

How Store Atmosphere Drives Impulse Buying: The Roles of Emotion, Value, and Self-Control

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ABSTRACT

Purpose This study examines how store atmosphere influences impulse buying behavior among Generation Z consumers in Indonesia through the sequential mediating roles of emotional arousal and perceived value, as well as the dual moderating role of self-control. **Methodology** A quantitative, explanatory design was applied with data from 300 Gen Z consumers who shop offline at Oh!Some Store. Using purposive sampling and SEM-PLS analysis with SmartPLS 4, the study tested both direct and indirect effects. **Findings** Results reveal that store atmosphere significantly enhances emotional arousal and directly affects impulse buying. Emotional arousal increases perceived value, forming a sequential mediation pathway that links sensory stimuli to spontaneous purchases. Moreover, self-control moderates both the direct relationship between store atmosphere and impulse buying and the indirect path through perceived value, indicating that individuals with higher self-regulation are less likely to buy impulsively. **Suggestions** Future research may explore other consumer groups or retail formats and integrate additional psychological variables to expand the understanding of emotional-cognitive mechanisms underlying impulse buying.

Keywords: Store Atmosphere; Emotional Arousal; Impulse Buying; Perceived Value; Self-Control.

ABSTRAK

Tujuan Studi ini meneliti bagaimana atmosfer toko memengaruhi perilaku pembelian impulsif di kalangan konsumen Generasi Z di Indonesia melalui peran mediasi berurutan dari gairah emosional dan nilai yang dirasakan, serta peran moderasi ganda dari pengendalian diri. **Metodologi** Desain kuantitatif eksploratif diterapkan dengan data dari 300 konsumen Gen Z yang berbelanja offline di Oh!Some Store. Menggunakan pengambilan sampel bertujuan dan analisis SEM-PLS dengan SmartPLS 4, studi ini menguji efek langsung dan tidak langsung. **Temuan** Hasil menunjukkan bahwa atmosfer toko secara signifikan meningkatkan gairah emosional dan secara langsung memengaruhi pembelian impulsif. Gairah emosional meningkatkan nilai yang dirasakan, membentuk jalur mediasi berurutan yang menghubungkan rangsangan sensorik dengan pembelian spontan. Selain itu, pengendalian diri memoderasi hubungan langsung antara atmosfer toko dan pembelian impulsif serta jalur tidak langsung melalui nilai yang dirasakan, menunjukkan bahwa individu dengan regulasi diri yang lebih tinggi cenderung kurang melakukan pembelian impulsif. **Saran** Penelitian selanjutnya dapat mengeksplorasi kelompok konsumen atau format ritel lain dan mengintegrasikan variabel psikologis tambahan untuk memperluas pemahaman tentang mekanisme emosional-kognitif yang mendasari pembelian impulsif.

Kata kunci: Suasana Toko; Gairah Emosional; Pembelian Impulsif; Nilai yang Dirasakan; Pengendalian Diri

INTRODUCTION

Generation Z represents a cohort of consumers whose shopping behavior is profoundly shaped by emotional and sensory experiences. Unlike previous generations, Gen Z does not merely seek products for functional satisfaction but values emotional gratification and experiential engagement throughout the shopping process. Environmental cues such as lighting, scent, music, and store layout serve as emotional triggers that stimulate arousal and affective responses. Sensory branding elements particularly scent and light temperature can significantly enhance emotional arousal and perceived pleasure, reinforcing consumers' attachment to physical retail spaces (Tonin et al., 2024). Similarly, visually stimulating merchandising not only strengthens emotional connection but also increases the likelihood of unplanned purchases among Gen Z consumers (Aires et al., 2024). These findings emphasize that sensory stimuli act as psychological catalysts that link store atmosphere with impulse purchasing behavior.

Moreover, sensory intensity such as ambient music tempo and color warmth directly shapes consumers' perceived value and emotional engagement, fostering impulse-driven purchasing behavior (Ngo, Nguyen, Mai, Nguyen, et al., 2025a). Immersive sensory experiences, whether in physical or virtual retail environments, trigger psychophysiological responses such as excitement and joy, both of which are strong emotional precursors to impulsive actions (Ülker et al., 2025). Together, these studies highlight that Gen Z's shopping tendencies are fundamentally emotional and sensory in nature. For this generation, the retail environment functions not only as a purchasing venue but also as an emotional playground a space where sensory experiences and affective states converge to influence decision-making and brand perception.

The store atmosphere encompassing visual, olfactory, auditory, spatial, and social cues plays a pivotal role in shaping consumers' emotional states and spontaneous purchasing behavior. A well-designed atmosphere can evoke sensory pleasure, enhance mood, and reduce cognitive control, all of which contribute to impulsive decision-making (Hashmi et al., 2020). Visual elements such as color schemes and lighting influence product perception, while ambient scents and background music elevate emotional arousal and prolong store engagement (Saricam, 2023). Spatial layout and crowd density, meanwhile, affect comfort and flow, subtly guiding purchase intentions. Social cues, including staff friendliness and the presence of other shoppers, further amplify emotional contagion and perceived enjoyment, reinforcing impulse buying tendencies (Almaz & Suryawardani, 2026).

Understanding how store atmosphere influences impulse buying behavior is vital to explaining the emotional dynamics underlying modern retail experiences. The sensory and aesthetic components of retail environments such as color schemes, lighting, scent, and sound can stimulate emotional arousal and shape consumers' perceptions of value. A positive atmosphere enhances mood and pleasure, encouraging unplanned purchases as shoppers respond emotionally rather than rationally to environmental cues. Recent findings indicate that heightened emotional arousal diminishes self-regulatory control, making consumers more prone to impulsive decisions when shopping in stimulating settings (Trivedi & Joshi, 2025). Similarly, perceived value plays a mediating role, where consumers who interpret a pleasurable and immersive environment as offering high experiential worth are more likely to engage in impulsive buying behavior (Sun et

al., 2023). These insights emphasize that store atmosphere is not a mere aesthetic component but a psychological stimulus that activates affective responses and purchasing impulses.

Emotional arousal does not only influence consumers' affective states but also shapes their cognitive evaluations of value within a retail setting. Based on the Affect-as-Information Theory, individuals tend to use their emotional responses as information when evaluating experiences or environments (Caruelle et al., 2024; Schwarz & Clore, 1983). When shoppers feel excited, joyful, or emotionally engaged, these positive emotions are interpreted as indicators that the experience is rewarding and valuable. Similarly, the Appraisal Theory Lazarus (1991) posits that emotions are the result of individuals' evaluations of stimuli in relation to their goals and well-being. In a retail context, when consumers experience positive emotional arousal due to a pleasant store atmosphere, they cognitively appraise this emotion as a sign of satisfaction, which enhances their perceived value of the shopping experience. Therefore, emotional arousal acts as a psychological bridge connecting environmental stimuli with perceived value, reinforcing the emotional foundation of impulse buying behavior (Ngo, Nguyen, Mai, & Nguyen, 2025).

