The Mediating Role of Shopping Lifestyle between Store Atmosphere and Impulse Buying in Retail Store

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ARTICLE INFORMATION

ABSTRACT

This study investigates the relationship between store atmosphere and impulse buying, focusing on shopping lifestyle as a potential mediator shaping impulse buying decision making. We argue that store atmosphere is an efficient way to apply behavioral considerations in the impulse buying decision making that occurs. Using proportional stratified sampling method, we collected data through questionnaires from consumers of X Retail Store residing in Semarang City. Due to the complex model and small sample size, the SmartPLS method was applied to analyze the structural relationships between measured and latent constructs. The results showed that store atmosphere has a significant positive effect on impulse buying decisions, while shopping lifestyle plays an important role in the relationship between store atmosphere and impulse buying decision making. Our results support that shopping lifestyle mediates store atmosphere on impulse buying at X Retail Store in Semarang City.

Keywords: store atmosphere, impulse buying, shopping lifestyle, mediating, retail store.

INTRODUCTION

As times progress towards a more modern direction, many foreign investors come to Indonesia to set up retail companies, the retail sector in this country is experiencing rapid development. Many modern international scale retail companies have emerged in this era of globalization. Indonesia is a destination location for foreign investors, especially in the retail sector, and one of the reasons is the large number of consumers, according to Investment Minister Bahlil Lahadalia (2023). Apart from that, Indonesia is the country with the fourth most dense population in the world, according to the website katadata.co.id (Aeni, 2022).

Indonesia's large population offers excellent opportunities for product promotion. In addition, the high population ensures that products will sell well in the market. This is reinforced by the nature of Indonesian shoppers who often make impulse buying. According to Nielsen (2011) up to 21 percent of Indonesian shoppers never plan their buying. As much as 75 percent of all in store buying is impulsive, according to the Point of Purchase Advertising Institute (POPAI) (2011). Impulse buying, according to Verplanken & Sato (2011), is a term used to describe unexpected buying.

Consumer behavior is indirectly altered by market competition between traditional and modern retailers (Supatra & Retnawati, 2010). Consumer preference to shop at modern retail stores rather than traditional retail stores is an indication of a shift in consumer behavior and has an impact on consumer interest in traditional retail companies. McKenzie's (2006) findings show that the main factors affecting modern retail performance include service quality, price, physical attributes (store design and layout), information channels, and knowledgeable employees.

Retailers who understand some of the aspects that contribute to consumer decisions can better execute strategies. Clow & Baack (2010) state that in store product display is a very successful type of marketing for the retail sector. Whether we realize it or not, one of the reasons behind the increasing phenomenon of impulse buying among the public is due to product displays that are beautifully made, attractive, and visually appealing.

Modern retail businesses today carry the impulse buying display strategy as their main goal. Impulse buying display is the desire to buy goods that cannot be controlled by anyone, but rather the impetus from what is seen or felt. Based on the impulse buying display strategy used in the retail business, especially in retail stores or suddenly.

Perdana (2018) states that one type of buying behavior, namely impulse buying, is associated with the tendency of consumers to act impulsively without careful thought. A series of impulse buying events occurs when people encounter unexpected cues or triggers that make it difficult for them to avoid impulse buying (Solomon, 2018).

An important aspect that contributes to impulse buying is the store atmosphere. Both individual internal factors and the living environment can affect impulse buying

(Mulianingsih et al., 2019). Store atmosphere, according to Hurriyati et al., (2020) is an atmospheric design scheme that uses the senses of sight, lighting (illumination), color, sound, and fragrance to cause sentimental reactions in consumers to form perceptions in order to persuade them to buy products.

Apart from the store atmosphere which can effect impulse buying, there are also internal factors which can cause impulse buying, namely a person's shopping lifestyle, which is another aspect that encourages impulse buying besides the store atmosphere factor. A person's behavior in using or spending money with the aim of buying a product is known as shopping lifestyle (Sopiyan and Kusumadewi, 2020) or can also be interpreted as the choice to invest time and money in a product (Ahmad et al., 2022).

Due to the reliance on the important role of store atmosphere in impulse buying decision making, researchers argue to investigate whether shopping lifestyle effects impulse buying decision making; however, impulse buying decision making can be enhanced through improving store atmosphere. This research contributes to the literature by investigating the direct effect between shopping lifestyle and impulse purchase decision-making. In addition, this research demonstrates the mediating mechanism of shopping lifestyle variables between store atmosphere and impulse buying. Furthermore, this research focuses on the context in which impulse buying occurs, by elevating store atmosphere in impulse buying decision making through shopping lifestyle.

