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## The Mediating Role of Positive Emotion: The Influence of Visual Merchandising and Store Atmosphere on Impulse Buying (Study on KKV Store Consumers in Malang)

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### ABSTRACT

*This study examines and evaluates the effects of Visual Merchandising and Store Atmosphere on impulse purchasing behavior, mediated through Positive Emotions. Utilizing a quantitative methodology, the research focuses on consumers who have shopped at the KKV Store in Malang City. A sample of 145 individuals was generated based on Hair's formula, implementing a nonprobability sampling method with purposive criteria. Data collection was accomplished through offline questionnaires, and data analysis was conducted using smartPLS.*

*The findings indicate that Visual Merchandising does not significantly impact Positive Emotions. In contrast, Store Atmosphere has a strong influence on Positive Emotions, which subsequently affects impulse purchasing decisions. While Visual Merchandising may not directly affect these purchasing choices, it is clear that Store Atmosphere plays a critical role in shaping them. Moreover, although Visual Merchandising does not influence impulse purchasing through Positive Emotions, Store Atmosphere is found to significantly affect impulse buying behavior through the mediation of Positive Emotions.*

*The implications of this research are noteworthy for retailers and marketers. Understanding that Store Atmosphere has a strong effect on both Positive Emotions and impulse purchasing can guide KKV Store and similar establishments in designing their retail environments more effectively. Retailers should prioritize enhancing the Store Atmosphere through elements such as lighting, music, layout, and scents, as these aspects can create favorable emotional responses in consumers, ultimately leading to increased sales. Additionally, while Visual Merchandising strategies are essential, they should be complemented by a focus on the overall shopping environment to maximize their potential*

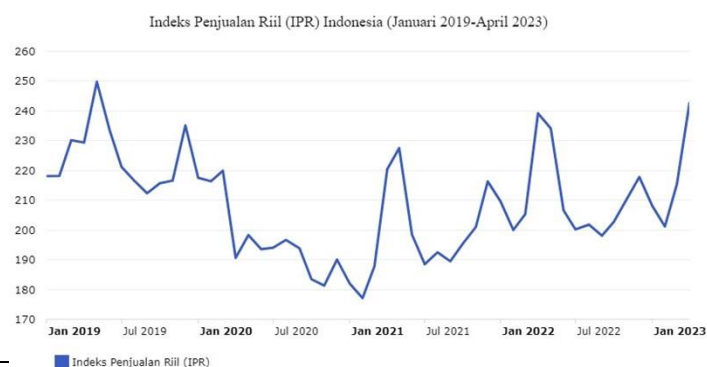
*impact. In summary, this study contributes valuable insights into how emotional responses mediated by Store Atmosphere can drive impulse buying behavior, offering practical recommendations for improving retail strategies.*

*Keywords: Visual Merchandising, Store Atmosphere, Impulse Buying, Positive Emotion*

## INTRODUCTION

The retail sector in Indonesia exhibits annual expansion, a pattern anticipated to continue in the forthcoming years (Sударsono, 2017). This increase can be attributed to several factors, including a demographic structure primarily consisting of young individuals and alterations in lifestyle and consumption habits among Indonesians. In the Global Retail Development Index (GRDI) published by the consulting firm A.T. Kearney, Indonesia was placed fourth among emerging nations in the retail sector in 2022. The retail market potential in Indonesia has garnered international interest. The retail sector is the second-largest contributor to Gross Domestic Product (GDP), behind the processing industry. Moreover, the retail industry is Indonesia's second-largest employment sector, following the agriculture sector. The retail sector is a crucial indicator of a nation's economic status.

Consumer buying patterns in Indonesia are transitioning from traditional retail to modern retail. Kertiana & Artini (2019) assert that traditional retail generally comprises modest and uncomplicated merchants, including convenience stores, street sellers, and stalls in conventional marketplaces. Conversely, modern retail denotes larger shops typically comprising many locations equipped with sophisticated and extensive store amenities. Consumer demand for efficient and comfortable shopping experiences has emerged as a critical catalyst for growth in Indonesia's retail sector. The increasing retail sales since the pandemic is clear, as demonstrated in Figure 1, which depicts a sustained rising trend in the retail sales index.



