

## **Retail Visual Stimulus and Consumer Affective Responses in Impulse Buying**

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### **A B S T R A C T**

This study aims to analyze the influence of visual merchandising and store atmosphere on impulse buying among merchandise store consumers at Ciputra Citra Raya Mall, Tangerang, both partially and simultaneously. This study uses a quantitative approach with a survey method. Data were collected by distributing Likert-scale questionnaires to 100 respondents who were consumers who made transactions at merchandise stores, with a sampling technique in a population whose exact number was not identified. Data analysis was carried out using SPSS version 25 which includes validity tests, reliability tests, normality tests, partial correlation analysis, multiple linear regression, t-tests, F-tests, and coefficients of determination. The results show that visual merchandising and store atmosphere partially have a positive and significant effect on impulse buying. In addition, both variables simultaneously also have a significant effect on impulse buying. These findings indicate that attractive visual arrangements and a comfortable store atmosphere can create emotional stimuli that encourage consumers to make spontaneous purchases. This study provides an empirical contribution to the study of retail consumer behavior and can be a basis for managerial considerations in designing marketing strategies for merchandise stores in shopping centers.

**Key word:** Impulse Buying, Retail, Store Atmosphere, Visual Merchandising

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## **INTRODUCTION**

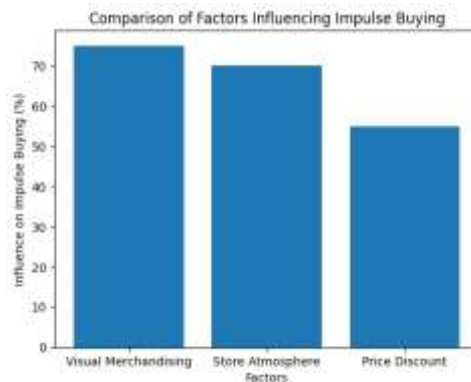
The modern retail sector in Indonesia is currently facing intense competition, particularly in large shopping centers. The shift in the function of malls from mere shopping venues to experiential consumption spaces requires businesses to engage customers emotionally. In this ecosystem, lifestyle or merchandise outlets are required to present a strong environmental stimulus. The goal is not merely aesthetics, but also to trigger psychological responses that lead visitors to unexpected purchasing decisions.

Impulse buying is defined as spontaneous shopping actions that arise from external stimuli from the store atmosphere. This phenomenon is a crucial focus for retail marketers because it has a direct impact on daily transaction volume. Therefore, the arrangement of product visuals, or visual merchan-

dising, and the creation of an appropriate interior atmosphere are strategic instruments. Effectively managing these elements is crucial in determining whether a consumer will feel compelled to purchase items beyond their initial plans.

The urgency of managing these non price elements is supported by data on factors influencing impulsive shopping behavior. Based on indicator comparisons, Visual Merchandising holds a dominant position with a 75% influence, followed by Store Atmosphere at 70%. Meanwhile, Price Discounts ranked lowest, contributing 55%. This figure reflects that visual stimulation is the primary entry point for attracting consumers, while store atmosphere plays a vital role in maintaining comfort and extending dwell time. Conversely, price discounts, while still relevant, tend to provide only momentary stimulation and are less effective in building a deep shopping experience.

Real world conditions at Ciputra Mall Tangerang demonstrate a gap between the potential of this data and its implementation in the field. Stores often have crowded layouts and minimal visual differentiation, which, according to literature, can reduce shopping enthusiasm (Levy, M., & Weitz 2012). Suboptimal sensory elements such as lighting and music also risk suppressing positive customer emotions (Turley & Milliman, 2000). This is despite the fact that the characteristics of customers, predominantly urban families and the younger generation, demand high spatial aesthetics. Reliance on conventional discount strategies without the support of store atmosphere management will only have a short-term sales impact (Kotler & Keller, 2016).



**Figure 1. Comparison of Factors Influencing Impulse Buying**

Source: Processed data from various retail studies (adapted)

Empirical evidence from various studies in Indonesia indicates that visual merchandising and store atmosphere significantly influence impulse buying, but the results are not always consistent across retail contexts. Research at MINISO Surabaya found that both variables simultaneously significantly influence consumer impulse buying, with a significant contribution (Anggraini & Sulistyowati, 2020). Conversely, research at several other retail outlets indicates that store atmosphere does not always significantly influence impulse buying, depending on consumer characteristics and store context

(Wijaya & Setyawan, 2020).

These findings reinforce the argument that an experiential retailing approach is an essential strategy in facing today's modern retail competition. The gap between theory and reality on the ground creates an urgent need for a more in depth study, particularly at the Ciputra Mall Tangerang store, which has unique market dynamics. Optimizing visual and atmospheric elements is no longer a supplement, but rather a key factor in stimulating sustained impulse buying. The results of this analysis are expected to provide strategic recommendations for retail managers in designing more effective spatial marketing.

