shopping passion and attach great importance to the shopping experience.
2. Social Shopping, consumers assume that enjoyment during shopping is created when they spend time with their friends or family.
3. Gratification Shopping, consumers shop to reduce stress or problems they are experiencing.
4. Idea Shopping, consumers make purchases to get the latest products and trends.
5. Role Shopping, where consumers shop for others.
6. Value Shopping, consumers shop because of discounts or low prices.

Visual merchandising

1. Window Display is a medium to create a first impression on the customer's mind.
2. In-store dorm/Mannequin Display, a tool to showcase the latest fashion trends and store brand identity.
3. Floor Merchandising, is the arrangement of equipment to support business operations by prioritizing consumer space.
4. Promotional Signage, is a guide to deliver promotional messages to customers in the store.

Intervening Variable: Positive Emotion

1. Pleasure, is the state of feeling of a customer who is good, happy, or happy,
2. Arousal, is a state where a person feels active and excited.
3. Dominance, is a state where a person feels controlled or influenced.

Endogenous variable: Impulse Buying

1. Spontaneous, is a sudden desire to make a purchase.
2. Out of Control, is a condition where a person is unable to resist momentary gratification.
3. Promotional Signage, the conflict between control and pleasure.
4. Non-cognitive Evaluation, evaluation is high in affective and low in intellectual control.
5. Disregard for Consequences, only concerned with short-term pleasure without thinking about the consequences.

Data Analysis Method

The data analysis technique used in this research is PLS-SEM using Smart PLS 3.0 (Partial Least Square) software. This Partial Least Square (PLS) evaluation model will explain the outer model and inner model.

1. Measurement model or outer model will evaluate validity (convergent validity and discriminant validity) and reliability (composite reliability).
2. The structural model or inner model evaluates the variance value of R2 along with the T- statistic value obtained because of the bootstrapping process.

RESULT AND DISCUSSION

A. Outer Model

a. Convergent Validity

Convergent validity relates to the principle that the manifest variables of a construct should be highly correlated. The convergent validity test of indicators with the Smart PLS 3 program can be seen through the loading factor value for each indicator. construct indicators. The rule of thumb that is usually used to assess convergent validity is the loading factor value which must be more than 0.7 and the AVE value which must be more than 0.5. However, for early-stage research, the loading factor value is 0.5 - 0.6 is still said to be sufficient (Chin, 1998). And because the construct is multidimensional, then to test the validity of the construct, Second Order Confirmatory Factor Analysis is carried out.

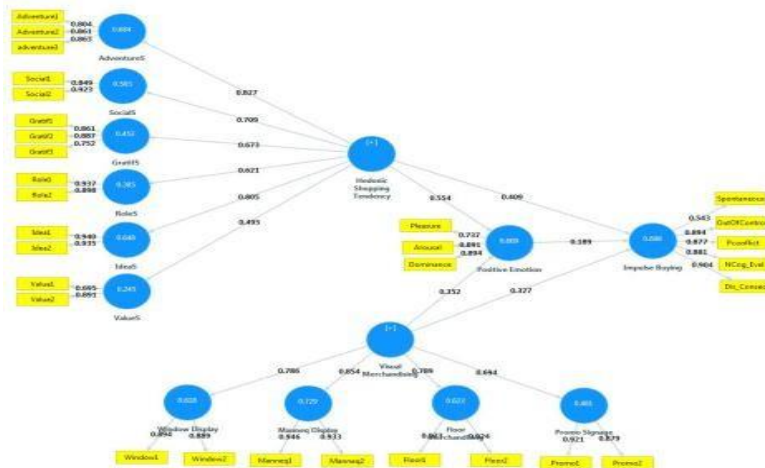


Figure 2. Outer Model

Based on the research conducted, there are results that each indicator on all variables can represent their respective variables, it can be seen from the loading factor results whose value is greater than 0.5.

Likewise, when viewed from the second ordertest which has T-Statistics above 1.96 so that the dimensions of the Hedonic Shopping Tendency and Visual Merchandising constructs are declared valid.