### **Figure 1. Indonesia Real Sales Index**

Bank Indonesia (BI) anticipates that the national Real Sales Index (IPR) will peak at 242.9 in April 2023, representing the most significant level since the beginning of the COVID-19 pandemic. The increase in the IPR signifies a rise in sales among retail merchants, indicating an expansion in consumer expenditure. The swift growth of the retail sector has markedly heightened rivalry within the industry. Data from the GRDI and IPR suggest that Indonesia is a compelling market for both foreign and domestic modern retail entities to pursue opportunities and vie for consumers (Isnaini & Noerchoidah, 2021).

KKV Store, a Chinese international retailer, cultivates a dynamic and engaging environment where clients acquire necessities and have a comprehensive and gratifying shopping experience. Impulse purchasing may arise from stimuli within the retail environment, prompting buyers to recall necessary things. Buyers may also be swayed by appealing displays, promotions, and the proprietor's endeavors to cultivate new demands (Trihudiyatmanto & Wardani, 2021).

The Stimulus-Organism-Response (SOR) hypothesis, elucidated by Kimiagari & Asadi Malafe (2021), is a fundamental framework for analyzing impulse buying. Impulse purchases occur when certain stimuli elicit individual reactions from internal and external influences. Han et al. (2021) emphasize that the S-O-R theory is frequently utilized to demonstrate the impact of the environment on customers' emotions and behaviors. Chein et al., (2020) assert that the proper utilization of visual merchandising can showcase the store's products through inventive and attractive designs intended to captivate customers' attention. Visual merchandising is essential for conveying product information, improving item accessibility, and creating strategic imagery that might stimulate impulsive customer purchases (Kim, 2013).

To cultivate a particular consumer perception, the retail atmosphere integrates several physical attributes, including scent, music, temperature, color, product display, lighting, layout, and architecture. Eli Achmad Mahir (2020) contends that the environment's design

via retail atmosphere can shape consumers' perceptions and emotions, impacting their purchase behavior. Utami (2010:69) further asserts that stimuli from the shopping environment catalyze impulse buying. Impulse buying transpires spontaneously when consumers encounter specific products, accompanied by sensations of pleasure and increased enthusiasm. Positive emotions signify a beneficial impact or environment that stimulates individuals to feel enthusiastic, energetic, and vigilant. Positive emotions can invigorate individuals, improve their focus, and elicit enjoyment (Diananda, 2020). The enjoyment derived from shopping can result in impulsive buying (Rasyid & Farida, 2023).

Visual merchandising engenders pleasant emotions; when display design resonates with consumers, they experience favorable feelings (Anggraeni et al., 2022). Levy elucidates that store atmosphere encompasses creating a conducive environment via visual components, layout, illumination, auditory aspects, and olfactory stimuli, indirectly influencing consumers' perceptions and emotions to promote sales (Nurlie et al., 2021). Hasiholan & Jalantina (2023) assert that a rise in individual happiness correlates with a heightened propensity for spontaneous purchasing. Consumer satisfaction with products or services and sentiments of happiness might impact decision-making processes (Nasihah & Fikriah, 2023).

This research seeks to evaluate the influence of store atmosphere, visual layout, and positive emotions on impulse purchasing at the KKV Store in Malang City. It aims to provide significant insights for sustaining positive revenue and enhancing offline retail sales at the shop.

## **METHOD**

This research utilizes quantitative methodology. Data is collected by administering questionnaires directly to clients at the specified KKV Store location. Participants must complete the questionnaire online via the supplied link or QR code. The employed sampling method is non-probability sampling at the KKV Store in Malang City, stipulating that respondents must be at least 17 years old and have made many transactions there. The survey included 29 indicators. The formula given by Sarstedt et al., (2022) indicates that a minimum sample size of 145 respondents is required.