## RESEARCH METHODS

This study employed a quantitative design using a survey method to analyze the impact of visual merchandising and store atmosphere on impulse buying behavior among merchandise store visitors at Ciputra Citra Raya Mall, Tangerang. Given that the consumer population cannot be predicted with certainty (Pradana and Wahyuningdyah 2019), a non probability sampling technique using the accidental sampling method was used. A sample of 100 individuals was selected to meet the regression analysis criteria. Data were collected using a Close ended questionnaire with a 5-point Likert scale. To ensure content validity and novelty, the measurement indicators for each variable were adapted from empirical studies as follows:

- a. Visual merchandising, measured using indicators adapted by (Agustiadi et al., 2023), covering the dimensions of window displays, mannequin floor displays, merchandising, and promotional signage.
- b. Store atmosphere, adapted from (Munawaroh & Simon, 2023), which assesses dimensions such as exterior amenities, interior appearance, general interior design, and store layout.
- c. Impulse buying, these indicators were adapted from (Utami, 2017), which include purchase urgency, positive affect, in-store browsing, shopping enjoyment, time availability, money availability, and impulse buying tendencies.

To ensure the quality of the instrument, bivariate correlation validity and Cronbach's Alpha reliability tests were conducted using SPSS 25. A series of data tests included normality tests, multiple linear regression, partial correlation, hypothesis testing (t test and F test) and the coefficient of determination (R<sup>2</sup>).

## RESULTS AND DISCUSSION

### RESULTS

**Table 1. Descriptive Analysis**

Characteristics	Frequency	Total	Percentage	Total
<b>Gender</b>				
Male	28	100	28	100
Female	72		72	
<b>Age</b>				
17 - 26 years	91	100	91	100
27 - 36 years	6		6	
37 - 46 years	2		2	
>47 years	1		1	
<b>Occupation</b>				
Students	53	100	53	100
Employees	38		38	
Housewives	6		6	
Civil Servants	3		3	
<b>Education</b>				
Senior High School	38	100	38	100
Vocational High School	30		30	
Islamic High School	5		5	
Associate Degree (D3)	9		9	
Bachelor's Degree (S1)	18		18	

Source: Data processed by researchers, 2025

This study used a sample of 100 respondents, with a predominance of women (72%) compared to men (28%). Chronologically, the majority of participants were young, aged 17-26, accounting for 91.0%, while other age groups represented only 1.0% to 6.0%. In terms of occupational status, more than half of the respondents were students (53.0%), followed by employees (38.0%), and a small proportion were housewives and government officials (civil servants/military/police). Regarding educational background, the data distribution shows that high school and vocational high school graduates dominated, with a combined total of 68.0%. The remainder were higher education graduates, including bachelor's degrees (18.0%), diplomas (9.0%), and madrasahs (5.0%). This composition reflects the characteristics of the respondents, who are predominantly young academics and the productive workforce.

**Table 2. Validity Test**

Variable	No. of item	Mean	Criteria
Visual Merchandising (X1)	10	0.510	Valid
Store Atmosphere (X2)	10	0.411	Valid
Impulse Buying (Y)	10	0.385	Valid

Source: Data processed by researchers, 2025

The results of testing all research indicators show a Corrected Item–Total Correlation value (r count) that exceeds the Pearson correlation coefficient value ( $r_{table} = 0.195$ ), so it can be concluded

that all statement items from each Visual Merchandising (X1), Store Atmosphere (X2), and Impulse Buying (Y) variable meet the validity criteria.

**Table 3. Reability Test**

Variable	Croanbach's Alpha	Criteria
Visual Merchandising (X1)	0.827	Reliable
Store Atmosphere (X2)	0.752	Reliable
Impulse Buying (Y)	0.725	Reliable

Source: Data processed by researchers, 2025

The results of the reliability test of the visual merchandising, store atmosphere, and impulse buying variables showed a Cronbach's Alpha value that exceeded the minimum limit of 0.60, so that all statement items in this research questionnaire can be stated to have a good level of internal consistency and are considered reliable.