This research is divided into six sections. The first section consists of an introduction, the second section discusses the literature review, and the third section provides insight into the methodology. The fourth section describes the results and findings, while the last section offers discussion, conclusions, and limitations.

LITERATURE REVIEW

Theory of Planned Behavior
Theory of Planned Behavior is a general method applied to study the differences between actions and impulses accompanied by attitudes and expectations (Ajzen, 1991). In this regard, efforts to apply Theory of Planned Behavior are a method to clarify the relationship between impulse buying and its effects on store atmosphere and shopping lifestyle.

According to this theory, people often behave in ways that are consistent with their goals or their beliefs about control over certain actions, with aspects of impulses that build behavior, tendentious standards, and regulation of actions based on perceived impressions. This is in line with impulse buying behavior caused by stimulus from the retail environment (store atmosphere) which is considered pleasant and attractive. Unplanned behavior occurs due to a stimulus that results in an action. When a person decides to act impulsively, his attitude or perception of an enticing stimulus can become stronger. A pattern of consumer behavior will emerge when the desire to buy is formed,

but there is no plan to buy product A or B. Instead, this pattern arises from the stimulus experienced in the store and is reinforced by the individual's shopping lifestyle.

Impulse Buying

According to Saragih et al., (2023) impulse buying is the act of making spontaneous and impulsive buying without thinking or considering carefully. In this research, the indicators used to indicate impulse buying are:

1. Spontaneity, impulse buying occurs unintentionally and encourages people to make direct purchases, this often occurs as a reaction to point of sale visual stimuli.
2. Strength, pressure, and aggressiveness, the urge to do something immediately.
3. Excitement and stimulation, namely the desire to quickly make a purchase which is often accompanied by a feeling of enthusiasm.
4. Disregard for consequences (ignoring consequences), the urge to buy can lead to very strong indifference to the consequences until all potential losses are ignored.

Store Atmosphere

According to Tanjung (2020), store atmosphere refers to a shift in consumer emotional conditions caused by the design of store space, which encourages consumers to make purchases. In this research, the indicators used to show the store atmosphere are:

1. Exterior.
2. The inside of the store.
3. Arrangement of the store.
4. Interior (point of purchase) displays.

Shopping Lifestyle

Anggraini & Anisa (2020) describe the shopping lifestyle as a pattern of life where individuals spend their opportunities and income on shopping. In this research, the indicators used to indicate shopping lifestyle are:

1. Whenever a product is advertised, always react to it.
2. Constantly buying new products.
3. Buy the most well known brands, which are owned by a small number of people.

The Conceptual Framework

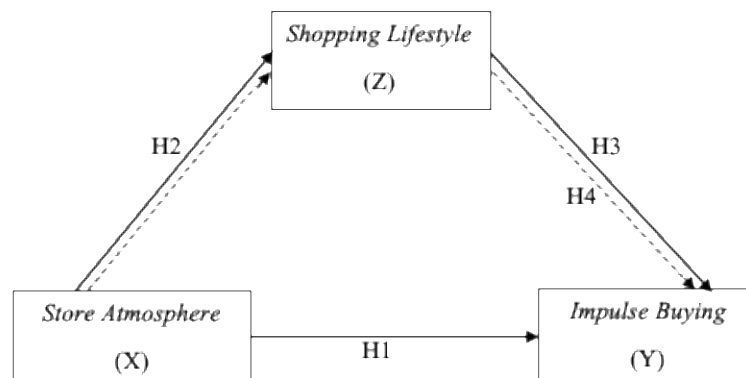The conceptual framework in this study can be shown in Figure 1 below.

Figure 1. Conceptual Framework

Store Atmosphere and Impulse Buying
Based on the application of Theory of Planned Behavior (Ajzen, 1991), in this case the store atmosphere has a relationship with the affective component by the effect on consumers emotions, feelings and moods. Ngumar bin Abdur Rohman (2020) emphasized that the store atmosphere is a crucial element because it can provide a strong sensory effect resulting from a visually appealing store design, so that it can affect and attract consumers to make purchases.