Characterizes research variables as characteristics that differ among individuals or objects. The operational definitions of the variables in this research are as follows: Visual Merchandising pertains to the strategic organization of products designed to facilitate consumer access to desired items and provide pertinent information. Anggraini & Sulistyowati (2020) identify measurement indicators for visual merchandising as follows: Window Display, which establishes an initial impression and affects customer decisions; Mannequin Display, which visually represents trends, functions, and brand identity; Floor Merchandising, concerning product layout arrangements that facilitate business operations; and Promotional Signage, which conveys information regarding a product's brand, function, or other attributes. Store Atmosphere refers to the ambiance tailored for the target market, attracting consumers' attention and promoting purchases. Tanjung (2020) identifies the measurement indicators for store atmosphere as follows: Store Exterior, denoting the external appearance intended to entice consumers; Store Interior, characterizing the ambiance within the store aimed at fostering a favorable impression; Layout, the spatial arrangement that facilitates customer movement; and Interior Display, which encompasses the information or signage utilized to communicate details to customers. Impulse buying occurs when customers have an abrupt and intense desire to acquire goods. (Sudarsono, 2017) identifies measurement indicators for impulse buying as Affective, denoting purchases motivated by emotions and immediate gratification without thorough contemplation—cognitive, indicating purchases prompted by sudden rational thoughts or unexpected considerations, resulting in impulsive choices. Ultimately, Positive Emotion includes sentiments of happiness and joy that might affect impulsive decision-making related to a product. Lubaba (2019) identifies three measurement indicators for positive emotion: Pleasure, which denotes the degree of happiness and excitement experienced by individuals while shopping; Arousal, which refers to the intensity of excitement or reaction elicited by stimuli from the environment; and Dominance, which signifies the extent to which customers perceive a sense of control or autonomy in their activities within KKV Store.

This study utilizes the data analysis technique of Smart PLS software version 4.0. This research uses the Structural Equation Model (SEM) based on the Partial Least Squares (PLS) approach. The analytical methodologies employing Smart PLS are as follows:

Measurement Outer (Model): This measurement model's primary aim is to evaluate a variable's validity and reliability. This encompasses Convergent Validity, Discriminant Validity, and Composite Reliability.

Structural (Inner) Model: This measurement pertains to the essence of the research and how the developed model illustrates the relationships among latent variables. It includes R-Square ( $R^2$ ), Estimation Path Coefficient, and Hypothesis Testing (Bootstrapping).

PLS Analysis with Mediation Testing: Moderation testing involves assessing the statistical significance of the principal effect of the independent variable (as a predictor) on the dependent variable (as an outcome).

## RESULT AND DISCUSSION

The examination of respondent characteristics in the table below indicates that most KKV Store consumers are female, with 107 respondents aged 21 to 25 years, predominantly students by occupation. This study's results reveal that skincare and beauty products are the most desired things among customers. Moreover, the typical respondent frequents KKV monthly. The following is a summary of the respondent characteristics derived from questionnaires distributed to 145 participants:

**Table 1. Respondent Characteristics**

| Characteristics | Frequency | Percentage |
|-----------------|-----------|------------|
| <b>Gender</b>   |           |            |
| Woman           | 107       | 74%        |
| Man             | 38        | 26%        |
| <b>Age</b>      |           |            |
| 17 - 20 Year    | 20        | 14%        |
| 21 - 25 Year    | 101       | 70%        |
| 25 - 30 Year    | 18        | 12%        |

|                                   |    |     |
|-----------------------------------|----|-----|
| >30 Year                          | 6  | 4%  |
| <b>Work</b>                       |    |     |
| Student                           | 19 | 13% |
| Student                           | 88 | 61% |
| Self-employed                     | 18 | 12% |
| Pegawai                           | 20 | 14% |
| <b>Shopping Frequency / Month</b> |    |     |
| 1 times/month                     | 98 | 68% |
| 2 - 4 times/month                 | 29 | 20% |
| > 5 times/month                   | 18 | 12% |
| <b>Type of Goods Purchased</b>    |    |     |
| Skincare & Make-up                | 74 | 26% |
| Snack & Drink                     | 47 | 16% |
| Fashion                           | 44 | 15% |
| Home Supplies                     | 43 | 15% |
| Stationery                        | 35 | 12% |
| Toy                               | 29 | 10% |
| Electronic goods                  | 15 | 5%  |