**Table 4. Variable Descriptive Analysis**

Model	Asymp. Sig.	B	Std. Error	Beta	t	Sig.
(Constant)		11,532	3,595		3,207	,002
Visual Merchandising (X1)	.431 <sup>c</sup>	,274	,100	,307	2,726	,008
Store Atmosphere (X2)		,394	,124	,358	3,172	,002
F Test		29.415			Sig. F	0,000
R Square		.378				

Dependent Variable: Impulse Buying (Y)

Source: Data processed by researchers, 2025

$$Y = 11,532 + 0,274X1 + 0,394X2 + \epsilon$$

This study of 100 respondents was dominated by women (72%) and the 17-26 age group (91%), the majority of whom were students. Through a normality test with a significance criterion of >0.05 referring to (Pradana and Wahyuningdyah, 2019), the data was declared normal because it reached a value of 0.431. The results of multiple linear regression analysis obtained a constant value of 11.532 which indicates the basic level of impulse buying (Y) when the independent variable is zero. The visual merchandising (X1) and store atmosphere (X2) variables each provided a positive contribution with regression coefficients of 0.274 and 0.394, indicating that optimization in these two aspects will trigger an increase in consumer spontaneous shopping behavior. The validity of this influence is strengthened by the results of the t-test, where X1 (t count 2.726) and X2 (t count 3.172) both have a significance value below 0.05, so they partially have a significant effect on Y. Collectively, the results of the F test with a value of 29.415 (<0.05) confirm that both variables simultaneously have a significant impact on impulse buying. Meanwhile, the R2 value of 0.378 indicates that this model is able to explain 37.8% of the variation in consumer behavior, while the remaining 62.2% is influenced by external factors outside the scope of this study.

## DISCUSSION

### **The Influence of Visual Merchandising on Impulse Buying**

Based on the results of data analysis, it was found that the Visual Merchandising aspect made a positive contribution and had a statistically significant impact on customer Impulse Buying behavior at merchandise outlets, Ciputra Citra Raya Mall, Tangerang. This finding aligns with the Stimulus Organism Response (SOR) framework, which explains that external stimuli in the form of product visual arrangement, display layout, lighting, and visual appeal in stores can touch the emotional and cognitive sides of visitors, which then act as intermediaries for impulse buying. This visual influence is positioned as the primary stimulus that drives consumers' affective responses (Mehrabian & Russell, 1974). Attractive visual presentation can accelerate consumer attention, increase spontaneous interest, and reduce rational considerations in the purchasing decision-making process. The results of this study are not in line with the Theory of Planned Behavior framework, which postulates that individual behavior is basically rooted in intentions and rational decision-making processes, so that visual factors alone are not always the main determinant in encouraging spontaneous purchasing behavior (Ajzen, 1991). This difference indicates that in the context of modern retail, especially in merchandise stores in shopping centers, visual aspects have a more dominant role in triggering impulsive purchasing decisions compared to consumer planning considerations.

The empirical phenomenon occurring at Ciputra Citra Raya Mall, Tangerang, further reinforces the finding that visual merchandising plays a significant role in driving consumer impulse buying behavior. This shopping center consistently presents various promotional activities and exhibitions that emphasize product visual displays as the main attraction. One example is the In Store Promotion program held by the Ministry of Trade of the Republic of Indonesia in November 2022, which involved dozens of MSMEs with direct product displays in the mall's main retail area, thereby increasing consumer visual interaction with products and triggering spontaneous purchases due to intense visual stimulation (Kementerian Perdagangan RI, 2022). Furthermore, Ciputra Citra Raya Mall also hosts various national and international quality MSME bazaars that showcase fashion, craft, and merchandise products with attractive and diverse display designs, as reported by IDN Times Banten. The visual diversity of products, thematic display arrangements, and the dynamic shopping atmosphere created through these activities create strong visual stimuli and can accelerate purchasing decisions without prior planning or specific purchase intentions. This condition shows that the optimal implementation of visual merchandising in a modern retail environment, particularly in the merchandise store at Ciputra Citra Raya Mall Tangerang, not only functions as an aesthetic tool, but also becomes an aspect that plays a strategic role in stimulating emotional reactions from the buyer's side, thus leading to impulse buying behavior (IDN Times Banten, 2023).

These results are supported by various previous studies which concluded that visual appeal in stores is significantly able to encourage consumers to make unplanned purchases, which concluded that the visual arrangement of products, display appeal, and store layout are able to trigger emotional responses in consumers, thus encouraging spontaneous purchases (Fatmawati, 2023; (Pebrianti and Yuwinda 2021) (Decision, Quality, and Media 2022) (Liliyan 2024) (Irman and Ambardi 2022) Sendu et al., 2021; Annisa dan Audita, 2024). However, the results of this study are not entirely in line with those stating that visual merchandising is not the main factor in encouraging impulse buying, but rather other factors such as situational needs and personal preferences of consumers. Other studies (Kertiana and Artini 2019) and (Widayati et al. 2019) found that visual merchandising does not always succeed in triggering impulse purchases, especially if the visual elements are not accompanied by other elements that strengthen the customer experience.