However, the extent to which store atmosphere influences impulse buying is also contingent upon individual psychological traits such as self-control. While emotional arousal drives impulsive behavior, self-control acts as a moderating mechanism that determines whether emotional impulses translate into actual purchases. Consumers with strong self-control are more capable of regulating affective responses and resisting situational temptations, whereas those with low self-control are more vulnerable to hedonic cues and environmental stimuli (Artadita & Firmialy, 2024). This moderating process becomes especially relevant for Generation Z consumers, who are characterized by high emotional sensitivity and experiential orientation in shopping contexts (Hoang & Khoa, 2022). Hence, examining how emotional arousal, perceived value, and self-control interact within the atmospheric context of offline retail environments such as Oh!Some Store offers a more nuanced understanding of the psychological mechanisms that drive impulse buying among contemporary consumers.

Furthermore, this study adopts a sequential mediation approach, emphasizing that emotional arousal and perceived value work together in a step-by-step psychological process rather than independently. When consumers experience emotional excitement or pleasure in response to a stimulating store atmosphere, these emotions first shape how they feel in the moment. Subsequently, they evaluate this emotional experience cognitively, forming judgments about the store's overall value. This process reflects the affect cognition relationship, where feelings serve as the foundation for later cognitive appraisals that guide behavior (Ahmed et al., 2025; Bagozzi et al., 1999). In this way, emotional arousal acts as the immediate affective response, while perceived value represents the reflective evaluation that leads to impulse buying. Recognizing this sequence helps clarify how environmental stimuli influence consumer decisions through both emotional and cognitive pathways.

Additionally, the study applies a dual moderation perspective to explain the complex role of self-control in impulse buying behavior. Drawing from the self-regulation theory (Baumeister, 2002; Feng et al., 2024), self-control is seen as a balancing force that affects both emotional and cognitive responses. On the emotional side, individuals

with higher self-control can better resist affective impulses triggered by store atmospheres, while on the cognitive side, they are less likely to justify spontaneous purchases even when they perceive high value in the experience. By examining self-control across both the emotional and value-based pathways, this study provides a more comprehensive understanding of how regulatory ability moderates impulsive behavior, especially among Generation Z consumers who are emotionally driven yet self-aware in their shopping choices.

The urgency of this study emerges from the rapid transformation of the retail industry, which is increasingly shaped by Generation Z's demand for immersive, emotionally engaging, and multisensory shopping experiences. This generation values stimulation and interaction over transactional convenience, pushing retailers to rethink how environmental cues such as lighting, scent, color, and spatial arrangement affect consumer emotions and purchasing behavior. Understanding how store stimuli trigger impulsive buying is therefore essential, not merely for boosting sales but also for guiding ethical and sustainable retail design that prioritizes consumer well-being and responsible decision-making. For Oh!Some Store, which targets Gen Z consumers through offline retail experiences, the insights from this research are particularly vital to maintaining competitiveness in an emotionally driven market while ensuring that atmospheric strategies enhance engagement without fostering excessive or irrational consumption (Ainurrafiq & Ainurrafik, 2024; Amelia & Ronald, 2021; Baudracco, 2024).

Although research on impulse buying and store atmosphere has grown considerably, studies integrating psychological and environmental perspectives remain limited. Most prior works have concentrated on Western or online shopping contexts, overlooking how cultural and behavioral nuances influence consumer impulsivity in emerging markets like Indonesia (Kacen & Lee, 2002). Only a few have examined the combined mediating roles of emotional arousal and perceived value, even though these constructs are critical in explaining how sensory cues translate into spontaneous purchasing behavior (Fanggidae et al., 2025). Furthermore, the moderating role of self-control which governs the extent to which emotional stimulation leads to impulsive action has been underexplored in offline, experience-based retail environments. Consequently, research focusing on Indonesian Generation Z consumers remains scarce, highlighting the need to develop a more comprehensive model that captures the interplay between environmental stimuli, emotional mechanisms, and individual self-regulation within the offline retail context (Ngo, Nguyen, Mai, Nguyen, et al., 2025).

Earlier studies on consumer behavior have predominantly focused on the direct influence of store atmosphere on purchase decisions, highlighting how visual, auditory, and olfactory stimuli affect consumer mood and satisfaction, yet often neglecting the internal psychological processes that mediate these effects (Nguyen & Nham, 2022). More recent research has begun to incorporate psychological variables such as emotional regulation, hedonic motivation, and self-control as moderators that shape how consumers respond to environmental cues (Le et al., 2024). However, empirical evidence exploring these integrated relationships within the context of emerging markets remains limited, particularly in understanding how emotional arousal and perceived value jointly mediate the impact of store atmosphere on impulse buying (Yang et al., 2021). This study advances the Stimulus-Organism-Response (S-O-R) framework by developing a comprehensive model that simultaneously examines mediation and moderation effects, thereby offering a deeper understanding of the cognitive emotional

mechanisms driving impulsive purchasing behavior among Generation Z consumers in offline retail environments (Pacheco et al., 2022).

This research is expected to make several significant contributions to both theory and practice within the fields of consumer behavior and retail marketing. Theoretically, it advances the Stimulus-Organism-Response (S-O-R) framework by integrating emotional arousal and perceived value as dual mediators while incorporating self-control as a moderating variable, offering a more comprehensive understanding of the psychological mechanisms underlying impulse buying in offline retail environments (Pacheco et al., 2022). This integrative approach provides empirical evidence that bridges the gap between environmental psychology and consumer decision-making, particularly for Generation Z consumers, whose emotional responsiveness and experiential orientation differ from previous generations. From a managerial perspective, the study contributes actionable insights for retail managers and designers, such as Oh!Some Store, in optimizing atmospheric cues lighting, scent, music, and spatial design to evoke positive emotions and enhance perceived value while maintaining ethical standards to prevent excessive impulsive consumption. Socially, this research supports the development of responsible retailing practices by highlighting the importance of balancing experiential engagement with consumer well-being, ultimately fostering emotionally satisfying yet mindful consumption behavior in contemporary retail spaces.

HYPOTHESIS DEVELOPMENT

Stimulus-Organism-Response (S-O-R)

The Stimulus-Organism-Response (S-O-R) model, originally introduced by Mehrabian and Russell, provides a foundational framework for explaining how environmental stimuli influence consumer emotions and behaviors (Kurniawan et al., 2021). Within this model, the stimulus refers to external environmental cues such as store atmosphere elements including lighting, color, scent, and music that stimulate consumers' sensory and emotional perceptions. The organism represents the internal psychological state of consumers, encompassing both emotional arousal and cognitive evaluations such as perceived value, which mediate the connection between environmental stimuli and behavioral reactions (Erensoy et al., 2024). Finally, the response component reflects consumers' observable behaviors, such as impulse buying, which often occurs when emotional stimulation surpasses rational decision-making and self-control mechanisms. Through this framework, the S-O-R model explains how sensory-driven retail environments shape consumers' emotional experiences and purchasing actions, making it highly relevant for analyzing impulse buying in contemporary offline retail contexts.

Store Atmosphere

The concept of store atmosphere refers to the deliberate design of a retail environment through sensory and spatial elements that influence customers' perceptions, emotions, and purchase behavior (Trivedi & Joshi, 2025). It encompasses various dimensions, including visual (lighting, color, display), auditory (music tempo and volume), olfactory (scent), tactile (temperature and texture), and social (interaction with staff and other shoppers), which work synergistically to create a coherent experiential ambiance. A strategically designed store atmosphere can elicit positive emotional states such as

excitement, pleasure, and relaxation, which increase the likelihood of extended store visits and impulse buying tendencies (Saricam, 2023). Recent studies emphasize that the store environment not only serves a functional role but also operates as a psychological and affective stimulus that strengthens consumers' emotional connection to the brand. In the context of Generation Z, who are highly responsive to sensory engagement, store atmosphere functions as a powerful experiential cue that shapes perceived value, satisfaction, and spontaneous purchase behavior in offline retail settings.