The data indicates that among the total respondents in the survey, 38, representing 26%, are male, and 107, accounting for 74%, are female. Consequently, this data suggests that females predominate as the principal consumers of KKV Store. This dominance can be ascribed to elements such as an attractive store ambiance and product arrangement, which foster a favorable environment and evoke positive emotions in consumers. A pleasant and comfortable atmosphere can attract consumers, prompting them to visit.

Furthermore, the predominant demographic of KKV Store patrons is individuals aged 21 to 25, accounting for 101 respondents or 70%. The subsequent age group is 17 to 20,

comprising 20 respondents or 14%. Additionally, 18 respondents, constituting around 12%, are aged between 25 and 30, while merely six respondents, or about 4%, are aged 30 and above. The predominant age group of KKV Store consumers is 21 to 25

Moreover, the predominant demographic of KKV Store respondents comprises students, amounting to 88 individuals or around 61%. Subsequently, 19 respondents, constituting nearly 13%, identified as school students. The count of respondents engaged in entrepreneurship is 18, or approximately 12%. The remaining respondents are 20 employees, representing approximately 14% of the total. Consequently, we can ascertain that the predominant demographic of KKV Store patrons comprises students, presumably attributable to its advantageous placement in the city center, which affects consumer inclinations.

The table indicates that 98 of the 145 respondents, or almost 68%, shop at the KKV Store in Malang monthly. Simultaneously, 29 persons, almost 20%, frequent the store 2 to 4 times monthly, while 18 individuals, roughly 12% of the total respondents, shop at the business more than 5 times monthly. It is evident from the summary that most KKV Store consumers in Malang visit the store once a month. This suggests that customers frequently return to purchase or explore new things.

The table additionally underscores the shopping preferences of respondents at the KKV Store. Skincare and makeup constitute the leading category, with 74 respondents, or 26%, followed by snacks and beverages, with 47 respondents, or 16%; fashion with 44 respondents, or 15%; home supplies with 43 respondents, or 15%; stationery with 35 respondents, or 12%; toys with 29 respondents, or 10%; and electronics with 15 respondents, or 5%. The results indicate that skincare and makeup are the most preferred categories at KKV Store, especially among female users.

### **Measurement Model Analysis (Outer Model)**

This study employs Smart PLS 4.0 software to analyze the external model. The objective is to evaluate the dependability of the indicators employed in the study.

### **Convergent Validity**

Convergent validity is assessed via latent variables' factor loading and corresponding indicators. An indicator is deemed acceptable if its factor loading is between 0.5 and 0.6 (Chin, 1998). A cross-loading value is considered valid when the value of a statement for a particular variable exceeds the values of the statements for other variables.

**Table 2. Cross Loading Values**

|       | X1    | X2    | Y     | Z |
|-------|-------|-------|-------|---|
| X1.1  | 0.680 |       |       |   |
| X1.2  | 0.703 |       |       |   |
| X1.3  | 0.777 |       |       |   |
| X1.4  | 0.736 |       |       |   |
| X1.5  | 0.666 |       |       |   |
| X2.1  |       | 0.699 |       |   |
| X2.10 |       | 0.807 |       |   |
| X2.11 |       | 0.650 |       |   |
| X2.12 |       | 0.655 |       |   |
| X2.2  |       | 0.665 |       |   |
| X2.3  |       | 0.690 |       |   |
| X2.4  |       | 0.717 |       |   |
| X2.5  |       | 0.716 |       |   |
| X2.6  |       | 0.756 |       |   |
| X2.7  |       | 0.762 |       |   |
| X2.8  |       | 0.683 |       |   |
| X2.9  |       | 0.705 |       |   |
| Y1.1  |       |       | 0.699 |   |
| Y1.2  |       |       | 0.764 |   |
| Y1.3  |       |       | 0.740 |   |
| Y1.4  |       |       | 0.759 |   |
| Y1.5  |       |       | 0.758 |   |
| Y1.6  |       |       | 0.721 |   |