Based on research by Fazri et al., (2020), store atmosphere has a positive and significant effect on impulse buying. Rahmidani's research (2021) shows that the store atmosphere has a positive and significant effect on impulse buying. Angelita & Rachmi's research (2021) shows that the store atmosphere has a positive and significant effect on impulse buying.
H1: Store atmosphere has a positive and significant effect on impulse buying.

Store Atmosphere and Shopping Lifestyle
Based on the Theory of Planned Behavior (Ajzen, 1991) applied, in this case creating an attractive and pleasant store atmosphere in retail stores allows a person to have a strong desire to have a shopping experience. So that these factors are used as a reason for someone to spend a lot of time and money as a shopping lifestyle.

Research by Purwati et al., (2022) shows that store atmosphere has a positive and significant effect on shopping lifestyle. Rosidah's research (2023) shows that store atmosphere has a positive and significant effect on shopping lifestyle.
H2: Store atmosphere has a positive and significant effect on shopping lifestyle.

Shopping Lifestyle and Impulse Buying
Based on the Theory of Planned Behavior applied (Ajzen, 1991), in this case the expression of a person's shopping lifestyle can be found in their hobbies, activities and viewpoints. According to Heru Suprihadi (2017) consumer lifestyles are roughly characterized as how they spend their time between work, hobbies, shopping, sports and social activities and their interests include food, fashion, family, leisure and views. Impulse buying occurs when a person tries to live his lifestyle to the fullest and is ready to sacrifice to get the items he wants, even though he doesn't actually intend to buy them (Febriani & Purwanto, 2019).

Research by Lathiyfah et al., (2021) shows that shopping lifestyle has a positive and significant effect on impulse buying. Padmasari's research (2022) shows that shopping lifestyle has a positive and significant effect on impulse buying.
H3: Shopping lifestyle has a positive and significant effect on impulse buying.

Shopping Lifestyle as a Mediator

Based on the Theory of Planned Behavior (Ajzen, 1991) that is applied, in this case a store that has a store atmosphere that uses visual communication, lighting, color, music, aroma and other parts of the physical store, can make consumers feel comfortable and interested and arouse their emotions to make purchases, even these purchases can be impulsive (impulse buying) because it is accompanied by the many needs of life, modern trends that are currently developing, and also to fulfill their lifestyle, this makes consumers spend a lot of money and time shopping or what is called a shopping lifestyle.

Anggraeni et al., (2020) shows that shopping lifestyle as a mediator has a positive and significant mediating effect on store atmosphere on impulse buying. Lindung & Chandra's research (2023) shows that shopping lifestyle as a mediator has a positive and significant mediating effect on store atmosphere on impulse buying.
H4: Shopping lifestyle as a mediator has a positive and significant mediating effect on store atmosphere on impulse buying.

RESEARCH METHOD

This research was conducted on consumers of X Retail Store in Semarang City, with several criteria, namely first making a purchase or having made a purchase, second domiciled in Semarang City, and third aged 18 - 25 years.

The operational definition of the variables used in this study consists of 3 variables, namely: **impulse buying** with indicators (1) spontaneity, (2) strength, pressure, and progressiveness, (3) excitement and stimulation, (4) ignoring consequences, then **store atmosphere** with indicators (1) exterior, (2) inside the store, (3) store arrangement, (4) interior (place of purchase) displays, and **shopping lifestyle** with indicators (1) every time there is an advertised product always reacts, (2) always buys the latest products, (3) buys well known brands, which are only owned by a small minority of people.

The Partial Least Square (PLS) method and SmartPLS software using Structural Equation Modeling (SEM) are used in this data analysis method. In this study, several analysis methods were used, including descriptive statistical analysis, data instrument testing, especially validity and reliability tests, structural model (inner model), goodness of fit test and hypothesis testing, which can be seen from the t-count value and the significance level of the path coefficient.

RESULTS

Respondent Description
In research, the characteristics of respondents are consumers of X Retail Store who are making purchases and who have made purchases totaling 96 respondents. For more details about the profile of respondents in this research can be seen in the following table.

Table 1. Respondent Profile

Item	Category	%
Age	18 – 20 years	28%
	21 – 25 years	72%
Gender	Man	27%
	Women	73%
Job Status	Students/ University Student	67%
	Worker	21%
	Civil Servant	7%
	Other	5%
Income or Pocket Money/ Month	< Rp 1.000.000	41%
	Rp 1.000.000 – Rp 2.000.000	32%
	Rp 2.000.001 – Rp 3.000.000	16%
	Rp 3.000.001 – Rp 4.000.000	8%
	> Rp 4.000.000	3%

Convergent Validity

The correlation between the item or instrument score and the construct score (loading factor) determines the convergent validity of the measurement model. The loading factor for each instrument should be greater than 0.7.