Table 2 Second Order Test of Visual Merchandising Dimension Relationship

Relationship Between Variables	Factor Loading (O)	Standard Error (STERR)	T Statistics (O/STERR)
Visual Merchandising - > Window display	0.783	0.046	16.937

<i>Visual Merchandising - > Mannequin display</i>	0.852	0.035	24.155
<i>Visual Merchandising - > Floor merchandising</i>	0.698	0.063	12.57
<i>Visual Merchandising - > Promotional signage</i>	0.791	0.084	8.249

The AVE value also plays a role in testing the validity of the variables. All variables are valid because the value is above 0.5, except for the hedonic shopping tendency variable with an AVE value of 0.376 so that it is a marginal fit.

b. Discriminant Validity

Discriminant validity relates to the principle that measures or manifest variables of different constructs should not be correlated.

c. Composite Reliability

Reliability indicators are used to prove the accuracy, consistency, and accuracy of the instrument in measuring constructs. To measure the reliability of a construct with its indicators, it can be done by referring to composite reliability. Composite reliability is good if it has a value of more than 0.7. The results of composite reliability can be seen in table 4.

Table 4 Composite Reliability Test

Variables	Factor Loading	Descriptions
<i>Hedonic shopping tendency</i>	0.889	Reliabel
<i>Visual Merchandising</i>	0.893	Reliabel
<i>Positive emotion</i>	0.88	Reliabel
<i>Impulse buying</i>	0.916	Reliabel

Based on table 4 it can be explained that all the constructs studied meet the composite reliability criteria, so that each variable construct has sufficient internal consistency in measuring the latent variable / construct being measured so that it can be used in further analysis.

B. Inner Model

a. R-Square

In assessing the structural model with PLS, it starts by looking at the R-Square for each dependent latent variable (Latan & Ghazali, 2012). The coefficient of determination (R²) contained in the endogenous latent variable circle illustrates how much the endogenous latent variable is explained by the exogenous latent variable.

According to Latan & Ghazali (2012) if the R² value is closer to 1, it means that the exogenous variables provide almost all the information needed to predict variations in the independent variables. The PLS output is as described below:

Relationship Variables	Between R ²
Positive emotion	0.689
Impulse buying	0.698

Based on the table above, the endogenous variable positive emotion can be explained by the exogenous variables hedonic shopping tendency and visual merchandising with a variance value of 0.689. It can also be seen that the endogenous variable impulse buying can be explained by the endogenous variable positive emotion and the exogenous variable visual merchandising with a variance value of 0.698.

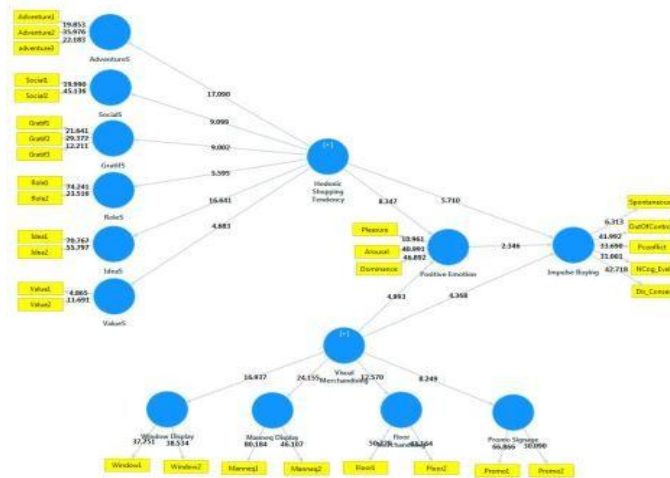


Figure 3. Inner Model

b. Hypothesis Test

Relationship variables	between	Path coefficient (O)	Sample Mean (M)	Standard Error (STERR)	T Statistics (O/STERR)
Hedonic tendency	shopping -> Positive emotion	0.554	0.552	0.066	8.347
Hedonic tendency	shopping -> Impulse buying	0.409	0.416	0.072	5.71
Visual Merchandising	-> Positive emotion	0.352	0.352	0.071	4.993
Visual Merchandising	-> Impulse Buying	0.327	0.326	0.075	4.368
Positive emotion	-> Impulse buying	0.189	0.183	0.081	2.346

The relationship between variables is said to have a significant effect if the t-statistics value is greater than 1.96. So, it can be concluded that based on table 6, all exogenous variables (hedonic shopping tendency and visual merchandising) either through positive emotion or directly have a significant effect on impulse buying.