|      |  |  |  |       |
|------|--|--|--|-------|
| Z1.1 |  |  |  | 0.786 |
| Z1.2 |  |  |  | 0.831 |
| Z1.3 |  |  |  | 0.809 |
| Z1.4 |  |  |  | 0.683 |
| Z1.5 |  |  |  | 0.739 |
| Z1.6 |  |  |  | 0.708 |

### Composite Reliability

It can be argued that all constructions exhibit a high level of reliability if Composite Reliability exceeds 0.6 and Cronbach's alpha is more than 0.60.

**Table 3. Cronbach's Alpha and Composite Reliability Values**

| <i>Variabel</i> | <i>Cronbach's Alpha</i> | <i>Composite Reliability (rho_a)</i> | <i>Composite Reliability (rho_c)</i> | <i>Keterangan</i> |
|-----------------|-------------------------|--------------------------------------|--------------------------------------|-------------------|
| <i>X1</i>       | <i>0.758</i>            | <i>0.759</i>                         | <i>0.838</i>                         | <i>Reliabel</i>   |
| <i>X2</i>       | <i>0.910</i>            | <i>0.912</i>                         | <i>0.924</i>                         | <i>Reliabel</i>   |

### Structural Model Analysis (Inner Model)

All the outer models confirm the validity and reliability of the variables; the subsequent stage is to analyze the inner model. This phase seeks to evaluate and examine the internal framework of the investigation in addition to testing the suggested hypothesis.

### R-Square (R2)

**Table 4. R-Square Value (R2)**

|                             | Nilai R-Square (R2) | Keterangan |
|-----------------------------|---------------------|------------|
| <i>Impulse Buying (Y)</i>   | 0,510               | Sedang     |
| <i>Positive Emotion (Z)</i> | 0,501               | Sedang     |

The table indicates a moderate correlation between the R-Square (R2) for visual merchandising and store atmosphere in connection to impulsive purchases and positive emotions.

## Path Coefficient

If the T-statistic value exceeds 1.96, the result is deemed significant; conversely, if the T-statistic value is less than 1.96, the test is considered inconsequential. The hypothesis is accepted if the P-value is less than 0.05.

**Table 5 Path Coefficient Values**

|         | <i>T-statistics</i> | <i>P-values</i> | Information                        |
|---------|---------------------|-----------------|------------------------------------|
| X1 -> Y | 0.512               | 0.609           | Does not have a significant impact |
| X1 -> Z | 1.013               | 0.311           | Does not have a significant impact |
| X2 -> Y | 3.507               | 0,000           | Have a significant impact          |
| X2 -> Z | 7.565               | 0,000           | Have a significant impact          |
| Z -> Y  | 4.619               | 0,000           | Have a significant impact          |

## Hypothesis Testing

**Table 5. Hypothesis Testing**

|         | <i>Original sample (O)</i> | <i>Sample mean (M)</i> | <i>Standard deviation (STDEV)</i> | <i>T statistics</i> | <i>P values</i> | Information                        |
|---------|----------------------------|------------------------|-----------------------------------|---------------------|-----------------|------------------------------------|
| X1 -> Y | -0.046                     | -0.045                 | 0.091                             | 0.512               | 0.609           | Does not have a significant impact |
| X1 -> Z | 0.092                      | 0.098                  | 0.090                             | 1.013               | 0.311           | Does not have a significant impact |
| X2 -> Y | 0.417                      | 0.421                  | 0.119                             | 3.507               | 0,000           | Have a significant impact          |
| X2 -> Z | 0.638                      | 0.638                  | 0.084                             | 7.565               | 0,000           | Have a significant impact          |
| Z -> Y  | 0.390                      | 0.394                  | 0.084                             | 4.619               | 0,000           | Have a significant impact          |