Table 2. Loading Factor

Variable	Indicator	Loading Factor	Rule of Thumb	Conclusion
Store Atmosphere	X1	0.763	0.700	Valid
	X2	0.821	0.700	Valid
	X3	0.831	0.700	Valid
	X4	0.865	0.700	Valid
	X5	0.839	0.700	Valid
	X6	0.789	0.700	Valid
	X7	0.827	0.700	Valid
	X8	0.814	0.700	Valid
Impulse Buying	Y1	0.843	0.700	Valid
	Y2	0.906	0.700	Valid
	Y3	0.871	0.700	Valid
	Y4	0.868	0.700	Valid
Shopping Lifestyle	Z1	0.899	0.700	Valid
	Z2	0.941	0.700	Valid
	Z3	0.914	0.700	Valid

Discriminant Validity

Discriminant validity is a measure of how much an indicator deviates (differs) from the instrument configuration when measured. Cross loading or correlation between indicators and related constructs, as well as the relationship between indicators and other constructs, can be used to test discriminant validity. The fit of the indicator with the relevant construct should be better than other constructs. This is indicated by a higher configuration correlation value (Jörg Henseler et al., 2014). The most common methods

for determining validity criteria for structural equation modeling are based on variance, such as partial least squares, Fornell-Larcker criteria, and cross loading analysis.

Table 3. Fornell-Larcker Criterion Discriminant Validity

	Impulse Buying (Y)	Shopping Lifestyle (Z)	Store Atmosphere (X)
Impulse Buying (Y)	0,872		
Shopping Lifestyle (Z)	0,634	0,918	
Store Atmosphere (X)	0,366	0,206	0,819

Goodness of Fit

Goodness of fit is carried out to find out whether the model is acceptable. If the model is acceptable then the model can be used to test the research hypothesis. GoF is determined by calculating the root mean AVE multiplied by $R^2 = \sqrt{(AVE \times R^2)}$, with GoF criteria: 1) 0.10 = small, 2) 0.25 = medium, and 3) 0, 36 = big. The research results show a GoF value of 0.74.

Table 4. Goodness of Fit

Variable	AVE	R^2
X	0.67	
Z	0.84	0.716
Y	0.76	0.732
Average	0.756	0.724
AVE $\times$ R^2	0.547	
GoF	**R^2 = $\sqrt{(AVE \times R^2)}$**	
= 0.74	**0.74**	

Hypothesis Test

P-value and t-statistics are obtained from the output in SmartPLS using the bootstrapping method to determine whether there is a structural relationship between latent variables. Hypothesis analysis was carried out on the path coefficient between variables by comparing the p-value with alpha (0.005) or t-statistic > 1.96.
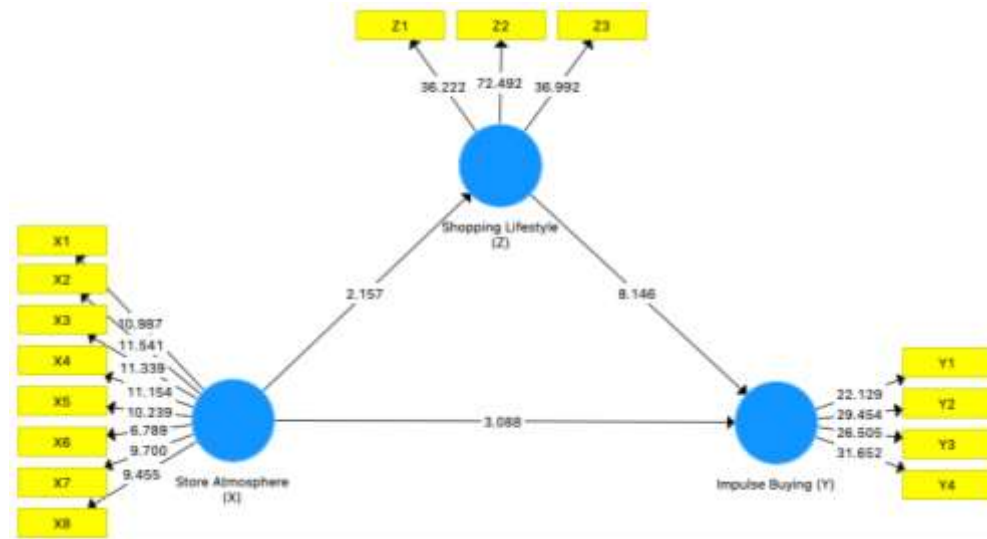
Figure 2. Inner Model