Emotional Arousal

Emotional arousal explains how individuals experience varying levels of psychological and physiological activation when exposed to environmental stimuli, which in turn influence their emotional states and subsequent behaviors. In the retail context, emotional arousal represents the degree of excitement, pleasure, or stimulation that consumers experience in response to sensory and atmospheric cues such as color, scent, lighting, and background music within a store environment (Caruelle et al., 2024b). Elevated levels of emotional arousal enhance positive feelings, hedonic motivation, and engagement, often reducing rational control and increasing the likelihood of spontaneous or impulsive purchasing behavior. Conversely, when arousal levels are low, consumers tend to feel less emotionally stimulated, resulting in decreased attention and weaker behavioral responses. Within the Stimulus-Organism-Response (S-O-R) framework, emotional arousal functions as the internal psychological mechanism that mediates the relationship between store atmosphere and behavioral outcomes, transforming sensory stimuli into emotional impulses that drive purchasing decisions (Ngo, Nguyen, Mai, Nguyen, et al., 2025a).

Perceived Value

The concept of perceived value describes how consumers assess the overall worth of a product or shopping experience by weighing what they gain against what they give up, such as time, effort, and money. In today's retail environment, perceived value is no longer limited to functional benefits but increasingly shaped by emotional and experiential factors. A well-crafted store atmosphere featuring pleasant lighting, music, scent, and design can make consumers feel that the shopping experience itself carries added value beyond the product being purchased (Erensoy et al., 2024). When customers feel emotionally satisfied and perceive high experiential value, they are more likely to respond positively to the environment, stay longer in the store, and even make impulsive purchases. This sense of value comes from the pleasure, comfort, and enjoyment that the atmosphere evokes, reinforcing the idea that buying is as much about feeling good as it is about acquiring goods (Yang et al., 2021). Within the Stimulus-Organism-Response (S-O-R) framework, perceived value acts as the cognitive link between sensory experiences and consumer behavior, showing how emotional evaluations turn into meaningful buying actions.

Self-Control

Self-control plays a crucial role in understanding why some consumers resist impulsive temptations while others give in to them. In consumer psychology, self-control is defined as an individual's ability to regulate emotions, impulses, and behaviors in pursuit of long-term goals rather than short-term gratification. People with higher self-control

tend to evaluate their purchasing decisions more rationally, showing restraint even in highly stimulating retail environments, while those with lower self-control are more susceptible to emotional cues and hedonic triggers that encourage unplanned purchases (Artadita & Firmialy, 2024). This concept has become increasingly important in the study of impulse buying, especially among younger consumers like Generation Z, who are highly responsive to environmental and sensory stimuli. Research shows that self-control functions as a moderating factor within the Stimulus-Organism-Response (S-O-R) model, influencing how emotional arousal and perceived value translate into behavioral outcomes (Hoang & Khoa, 2022). In other words, even when a store atmosphere successfully triggers emotional engagement, individuals with stronger self-control can manage their impulses more effectively, preventing emotional responses from turning into spontaneous purchases. This dynamic-highlights the psychological balance between external stimuli and internal regulation, making self-control a key factor in shaping ethical and sustainable consumer behavior in experiential retail contexts.

Impulse Buying

Impulse buying is one of the most fascinating aspects of consumer behavior because it reflects how emotions can often guide decisions more strongly than logic. It occurs when consumers make unplanned purchases driven by sudden urges, often triggered by the atmosphere or sensory experiences within the store. In today's retail landscape, impulse buying is viewed not as an entirely irrational act but as an emotional and psychological response to environmental stimuli such as color, scent, lighting, and music that heighten excitement and pleasure (Goel et al., 2024). These emotional cues reduce cognitive control and activate hedonic motivations, leading consumers to buy on impulse simply because it "feels right" in the moment. Recent studies suggest that impulse buying is also a way for individuals especially Generation Z to express mood, relieve stress, or seek emotional gratification through shopping experiences (Trivedi & Joshi, 2025). In this sense, buying behavior becomes a form of self-expression and emotional regulation rather than a purely economic choice. Furthermore, the tendency to act on impulse is shaped by both the external environment and personal factors such as self-control, meaning that the same store atmosphere can affect consumers differently depending on their emotional stability and personality traits. Ultimately, impulse buying reflects a delicate balance between sensory stimulation and self-regulation, showing how emotions and environments work together to shape consumer experiences and decisions (Rafdinal et al., 2025).

The Relationships between variable

A store's atmosphere represents one of the most influential factors that shape how consumers think, feel, and act during their shopping experiences. The combination of visual, auditory, and olfactory elements such as lighting, music, scent, and color creates an environment that stimulates sensory perception and emotional responses. When these elements are carefully designed, they not only capture attention but also evoke pleasure, comfort, and curiosity. Research suggests that such atmospheric cues lead consumers to spend more time in stores and to make purchases that are often unplanned (Saricam, 2023). As a result, store atmosphere does not merely function as an aesthetic backdrop but as a psychological trigger that drives behavioral outcomes. Therefore, it is expected that a well-crafted atmosphere significantly influences

consumers' impulse buying.

H1: Store atmosphere has a positive and significant effect on impulse buying.

In addition to directly affecting behavior, store atmosphere strongly influences shoppers' emotional states, particularly their level of arousal. A vibrant and sensory-rich environment can heighten excitement, stimulate the senses, and generate a feeling of liveliness within the retail space. Music tempo, lighting warmth, and pleasant scents can all elicit emotional activation that makes the shopping experience more immersive and enjoyable (Barros et al., 2019). This heightened emotional response captures the essence of the Organism stage within the S-O-R framework, illustrating how stimuli transform into inner psychological energy. When consumers feel emotionally charged by their surroundings, they become more open to engaging with products and marketing messages.

H2: Store atmosphere has a positive and significant effect on emotional arousal.

The intensity of emotional arousal also shapes how consumers perceive the overall value of their shopping experience. When individuals feel emotionally engaged or excited, they tend to evaluate the experience as more rewarding and meaningful. Positive emotional states can amplify perceived quality, enjoyment, and satisfaction, leading consumers to associate higher value with the store environment itself (Aires et al., 2024). This process reveals how emotions not only drive behavior but also influence perceptions of worth and benefit. Emotional arousal, therefore, enhances perceived value by turning the act of shopping into a pleasurable and personally fulfilling experience that extends beyond the product.

H3: Emotional arousal has a positive and significant effect on perceived value.

Perceived value is a vital component in understanding consumer decision-making in experiential retail. It represents the overall assessment of what consumers feel they receive emotionally, cognitively, and sensorially relative to what they give up in effort, time, and money. When consumers perceive high experiential value, they are more satisfied and more inclined to buy spontaneously (Chauhan et al., 2021). A store atmosphere that offers emotional gratification, comfort, and excitement heightens the perceived worth of the experience. As a result, shoppers justify impulsive purchases as emotionally rewarding choices. Perceived value thus transforms environmental experiences into meaningful consumer actions.

H4: Perceived value has a positive and significant effect on impulse buying.