## Mediation Test

Table 7. Mediation Test Results

|              | <i>Original<br/>sample<br/>(O)</i> | <i>Sample<br/>mean (M)</i> | <i>Standard<br/>deviation<br/>(STDEV)</i> | <i>T<br/>statistics</i> | <i>P<br/>values</i> | Information                              |
|--------------|------------------------------------|----------------------------|-------------------------------------------|-------------------------|---------------------|------------------------------------------|
| X1 -> Z -> Y | 0.036                              | 0.037                      | 0.036                                     | 0.993                   | 0.321               | Does not have<br>a significant<br>impact |
| X2 -> Z -> Y | 0.249                              | 0.253                      | 0.071                                     | 3.491                   | 0,000               | Does not have<br>a significant<br>impact |

### **The Influence of Visual Merchandising on Impulse Buying in KKV Store Consumers in Malang City**

The test findings demonstrate no effect. The T-statistic score of 0.512, below 1.96, indicates a lack of meaningful influence. The P-value is 0.609, exceeding 0.05, signifying that the correlation between the two variables is not significant. This assertion is corroborated by an early study involving interviews with ten individuals at KKV, who identified low pricing and discounts as the primary reasons influencing their spontaneous purchases.

These findings correspond with the study by Gunawan et al., (2023) which indicates that visual merchandising does not significantly influence impulse purchasing. Consequently, the null hypothesis for this variable, H0, is accepted, but H4 is rejected.

### **The Influence of Visual Merchandising on Positive Emotions in Consumers of KKV Store, Malang City**

The impact of visual merchandising on happy emotions is likewise insignificant. The T-statistic value of 1.013, below 1.96, and the P-value of 0.311, over 0.05, substantiate this observation. The findings align with interviews conducted with 10 KKV Store customers, indicating that visual merchandising does not influence happy feelings. They favor music, illumination, and merchandise advertisements. Consequently, this variable's null hypothesis (H0) is accepted, while the alternative hypothesis (H1) is rejected.

### **The Influence of Store Atmosphere on Impulse Buying of Consumers at KKV Store in Malang City**

The influence of store atmosphere on impulse purchasing demonstrates a T-statistic of 3.507 and a P-value of 0.000. The T-statistic value surpasses 1.96, and the P-value is below

0.05, indicating a substantial direct effect of the store atmosphere variable on impulse buying. A more comfortable store setting increases the likelihood of impulsive purchases.

These findings are corroborated by prior research by Trihudyatmanto & Wardani (2021), which indicated that store atmosphere influences impulse purchases. A superior retail atmosphere correlates with an increased likelihood of impulse purchases. The hypothesis for this variable, H5, is accepted, while H0 is rejected.

### **The Influence of Store Atmosphere on Positive Emotions in KKV Store Consumers Malang City**

The impact of retail ambiance on good emotions demonstrates a notable direct effect. The T-statistic value of 7.565 and P-values of 0.000 demonstrate this. The T-statistic value surpasses 1.96, and the P-value is below 0.05, indicating a strong effect of the store atmosphere variable on pleasant feelings. The store atmosphere is built by a meticulously designed area that generates a sales environment with a distinct emotional influence on purchasers or consumers. Research by Nurlie et al., (2021) supports that store atmosphere involves the creation of a comfortable environment through visual features, arrangement, lighting, music, and aroma, to indirectly influence consumer perceptions and emotions to facilitate sales. Consequently, the hypothesis for this variable, H2, is affirmed, and H0 is dismissed.

### **The Influence of Positive Emotion on Impulse Buying in KKV Store Consumers in Malang City**

The impact of good emotion on impulse purchasing demonstrates a notable direct effect—the T-statistic value of 4.619 and P-values of 0.000 serve as evidence for this. The T-statistic value surpasses 1.96, and the P-value is below 0.05, indicating a substantial effect of the positive emotion variable on impulse purchase. This study's findings indicate that positive feeling is an affective inclination that manifests in an individual before establishing a mood, arising from a reaction to an environment that fosters interest in a product or an appealing sales promotion. This assertion is corroborated by prior studies conducted by (Nurlie et al., 2021; Ramaiska et al., 2020; Saputro, 2019), which have shown that pleasant emotions exert a favorable and significant influence on impulse purchases. Consequently, the hypothesis for this variable, H3, is affirmed, and H0 is dismissed.