Table 5. Direct Effect Hypothesis Test Results

	Hypothesis	Path Coefficients	T Statistics	P Values	Information
H1	Store Atmosphere (X) → Impulse Buying (Y)	0.584	8.146	0.000	Accepted
H2	Store Atmosphere (X) → Shopping Lifestyle (Z)	0.246	3.088	0.003	Accepted
H3	Shopping Lifestyle (Z) → Impulse Buying (Y)	0.206	2.157	0.033	Accepted

The conclusions obtained in the table above are (1) Store atmosphere plays a role in determining impulse buying or it can be said that there is an effect of store atmosphere on impulse buying. This is because the t-value > t-table (8.146 > 1.96) or the p-value <0.05 (0.000 < 0.05), so Ha is accepted and Ho is rejected. **"A positive coefficient indicates a positive effect. In other words, the better the store atmosphere, the more impulse buying occurs,"** (2) Store atmosphere plays a role in determining shopping lifestyle or it can be said that there is an effect of store atmosphere on shopping lifestyle. This is because the t-value > t-table (3.088> 1.96) or the p-value <0.05 (0.003 < 0.05), so Ha is accepted and Ho is rejected. **"A positive coefficient indicates a positive effect. In other words, the better the store atmosphere, the greater the shopping lifestyle among consumers,"** and (3) shopping lifestyle plays a role in determining impulse buying or it can be said that there is an effect of shopping lifestyle on impulse buying. This is because the value of t-count > t table (0.033 > 0.05), so Ha is accepted and Ho is rejected. **"A positive coefficient indicates a positive effect. In other words, the more shopping lifestyle increases, the more impulse buying that occurs."**

Test of Mediator Effect

This analysis considers high coefficients of direct and indirect effects. By using mediation techniques, the output of indirect effects can be used to determine whether the mediator successfully mediates the effect of the independent variable on the dependent variable. The p-value <0.05 means that the independent variable affects the dependent variable through the effect of the mediating variable. If the p-value for the indirect effect output of the path analysis results <0.05, then there is a mediating effect (Sofyani, 2013).

Table 6. Test Results Specifik Indirect Effect Test and Total Effect
Specifik Indirect Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/ STDEV|)	P Values
Store Atmosphere (X) → Shopping Lifestyle (Z) → Impulse Buying (Y)	0.120	0.130	0.056	2.131	0.036

Total Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/ STDEV|)	P Values
Store Atmosphere (X) → Impulse Buying (Y)	0.584	0.588	0,072	8.146	0.000
Store Atmosphere (X) → Shopping Lifestyle (Z)	0.366	0.381	0.083	4.386	0.000
Shopping Lifestyle (Z) → Impulse Buying (Y)	0.206	0.222	0.096	2.157	0.033

The conclusion of the research on the effect of mediating variables is that store atmosphere plays a role in determining impulse buying through shopping lifestyle or it can be said that there is an effect of store atmosphere on impulse buying through shopping lifestyle. This is based on the indirect effect test with a p-value <0.05 (0.036 < 0.05), so Ha is accepted and Ho is rejected. **"A positive coefficient indicates a positive effect. In other words, the better the store atmosphere, the more impulse buying will increase, with the support of a shopping lifestyle that matches the store atmosphere."**

The tabulation results of the mediating variable effect test are as follows:

Table 7. Direct Effect Hypothesis Test Results

	Hypothesis	Path Coefficient	T Statistics	P Values	Information
H4	Store Atmosphere (X) → Shopping Lifestyle (Z) → Impulse Buying (Y)	0.120	2.131	0.036	Accepted

DISCUSSION

The Effect of Store Atmosphere on Impulse Buying (Hypothesis 1)
Based on the results of research data processing, store atmosphere effects the occurrence of impulse buying. The results of data processing show that Ho is rejected and Ha is accepted, because the t-value > t-table value (8.146 > 1.96) in other results with a p-value <0.05 (0.000 < 0.05). The coefficient value is closely correlated with a positive effect because of the thought that the better the store atmosphere, the more impulse buying that occurs.