This study proposes a sequential mediation model in which emotional arousal and perceived value operate in an emotional cognitive sequence. When consumers encounter a pleasant and stimulating store atmosphere through appealing visuals, music, or scents they first experience emotional arousal, such as excitement or pleasure. These emotions act as the initial affective response that captures attention and enhances psychological engagement with the environment. Following this affective reaction, consumers cognitively interpret their emotional state, forming perceptions of the store's overall worth and enjoyment, referred to as perceived value. This process reflects how emotional energy is transformed into evaluative meaning that influences purchasing behavior.

The sequential relationship aligns with the Affect Cognition Behavior (ACB) framework (Bagozzi et al., 1999), which suggests that emotions precede cognitive

assessments and shape behavioral outcomes. Emotional arousal serves as the emotional trigger that activates consumers' sense of involvement, while perceived value provides the rational justification that validates the impulse to buy. For Generation Z consumers, who tend to be emotionally expressive and value immersive shopping experiences, this emotional-to-cognitive pathway offers a clear explanation of how environmental stimuli lead to spontaneous purchasing behavior.

H5: Emotional arousal and perceived value sequentially mediate the relationship between store atmosphere and impulse buying.

However, consumers differ in how they respond to these stimuli, depending on their self-control levels. Those with higher self-control can manage emotions, resist temptation, and maintain rational focus, while those with lower self-control are more prone to emotional and environmental influences (Artadita & Firmialy, 2024). This suggests that self-control moderates the link between store atmosphere and impulse buying. When self-control is strong, the stimulating effect of the environment weakens; when it is low, impulse buying becomes more likely.

H6: Self-control moderates the relationship between store atmosphere and impulse buying.

Self-control may also shape how perceived value translates into impulse buying. Consumers who perceive high experiential value but possess strong self-control may still resist impulsive urges, while those with low self-control are more easily swayed by perceived satisfaction and emotional reward (Baudracco, 2024). This moderation highlights how personal regulation influences the conversion of perceived value into behavior. Hence, even when the perceived value is high, impulse buying may vary depending on one's self-discipline.

H7: Self-control moderates the relationship between perceived value and impulse buying

Research Model

The research model in Figure 1 illustrates how store atmosphere influences impulse buying through the mediating roles of emotional arousal and perceived value. It also shows that self-control moderates the relationships between store atmosphere and impulse buying, as well as perceived value and impulse buying. This model highlights how sensory experiences, emotional reactions, and individual traits interact to shape spontaneous purchase behavior among Generation Z consumers in offline retail settings.

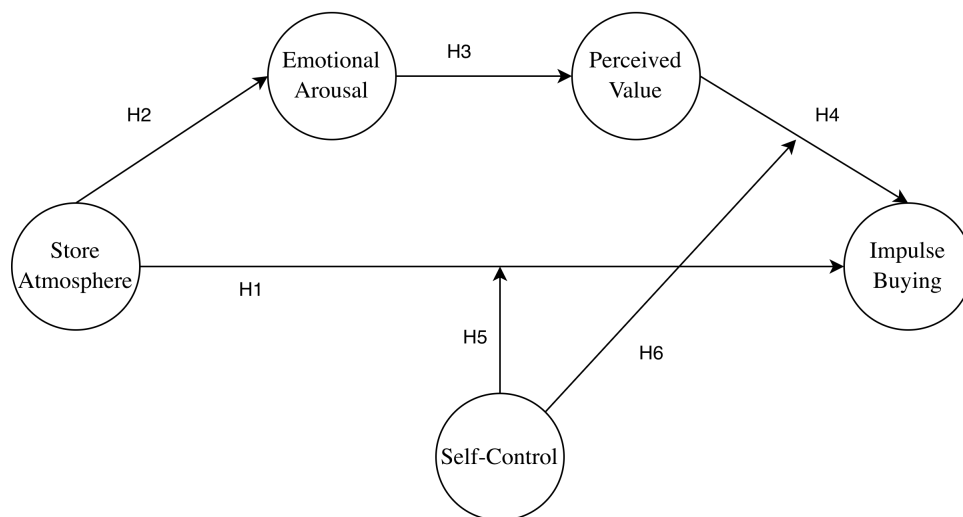


Figure 1. Research Model

METHODOLOGY

This study employed a quantitative, explanatory research design aimed at testing the causal relationships between store atmosphere, emotional arousal, perceived value, self-control, and impulse buying behavior. The approach was chosen to examine both direct and indirect effects using a structured model. Data were analyzed with Structural Equation Modeling (SEM-PLS) through SmartPLS 4, which is appropriate for predictive modeling and complex mediation-moderation analysis. The population of this study consisted of Generation Z consumers aged 18-26 years who shop offline at Oh!Some Store, a lifestyle retail brand targeting young consumers in Indonesia. Respondents were selected using purposive sampling, with specific inclusion criteria to ensure relevance to the study's objectives. Participants were required to (1) have made at least two purchases at Oh!Some Store within the past six months, (2) reside in the Greater Jakarta area, and (3) be familiar with the store's offline shopping environment. These criteria ensured that respondents had sufficient and recent experience with the brand's retail atmosphere. Data were collected through in-store intercept surveys conducted at Oh!Some Store outlets located in Tangerang. A total of 300 respondents were selected based on the minimum sample size requirements for SEM-PLS analysis, following the recommendation by that at least ten times the number of indicators be included. The sampling technique employed was purposive sampling, ensuring that only individuals fitting the defined demographic and behavioral criteria were included. This approach allowed the research to capture insights from respondents who best represent the target population for this study.

RESULTS

Respondent Characteristics

The characteristics of respondents are summarized in Table 1, describing the demographic and behavioral profiles of Generation Z consumers who shop offline at

Oh!Some Store. The table outlines key aspects such as gender, age, education, shopping frequency, spending habits, and impulse buying tendencies, providing a clear overview of the respondents' background for this study.

Table 1. Characteristics of Respondent

Characteristics	Category	Frequency (n)	Percentage (%)
Gender	Female	214	71.3%
	Male	86	28.7%
Age Range	18-20 years old	75	25%
	21-23 years old	150	50%
	24-26 years old	75	25%
Education Level	High school graduate	60	20%
	Undergraduate student	165	55%
	Graduate (Bachelor's degree)	75	25%
Shopping Frequency	Once a month	60	20%
	1-2 times per month	156	52%
	More than twice a month	84	28%
Average Spending per Visit	Below IDR 200,000	66	22%
	IDR 200,000-400,000	144	48%
	Above IDR 400,000	90	30%
Impulse Buying Tendency	Rarely impulse buying	66	22%
	Occasionally impulse buying	168	56%
	Frequently impulse buying	66	22%

(Source: Processed data, 2025)

Table 1 shows the demographic and behavioral profile of 300 Generation Z respondents. The data reveal that most respondents are female (71.3%), indicating that women tend to be more active in offline shopping. The majority fall within the 21-23 age range (50%), representing young adults who are in their most active consumer phase. In terms of education, more than half are undergraduate students (55%), suggesting they are informed and trend-conscious shoppers. Most respondents visit the store 1-2 times per month (52%), spending on average IDR 200,000-400,000 (48%) per visit. Interestingly, 56% admitted to occasionally making impulsive purchases, highlighting the emotional and experience-driven nature of Gen Z shoppers who enjoy spontaneous buying when influenced by an engaging store atmosphere.