### **The Influence of Visual Merchandising on Impulse Buying in KKV Store Consumers in Malang City Through Positive Emotion**

The data in the table indicates no correlation between visual merchandising and impulse buying via positive emotions. The T-statistic value of 0.993, less than 1.96, and the P-value of 0.321, above 0.05, substantiate this. The visuals in the KKV store can foster a nice ambiance, although they do not consistently promote impulsive purchasing behavior. Numerous factors influence it, including urgent requirements, societal pressure, or advancements. The connection between a favorable environment and impulsive purchasing may be indirect, contingent upon the consumer. This study aligns with the findings of Agustiadi et al., (2023), indicating that visual marketing does not influence impulse buying via the mediating variable of happy emotion. According to (Artana et al., 2019), happy emotions do not directly mediate the impact of visual merchandising on impulse purchasing. Consequently, the H6 hypothesis is dismissed, and H0 is affirmed.

### **The Influence of Store Atmosphere on Impulse Buying in KKV Store Consumers in Malang City Through Positive Emotion**

The indirect association between store atmosphere and impulse purchase, mediated by happy emotion, demonstrates a considerable impact. The T-statistic value of 3.491, surpassing 1.96, and the P-value of 0.000, falling below 0.05, confirm this. KKV Store endeavors to cultivate a welcoming environment that fosters consumer comfort and a sense of belonging, eliciting positive emotions and sentiments from this comfort. The favorable sentiments generated by the store's attractive ambiance will lead clients to engage in unplanned, impulsive purchases.

These findings align with the idea proposed by Isnaini & Noerchoidah (2021), which posits that store atmosphere encompasses the comprehensive aesthetic and emotional impacts generated by a business's physical appearance. Consequently, hypothesis H7 is affirmed, and H0 is dismissed.

## **CONCLUSION**

Numerous significant conclusions can be derived from the proposed hypotheses and the data analysis and discussion in the preceding chapter. The visual merchandising at the KKV Store in Malang, including the display of new products at the entry, demonstration boards, orderly product arrangements, and product information, has not elevated shoppers' moods or pleasant emotions, nor has it stimulated spontaneous purchases.

The store atmosphere significantly influences happy emotions. Consumers indicate that the inviting store atmosphere at KKV elicits good energy, comfort, enthusiasm, and curiosity in the products, along with a sense of freedom during the shopping experience, all of which foster pleasant emotions. This favorable emotion substantially influences impulse buying, as customers are more inclined to make spontaneous purchases when they encounter pleasant energy and comfort during shopping.

Nonetheless, visual merchandising does not affect impulse purchasing directly or via good emotions. Consumers need to be drawn and encouraged to engage in impulse purchases due to the current visual merchandising. The retail atmosphere substantially promotes impulse purchasing by eliciting good emotions. An inviting retail atmosphere attracts consumers and enhances their likelihood of spontaneous purchases through the ensuing favorable emotions.

The author concedes that this study is flawed and proposes other recommendations for subsequent research. Reexamining the correlations between factors that exhibit no effect, such as the associations between visual merchandising and good feelings and impulse purchasing, is crucial. Furthermore, the study should broaden to encompass a more varied array of items and persons while also including supplementary elements pertinent to future retail. Alternative methodologies, models, or analytical instruments have been suggested.

Reassessing the visual merchandising strategy at the KKV Store in Malang is essential to enhancing consumer experience and stimulating impulse purchasing. The findings from this study can be employed to formulate more effective marketing tactics specifically aimed at the majority of students. Thus, the store ambiance and visual merchandising can be enhanced to attract consumers and stimulate purchases.

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