This finding is in line with previous research conducted by Azrul Fahmi & Weni Retnowati (2023) which found that the store atmosphere has a significant positive effect on impulse buying. In addition, research by Mar'atus Solikhah et al., (2024) found that store atmosphere has a partially significant effect on impulse buying.

The Effect of Store Atmosphere on Shopping Lifestyle (Hypothesis 2)
Based on the results of research data processing, store atmosphere effects on shopping lifestyle. The results of data processing show that Ho is rejected and Ha is accepted, because the calculated t-value > t-table value (3.088 > 1.96) in other results with a p-value <0.05 (0.003 < 0.05). The coefficient value is closely correlated with the positive effect due to the thought that a good and supportive store atmosphere will increase the shopping lifestyle of consumers.

This finding is in line with previous research conducted by Rosidah (2023) which found that the store atmosphere has a significant positive effect on shopping lifestyles. In addition, Mira's research (2023) found that store atmosphere has a significant positive effect on shopping lifestyle.

The Effect of Shopping Lifestyle on Impulse Buying (Hypothesis 3)
Based on the results of research data processing, shopping lifestyle effects impulse buying. The results of data processing show that Ho is rejected and Ha is accepted, because the t-value > t-table value (2.157 > 1.96) in other results with a p-value <0.05 (0.033 < 0.05). The coefficient value is closely correlated with a positive effect because a better shopping lifestyle triggers impulse buying.
This finding is in line with previous research conducted by Elik Astari & Ari Sudiartini (2024) which found that shopping lifestyle has a significant positive effect on impulse

buying. In addition, Rohandi's research (2024) found that shopping lifestyle has a partially significant effect on impulse buying.

The Effect of Store Atmosphere on Impulse Buying through Shopping Lifestyle as a Mediator (Hypothesis 4)

Based on the results of data processing of the research project, it is clear that store atmosphere through shopping lifestyle effects impulse buying. The results of data processing show that Ho is rejected and Ha is accepted, because based on the indirect effect test, the p-value is obtained <0.05 (0.036 < 0.05). The coefficient value is closely correlated with a positive effect because of the thought that the suitability and attractiveness of the store atmosphere presented to consumers will affect the increase in shopping lifestyle in consumers who feel that the store atmosphere is in accordance with their lifestyle, especially in terms of shopping activities, in this case which will lead to increased impulse buying.

This finding is in line with previous research conducted by Anggraeni et al. (2020) which found that shopping lifestyle as a mediator has a significant positive effect in mediating store atmosphere on impulse buying. In addition, Rika Rismawati's research (2022) found that shopping lifestyle as a mediator has a significant positive effect in mediating store atmosphere on impulse buying.

CONCLUSION

Based on the results of data analysis testing using SmartPLS 3.2.9 which has been described in the previous chapter, it can be used to reach the conclusion of the research results as follows: (1) store atmosphere has a significant positive effect on impulse buying among consumers of X Retail Store in Semarang City. These results indicate that when the store atmosphere is getting better, the more impulse buying will occur, (2) store atmosphere has a positive and significant effect on shopping lifestyle for consumers of X Retail Store in Semarang City. These results indicate that when there is a good and supportive store atmosphere, it can improve the shopping lifestyle of consumers, (3) shopping lifestyle has a positive and significant effect on impulse buying in consumers of X Retail Store in Semarang City. These results indicate that when there is a better shopping lifestyle, it triggers impulse buying, and (4) store atmosphere has a positive and significant effect on impulse buying through shopping lifestyle as a mediator for consumers of X Retail Stores in Semarang City. These results indicate that when a suitable and attractive store atmosphere is presented to consumers, it will affect the increase in shopping lifestyle in consumers who feel that the store atmosphere is in accordance with their lifestyle, especially in terms of shopping activities, in this case it will cause an increase in impulse buying.

LIMITATION

This research is still limited by using store atmosphere and shopping lifestyle variables that affect impulse buying. It is hoped that future researchers will consider other variable factors that may affect impulse buying, but are not considered in this study, such as: discounts, sales promotions, hedonic shopping motivation, fashion involvement, and panic buying to get a better understanding of impulse buying.

On the other hand, the scope of this research is limited to the retail business sector, which is located at X Retail Store in Semarang City. Respondents who participated in this study were consumers of X Retail Store who live in Semarang. Future research needs to increase the number of respondents from various cities and even choose X Retail Store in a wider scope not only those located in Semarang City to achieve better generalization.

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