Measurement Model

Table 2 presents the outer loading values for each indicator used to measure the study variables. All items show strong loading values above 0.70, indicating that each indicator effectively represents its respective construct. The store atmosphere indicators, with values ranging from 0.792 to 0.874, suggest that lighting, scent, layout, and staff friendliness consistently shape how respondents perceive the in-store environment. Indicators for emotional arousal show even higher loadings (0.863-0.907), meaning that feelings of excitement and engagement are well-reflected. Similarly, perceived value demonstrates excellent reliability, with loadings between 0.906 and 0.926, showing that shoppers clearly recognize the worth and enjoyment of their experience. The self-control indicators (0.813-0.867) indicate stable measurement of how respondents manage impulsive tendencies. Lastly, impulse buying items range from 0.730 to 0.839, confirming that spontaneous buying is reliably captured. Overall, these results suggest that all indicators are valid and strongly represent the study constructs, making them suitable for further model testing.

Table 2. Outer Loadings

Variable	Indicator	Outer Loading
Store Atmosphere	The store’s lighting is attractive and creates a pleasant ambiance.	0.792
	The color scheme and decoration enhance my shopping mood.	0.833
	Background music in the store feels enjoyable and matches the atmosphere.	0.804
	The scent or fragrance in the store is pleasant and inviting.	0.856
	The store layout makes it easy to find products.	0.869
	Product displays are visually appealing and well-organized.	0.864
	The staff are friendly and make the store feel welcoming.	0.874
	The overall environment makes me feel comfortable spending more time shopping.	0.851
Emotional Arousal	I feel excited when I am in the store.	0.863
	Shopping in this store makes me feel happy and enthusiastic.	0.884
	I feel emotionally stimulated by the store’s atmosphere.	0.907
	I feel energized and engaged while browsing products.	0.884
Perceived Value	Shopping in this store gives me good value for my money.	0.906
	The overall shopping experience here is worth the time and effort.	0.913
	The store provides both enjoyment and quality in its offerings.	0.926
Self-Control	I feel that I receive more benefits than what I pay for.	0.915
	I can resist buying things that I do not really need.	0.867
	I can manage my shopping impulses effectively.	0.830
	I tend to think carefully before making a purchase.	0.826
	I rarely let my emotions control my buying decisions.	0.813
	I can stay within my planned budget while shopping.	0.858
	I usually avoid unnecessary purchases even when tempted.	0.830
	I often buy things spontaneously without prior planning.	0.839
Impulse Buying	I tend to make unplanned purchases when I see something attractive.	0.813
	I find it hard to resist buying items that catch my attention.	0.821
	I often buy items to feel better or relieve stress.	0.730
	I sometimes purchase items without considering their usefulness.	0.812
	I often experience the urge to buy something immediately after seeing it.	0.806
	I enjoy making spontaneous purchases when shopping.	0.736
	I often regret buying things I didn’t plan to purchase.	0.791

(Source: Processed data, 2025)

Table 3 shows the results of the reliability and validity tests for each construct used in this study. All variables demonstrate excellent reliability, with Cronbach’s Alpha and Composite Reliability values exceeding the recommended threshold of 0.70, meaning that the indicators for each construct are internally consistent and dependable. The highest reliability is observed for Store Atmosphere (0.942) and Perceived Value (0.935), showing that respondents consistently interpreted these items. The Average Variance Extracted (AVE) values, ranging from 0.631 to 0.838, also exceed the minimum criterion of 0.50, indicating that each construct captures a sufficient portion of variance from its indicators. In simple terms, these results confirm that the questionnaire items effectively represent the underlying concepts, and the measurement model is both reliable and valid for further hypothesis testing.

Table 3. Reliability and Validity

Variable	Cronbach's Alpha	Composite Reliability (rhoa_a)	Average Variance Extracted (AVE)
Store Atmosphere	0.942	0.943	0.711
Emotional Arousal	0.907	0.910	0.782
Perceived Value	0.935	0.936	0.838
Self-Control	0.915	0.916	0.702
Impulse Buying	0.916	0.918	0.631

(Source: Processed data, 2025)

Table 4 presents the discriminant validity results assessed using the Heterotrait-Monotrait Ratio (HTMT) criterion. All HTMT values are below the recommended threshold of 0.90, indicating that each construct in the model is empirically distinct and does not exhibit problematic overlap with others. This confirms that constructs such as store atmosphere, emotional arousal, perceived value, self-control, and their interaction terms measure conceptually different aspects of consumer behavior. The relatively high correlations between emotional arousal and impulse buying (0.835), as well as between store atmosphere and emotional arousal (0.823), are theoretically consistent, suggesting strong yet distinct relationships among these constructs. Meanwhile, the lower HTMT ratios involving interaction terms (e.g., self-control × perceived value = 0.739) further validate the discriminant quality of the moderation variables. Overall, these findings confirm that the measurement model demonstrates sound discriminant validity, supporting the reliability of the constructs used in this study.

Table 4. Discriminant Validity - HTMT

	Emotional Arousal	Impulse Buying	Perceived Value	Store Atmosphere	Self-Control	Self-Control x Perceived Value
Emotional Arousal						
Impulse Buying	0.835					
Perceived Value	0.789	0.803				
Store Atmosphere	0.823	0.812	0.722			
Self-Control	0.824	0.766	0.752	0.787		
Self-Control x Perceived Value	0.737	0.719	0.604	0.657	0.739	
Self-Control x Store Atmosphere	0.637	0.669	0.594	0.673	0.687	0.813

(Source: Processed data, 2025)

Structural Model

The structural model shown in the figure 2 illustrates the relationships between store atmosphere, emotional arousal, perceived value, self-control, and impulse buying. The model demonstrates that store atmosphere has a strong positive effect on emotional arousal ($\beta = 0.763, p < 0.001$) and a moderate positive effect on impulse buying ($\beta = 0.373, p < 0.001$), confirming that a pleasant and stimulating store environment significantly enhances both emotional responses and spontaneous purchase behavior. Furthermore, emotional arousal positively influences perceived value ($\beta = 0.730, p < 0.001$), indicating that emotions act as a bridge between environmental stimuli and value perception. The path from perceived value to impulse buying ($\beta = 0.095, p = 0.015$) shows that consumers who perceive greater experiential value are more likely to make unplanned purchases. The model also reveals a moderating effect of self-control, where higher self-control weakens the influence of both store atmosphere ($\beta = 0.062, p = 0.043$) and perceived value ($\beta = -0.103, p = 0.003$) on impulse buying.