### **The Influence of Store Atmosphere Display Against Impulse Buying**

The store atmosphere variable has been shown to have a significant impact on the tendency of consumers in merchandise stores at Ciputra Citra Raya Mall to shop spontaneously. In accordance with the Stimulus Organism Response (SOR) approach, elements such as background music and lighting are positioned as external triggers that influence customers' internal conditions, resulting in unplanned purchasing decisions (Mehrabian & Russell, 1974). A pleasant store atmosphere not only increases shopping comfort but also extends the duration of the visit and weakens consumers' self control over purchasing decisions. These results do not support the proposition of the Theory of Planned Behavior, where individual behavior is usually considered a direct consequence of their intentions and rational thinking, so the influence of store atmosphere is not always a major factor in encouraging impulsive buying (Ajzen, 1991). This difference shows that in the context of modern retail in shopping centers, emotional factors and sensory experiences presented through store atmosphere have a more dominant role than the rational planning process in shaping consumer impulse buying behavior.

The real phenomena that occur in the field also strengthen the fact that store atmosphere plays a role in influencing impulse buying behavior at Ciputra Citra Raya Tangerang Mall. The various activities and events held at this mall consistently create a dynamic and engaging shopping atmosphere for visitors. For example, Ciputra Citra Raya Mall hosted the Tangerang Regency MSMEs exhibition for two full weeks, where visitors could explore a variety of fashion, food, and craft products with varied and interactive displays, thus increasing spontaneous interest in purchasing the products on display (Tangerang News, 2021). Furthermore, in April 2024, the month long Tangerang Gemilang Book Fair was held with various competitions and community events that enriched the store atmosphere and invited more visitors to linger in the shopping area, which could increase the opportunity for impulse purchases (Indoposnews, 2024). Not only internal events, the opening of the AEON store in

September 2024 also became a new attraction that expanded the product selection and shopping convenience in this mall, so that the overall atmosphere became more attractive and diverse for consumers (JakartaTerkini, 2024). These various series of activities and tenant updates demonstrate how a lively, interactive, and activity-filled store atmosphere can enhance visitors' sensory experiences, which in turn supports impulse purchases in a retail environment.

In line with the research results (Supriono, 2018; Yulianti & Wikondo, 2019; Santoso & Risan, 2023; Dahmiri et al, 2023) the strategically managed store atmosphere to touch the psychological side and consumer comfort has a positive correlation to the increase in unplanned transactions, but different from the research conducted by (Kertiana and Artini 2019), (Wijaya and Setyawan 2020) and (Ardiana and Hayani 2025) which found that the store atmosphere was not perceived by consumers as a stimulus strong enough to trigger impulsive purchases and an inappropriate atmosphere did not encourage impulsive consumer responses.

### **Simultaneous Influence of Visual Merchandising and Store Atmosphere on Impulse Buying**

Based on the research findings, the variables of visual merchandising and store atmosphere together have a significant impact on the impulse buying behavior of merchandise store visitors at Ciputra Citra Raya Mall Tangerang. These results reinforce the relevance of the Stimulus Organism Response (SOR) theory, which posits that visual product displays and a comfortable shopping environment can influence consumers' emotional states and encourage impulsive purchases. The combination of attractive displays, effective layout, and a pleasant store atmosphere creates a persuasive shopping experience, leading consumers to make unplanned purchases. This theoretically demonstrates a discrepancy with the Theory of Planned Behavior, which views shopping behavior as the result of planned intentions, not simply a response to external stimuli. This indicates that the effectiveness of visual merchandising and store atmosphere is highly dependent on the specific context and personal motivations of each customer.

Findings Pancaningrum, (2017) indicate a positive and significant correlation between visual merchandise and store atmosphere with consumers' tendency to make impulse purchases. Both elements are considered key factors behind unplanned shopping decisions. However, this is refuted by (Kertiana and Artini 2019) who found that visual arrangement and store atmosphere actually have a negative and insignificant impact on impulse buying behavior. They suggest that other variables are more dominant in triggering this behavior.

### **CONCLUSION**

This study confirms that visual merchandising and store atmosphere are stimulus strategies that simultaneously trigger impulsive buying behavior among consumers in merchandise stores at Ciputra

Citra Raya Mall. Through the Stimulus Organism Response (SOR) framework, visual appeal serves as a primary attention grabber, while the store atmosphere constructs an emotional state that increases consumer engagement. The synergy of these two elements creates a shopping experience that can transform observed intentions into spontaneous purchasing decisions. This confirms that the aesthetic elements of the retail environment are not merely decorations, but rather psychological instruments for directing consumers' affective responses. Limitations of this study include variables that have not yet touched on psychological dimensions such as hedonic motivation and positive emotions, as well as limited generalizability due to the use of a single sample. Referring to the thinking of (Kotler & Keller, 2016), retail management is advised to optimize the arrangement of the store environment to maintain customer impulsivity. For scientific development, future researchers are expected to expand the research model by integrating variables such as perceived enjoyment or hedonic shopping motivation and broaden the research locus to obtain more universal validity of the findings.

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