Discussion

1. Hedonic Shopping Tendency on Positive Emotion

The results showed that hedonic shopping (X1) had an effect on positive emotion (Y1) with a value of $0.05 > 1.96$ which is 8.131. This is in accordance with the theory put forward by Park, Kim, & Forney (2006) that hedonic consumption is significantly related to positive emotions.

High hedonic consumption in consumers can create positive emotions when shopping for clothes in the lady's area of Matahari TP because they get an experience where they feel comfortable and at home in the environment.

2. Hedonic Shopping Tendency on Impulse Buying

In this study, it is known that this influence obtained from the T-Statistic test results of 6.197. So, it can be concluded that hedonic shopping can influence customer purchasing decisions in the lady's area of the sun impulsively.

The results of this study indicate that hedonic shopping tendency (X1) can also have a direct effect on impulse buying (Y2). This is in accordance with research also conducted by Pattipeilohy, Rofiaty, & Idrus (2013) who also found that impulse buying can arise due to hedonic consumption of visitors. Consumers can be moved directly to make impulse purchases because of the desire to meet their personal needs, for example to just pamper themselves.

3. Visual Merchandising on Positive Emotion

The results showed that visual merchandising (X2) had an effect on positive emotion (Y1) with a T-statistic value > 1.96 , which is 4.704. According to Sodhi & Kant (2013), a good store presentation can make customers stop, get their attention, and even make them smile. Visual merchandising is a clever move to showcase products with the intention of touching the customer's feelings, striking the right chord in him, and creating emotions to process the products on display.

4. Visual Merchandising on Impulse Buying

The results showed that visual merchandising (X2) has a positive effect on impulse buying (Y2) with a T-statistic value higher than the T-statistic value. > 1.96 , which is 4.368. In addition, according to the theory of Vazifehdost, Rahnama, & Mousavian (2014), it states that "When consumers are exposed to these visual stimuli, they are more likely to make purchase decisions on impulse."

5. Positive Emotion to Impulse Buying

The results showed that positive emotion (Y1) has a positive effect on impulse buying (Y2) with a T-statistic value > 1.96 , which is 4.465 with a path coefficient value of 1.96 0.361. This is in accordance with the findings of Park, Kim, & Forney (2006) who stated that "customers with positive feelings, such as excited and satisfied, impulsively bought fashion products more during their shopping trip." Therefore, the emotional state of customers plays an important role in making decisions to make impulse purchases

CONCLUSION

Based on the results of the analysis and discussion, the following conclusions were drawn:

1. Hedonic shopping tendency has an influence on positive emotion which can be seen from the T- statistic value, which is greater than 1.96, namely 8.347. These results also explain that the hedonic shopping tendency variable is a predictor for the emergence of positive emotion of customers in the lady's area of Matahari BIM.
2. Hedonic shopping tendency has an influence on impulse buying which can be seen from the T- statistic value, which is greater than 1.96, namely 5.710. These results also explain that the hedonic shopping tendency variable is a direct predictor for the creation of impulse buying that customers do in the lady's area of Matahari BIM.
3. Visual merchandising has an influence on positive emotion which can be seen from the T- statistic value, which is greater than 1.96, namely 4.993. These results also explain that the visual merchandising variable is a predictor for the emergence of positive emotion of Matahari BIM ladies' area customers.
4. Visual Merchandising has an influence on impulse buying which can be seen from the T- statistic value, which is greater than 1.96, namely 4.368. These results also explain that the hedonic shopping tendency variable is a direct predictor for the creation of impulse buying that customers do in the lady's area of Matahari BIM.
5. Positive emotion has an influence on impulse buying which can be seen from the T-statistic value, which is greater than 1.96, namely 2.346. These results also explain that the positive emotion variable is a predictor for the creation of impulse buying by customers of the Matahari BIM ladies' area.

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