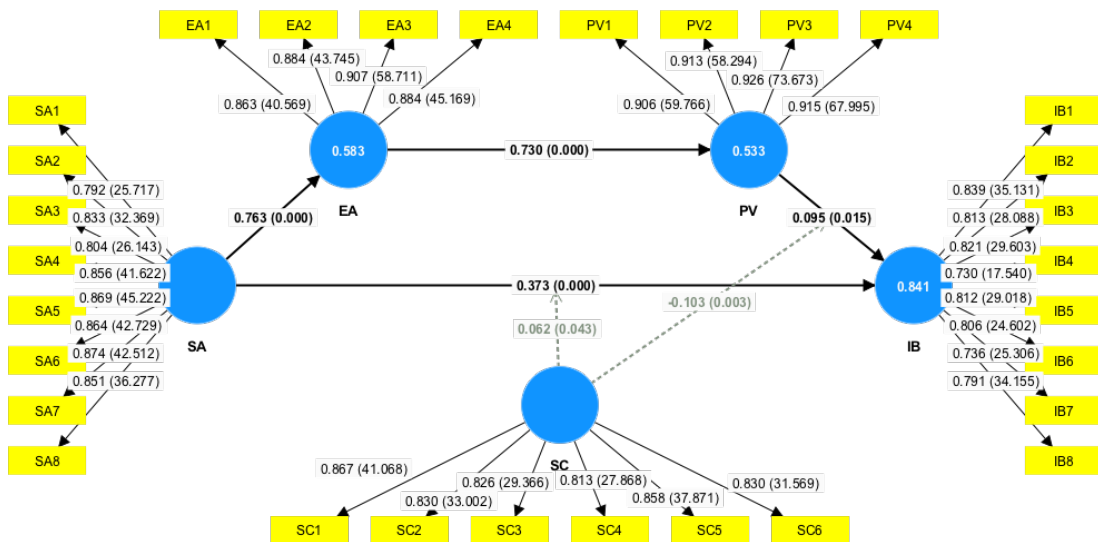


Figure 4. Measurement Model

(Source: Processed data, 2025)

Table 5 shows the results of the R-Square analysis, which measures how much the independent variables explain changes in the dependent variables. The results reveal that the model explains 58.3% of the variation in emotional arousal, 53.3% of the variation in perceived value, and a notably high 84.1% of the variation in impulse buying. These findings indicate that the proposed model has strong explanatory power, especially in predicting impulse buying tendencies. The high R-Square value for impulse buying suggests that store atmosphere, emotional arousal, perceived value, and self-control together play a major role in shaping consumers' spontaneous purchase decisions. In simple terms, this means the factors examined in this study effectively represent what drives Generation Z consumers to make impulsive purchases in offline retail settings.

Tabel 5. R-Square

Variable	R-Square	R-Square Adjusted
Emotional Arousal	0.583	0.581
Perceived Value	0.533	0.531
Impulse Buying	0.841	0.838

(Source: Processed data, 2025)

Table 6 presents the results of the direct effect (path coefficient) analysis, showing the relationships among the main variables in the study. All hypotheses were found to be statistically significant, as indicated by p-values below 0.05. The results reveal that store atmosphere has a strong positive effect on both impulse buying ($\beta = 0.373$, $t = 6.660$) and emotional arousal ($\beta = 0.761$, $t = 15.276$), suggesting that a pleasant and stimulating environment directly enhances both emotional engagement and spontaneous purchasing. Moreover, emotional arousal significantly influences perceived value ($\beta = 0.727$, $t = 16.460$), meaning that heightened emotional states increase consumers' perception of value. Finally, perceived value also has a significant, though smaller, effect on impulse buying ($\beta = 0.095$, $t = 2.442$), indicating that when consumers perceive higher value in their shopping experience, they are more inclined to make unplanned purchases. Overall, these findings confirm the direct pathways within the proposed model and highlight the crucial role of emotions and perceived value in driving impulsive buying behavior among Gen Z consumers.

Table. 6 Direct Effect (Path Coefficients)

Hypothesis	Sample Mean	T Statistic	P Values	Information
Store Atmosphere > Impulse Buying	0.373	6.660	0.000	Accepted
Store Atmosphere > Emotional Arousal	0.761	15.276	0.000	Accepted
Emotional Arousal > Perceived Value	0.727	16.460	0.000	Accepted
Perceived Value > Impulse Buying	0.095	2.442	0.015	Accepted

(Source: Processed data, 2025)

Table 7. Moderating Effect

Hypothesis	Sample Mean	T Statistic	P Values	Information
Self-Control x Store Atmosphere > Impulse Buying	0.056	2.029	0.043	Accepted
Self-Control x Perceived Value > Impulse Buying	-0.096	2.959	0.003	Accepted

(Source: Processed data, 2025)

Table 7 displays the results of the moderating effect analysis examining the role of self-control in the relationship between the independent and dependent variables. The findings show that both moderating hypotheses are statistically significant, as all p-values are below 0.05. Specifically, self-control positively moderates the relationship between store atmosphere and impulse buying ($\beta = 0.056$, $t = 2.029$, $p = 0.043$), indicating that individuals with higher self-control can still be influenced by a pleasant store atmosphere, though the effect is relatively modest. Conversely, self-control negatively moderates the relationship between perceived value and impulse buying ($\beta = -0.096$, $t = 2.959$, $p = 0.003$), suggesting that individuals with stronger self-control are less likely to make impulsive purchases even when they perceive high value in the shopping experience. These results confirm that self-control plays a balancing role, reducing the strength of impulsive tendencies triggered by emotional and cognitive factors in retail environments.

Table 8. Mediating Effect (Indirect Effect)

Hypothesis	Sample Mean	T Statistic	P Values	Information
Store Atmosphere > Emotional Arousal > Perceived Value > Impulse Buying	0.053	2.265	0.024	Accepted

(Source: Processed data, 2025)

The results indicate that the indirect effect of store atmosphere on impulse buying through emotional arousal and perceived value is statistically significant ($\beta = 0.053$, $t = 2.265$, $p = 0.024$). This finding confirms that the influence of store atmosphere on impulse buying occurs through a sequential mediation process, where a pleasant and stimulating store environment first triggers emotional arousal, which then enhances perceived value, ultimately leading to impulsive purchasing behavior. In other words, when consumers feel emotionally excited and perceive greater value from the shopping experience, they are more likely to make spontaneous buying decisions. This result supports the theoretical assumption that emotional and cognitive evaluations work together in sequence to explain how environmental cues translate into impulsive consumer actions, particularly among Generation Z shoppers who are highly responsive to sensory and affective stimuli.

Table 9. Predictive Relevance (Q^2)

Variable	Predictive Relevance (Q^2)
Store Atmosphere	0.619
Emotional Arousal	0.519
Perceived Value	0.708
Self-Control	0.622
Impulse Buying	0.575

(Source: Processed data, 2025)

Table 9 displays the predictive relevance (Q^2) values for each construct in the model, which assess the model's capability to predict endogenous variables. All Q^2 values are above the threshold of 0.35, indicating strong predictive relevance according to (Hair., 2021). Specifically, perceived value shows the highest Q^2 value of 0.708, demonstrating that the model explains a substantial portion of its variance. Similarly, store atmosphere (0.619), self-control (0.622), emotional arousal (0.519), and impulse buying

(0.575) also exhibit high predictive relevance, suggesting that the model performs well in predicting consumer responses. These results confirm that the integrated model incorporating emotional arousal, perceived value, and self-control has robust predictive power, reinforcing its suitability for explaining impulse buying behavior among Generation Z consumers in offline retail contexts.

Furthermore, social media influencers had a standardized beta coefficient of 0.268 with a significance value of 0.024 ($p < 0.05$). These results suggest that this variable has a positive and significant impact on the investment interest of millennials, particularly among IPNU and IPPNU members. This means that the influence exerted by influencers on social media can encourage increased interest in investment activities among the younger generation within these organizations. Social media influencers provide information in the form of investment experience testimonials, investment product recommendations, financial education, and lifestyle narratives related to financial and asset management. When IPNU and IPPNU members see influencers they follow or trust sharing this kind of content, they tend to feel encouraged and more confident about starting to invest, especially if the content is easy to understand, relevant, and relatable to their daily lives.

DISCUSSION

Store Atmosphere Has a Positive and Significant Effect on Impulse Buying

The findings of this study demonstrate that store atmosphere significantly and positively influences impulse buying, highlighting the importance of environmental and sensory cues in shaping consumers' spontaneous purchasing tendencies. A well-crafted store environment through elements such as lighting, scent, layout, and music can evoke pleasant emotions, increase arousal, and reduce cognitive control, prompting unplanned purchases. This aligns with prior research indicating that a store's physical setting strongly affects consumer mood and behavior, particularly in stimulating impulsive decisions (Saricam, 2023). Likewise, studies have found that sensory and atmospheric factors not only enhance shopping enjoyment but also strengthen emotional engagement, making consumers more likely to buy impulsively. These findings underscore the importance for retailers like Oh!Some Store to design immersive and emotionally engaging atmospheres that can effectively drive impulse buying among Generation Z consumers.

Store Atmosphere Has a Positive and Significant Effect on Emotional Arousal

The results of this study show that store atmosphere has a significant positive effect on emotional arousal, meaning that the sensory and physical elements of a store play a key role in shaping consumers' emotional states. A well-crafted environment through lighting, color, music, scent, and layout creates an engaging experience that can make shoppers feel excited, comfortable, and immersed in the moment. This finding supports the view that sensory stimuli in retail settings can trigger emotional responses, which are central to consumer enjoyment and engagement. Similarly, Ramadhani & Ramadhan (2025) emphasized that store atmospherics not only attract attention but also evoke positive feelings and excitement, particularly among younger consumers who

value immersive experiences. For Generation Z shoppers, who are more emotionally responsive and experience-oriented, a stimulating store environment can therefore heighten emotional arousal and enhance their overall shopping satisfaction.

Emotional Arousal Has a Positive and Significant Effect on Perceived Value

The results of this study reveal that emotional arousal has a significant positive effect on perceived value, indicating that the stronger a consumer's emotional excitement during shopping, the higher the value they attribute to the experience. When shoppers feel enthusiastic, stimulated, and emotionally connected to the store environment, they tend to view the products and the shopping process as more rewarding and worthwhile. This finding aligns with research suggesting that emotional engagement enhances consumers' perceptions of both functional and experiential value (Aires et al., 2024). Similarly, Zhang & Zhang (2022) found that positive emotions, such as excitement and pleasure, significantly increase perceived value by making the shopping experience more enjoyable and personally meaningful. Therefore, in the context of Generation Z consumers, who are driven by feelings and experiences, emotional arousal acts as a key factor that transforms momentary excitement into a lasting perception of value during offline retail experiences.

Perceived Value Has a Positive and Significant Effect on Impulse Buying

The results of this study show that perceived value has a significant positive influence on impulse buying, suggesting that when consumers feel their shopping experience offers high value both emotionally and functionally they are more likely to make spontaneous purchase decisions. When shoppers perceive that a store provides rewarding experiences, such as enjoyment, comfort, or convenience, they tend to justify unplanned purchases as being "worth it." This finding aligns with the work of Gulfraz et al. (2022), who found that consumers are more likely to buy impulsively when they associate shopping with emotional fulfillment and satisfaction rather than necessity. Similarly, Patel et al. (2024) emphasized that perceived experiential value heightens consumers' hedonic pleasure and reduces post-purchase regret, leading to a stronger impulse to buy. For Generation Z consumers, who seek authenticity and emotionally engaging experiences, high perceived value often transforms positive emotions into immediate purchase actions, making it a key driver of impulse buying in offline retail environments.

Self-Control Significantly Moderates the Relationship Between Store Atmosphere and Impulse Buying

The results of this study show that self-control significantly moderates the relationship between store atmosphere and impulse buying, meaning that individual differences in self-regulation influence how strongly the store environment affects spontaneous purchase decisions. Consumers with low self-control are more easily influenced by pleasant and stimulating atmospheres such as appealing lighting, music, or scent leading them to make unplanned purchases driven by emotion rather than need. In contrast, those with high self-control are better able to manage their impulses and resist external cues, even in an engaging store environment. This finding aligns with Artadita & Firmialy (2024), who found that consumers with greater self-discipline are less

susceptible to atmospheric triggers that encourage impulse buying. Similarly, Baudracco (2024) argued that while store atmospherics can stimulate emotional responses, individuals with strong self-control can consciously override these urges. Therefore, although a well-designed store atmosphere encourages impulse buying, its effect is significantly reduced among consumers with higher levels of self-control.

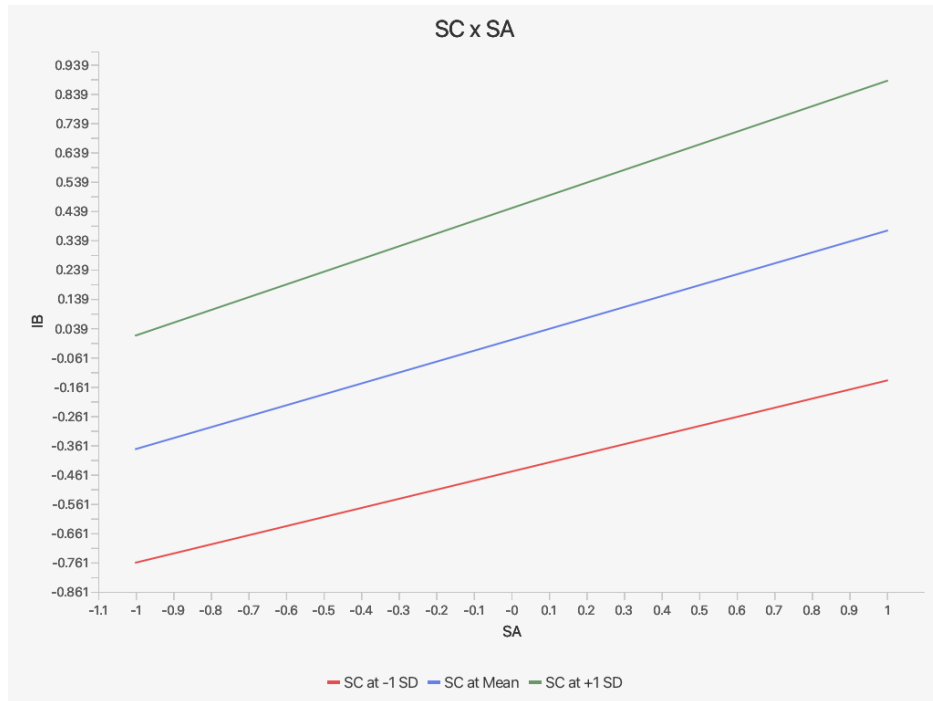


Figure 3. Moderating Effect 1

Figure 3 illustrates the moderating effect of self-control on the relationship between store atmosphere and impulse buying. The three lines represent different levels of self-control: high (green line), medium (blue line), and low (red line). As shown in the figure, the slope of the relationship between store atmosphere and impulse buying is steeper for individuals with low self-control, indicating that they are more easily influenced by the store's atmospheric cues such as lighting, scent, and music when making unplanned purchases. Conversely, individuals with high self-control exhibit a flatter slope, suggesting that they are better able to regulate impulsive tendencies even in a stimulating retail environment. This pattern confirms the moderating role of self-control, implying that while an engaging store atmosphere generally increases impulse buying behavior, its impact is significantly reduced among consumers with stronger self-regulatory abilities.

Self-Control Significantly Moderating the Relationship Between Perceived Value and Impulse Buying

The results of this study show that self-control moderates the relationship between perceived value and impulse buying behavior, meaning that a person's ability to manage their impulses affects how strongly perceived value influences their decision to buy spontaneously. When consumers with low self-control perceive high value in a shopping experience such as enjoyment, satisfaction, or emotional reward they are more likely to make unplanned purchases because the experience feels justified and rewarding. On the other hand, consumers with high self-control are better at regulating their emotions and

resisting these urges, even when they see strong value in the experience. This finding supports the idea that self-control acts as a psychological filter, helping individuals prioritize rational thinking over emotional gratification (Baudracco, 2024). Similarly, Sun et al. (2023) noted that strong self-control helps consumers resist the temptation of instant rewards, even when the perceived value of a purchase is high. In essence, while perceived value can stimulate impulse buying, its effect is noticeably weaker among consumers who possess higher self-control.

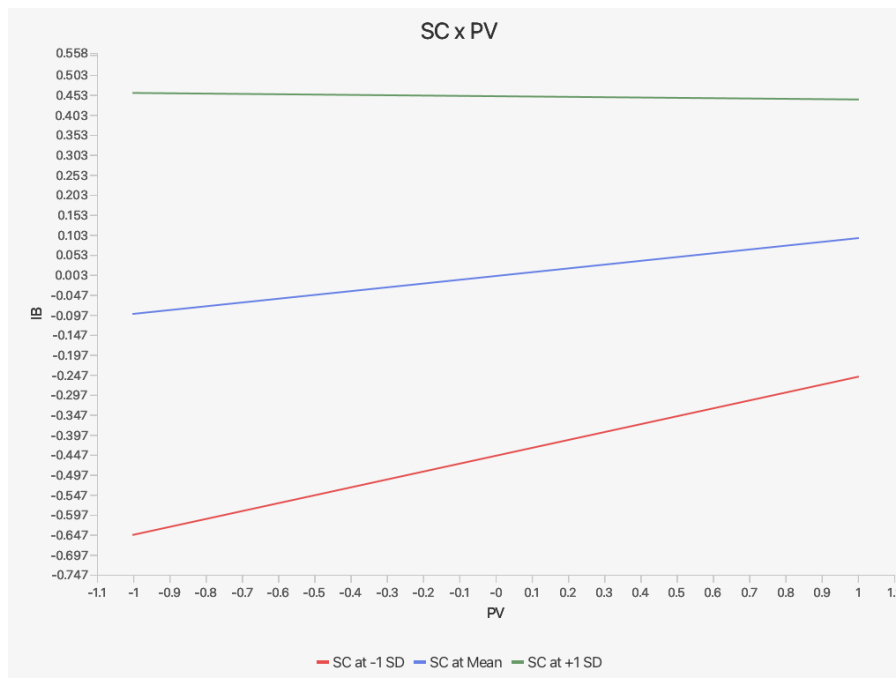


Figure 4. Moderating Effect 2

Figure 4 illustrates the moderating effect of self-control on the relationship between perceived value and impulse buying. The three lines represent consumers with different levels of self-control: high (green line), medium (blue line), and low (red line). The figure shows that the slope of the relationship between perceived value and impulse buying is steeper for individuals with low self-control, meaning that when consumers perceive higher value in a shopping experience, those with weaker self-control are more likely to engage in impulsive purchases. In contrast, the slope becomes flatter for those with high self-control, suggesting that even when they perceive high value, they are better able to regulate their buying impulses. This indicates that self-control acts as a buffering mechanism, weakening the influence of perceived value on impulsive behavior. In other words, while a positive shopping experience can drive impulse buying, strong self-control helps consumers make more deliberate and thoughtful purchase decisions.

Store Atmosphere Influences Impulse Buying Indirectly Through Emotional Arousal and Perceived Value

The findings show that store atmosphere influences impulse buying indirectly through emotional arousal and perceived value, illustrating a sequential psychological process that links environmental stimuli to consumer behavior (Chauhan et al., 2021). A pleasant and engaging store atmosphere through lighting, scent, music, and spatial design first stimulates emotional arousal, making shoppers feel excited and emotionally

connected to the shopping experience (Ghorbanzadeh & Rahehagh, 2021). This heightened emotional state then enhances perceived value, as consumers begin to view their shopping experience as more enjoyable, meaningful, and worth their time and money. In turn, this strong perception of value increases the likelihood of impulse buying, as consumers justify unplanned purchases through emotional satisfaction and experiential worth. This sequential relationship highlights how emotions serve as a bridge between environmental design and purchasing behavior. The result is consistent with previous studies showing that emotional engagement and perceived value jointly mediate the effect of store atmospherics on unplanned buying tendencies (Sun et al., 2023).

CONCLUSION

The results of this study conclude that store atmosphere plays a crucial role in shaping impulse buying, particularly among Generation Z consumers who are highly responsive to emotional and sensory experiences. The analysis confirms that a pleasant and engaging store environment significantly influences consumers' emotional arousal, perceived value, and ultimately, their impulsive purchasing decisions. When shoppers experience excitement and emotional stimulation in a well-designed atmosphere, they tend to perceive greater value in the shopping experience, which leads to unplanned purchases driven by positive emotions rather than deliberate thought. Moreover, the study finds that self-control acts as a moderating factor, reducing the strength of these effects among individuals with higher self-regulation. These findings highlight the psychological chain connecting environment, emotion, perception, and behavior in offline retail contexts. Emotional arousal and perceived value serve as key mediating mechanisms, explaining how sensory-rich environments transform into impulsive actions. For retailers such as Oh!Some Store, creating a balanced and emotionally engaging atmosphere can enhance customers' shopping experiences while ethically encouraging purchasing behavior. In essence, this research reinforces that impulse buying is not merely a product of consumer irrationality but rather a natural response to emotionally meaningful and value-driven retail experiences.

Research implications

The findings of this study offer several practical implications for both retail managers and consumer behavior researchers, emphasizing the importance of emotional and experiential factors in driving impulse buying among Generation Z consumers. From a managerial perspective, the results highlight that store atmosphere through elements like lighting, scent, layout, and music serves as a strategic tool for enhancing emotional arousal and perceived value, which ultimately influence consumers' impulsive purchase decisions. Retailers such as Oh!Some Store can use these insights to design spaces that evoke positive emotions and sensory engagement, encouraging spontaneous buying while maintaining ethical marketing practices. Furthermore, understanding the moderating role of self-control can help marketers segment consumers more effectively, offering personalized experiences that balance enjoyment and mindful purchasing. In terms of theoretical contribution and originality, this research advances previous studies by integrating both emotional and cognitive mediators (emotional arousal and perceived value) with a self-regulatory moderator (self-control) within a single model, tested specifically in an offline retail context among Indonesian Generation Z consumers. This

combination provides a more holistic understanding of the psychological mechanisms underlying impulse buying, moving beyond traditional Western or online-focused studies. The originality lies in demonstrating how environmental stimuli and internal psychological processes interact differently in emerging markets, thereby expanding the cross-cultural applicability of consumer behavior theories.

Limitations of Research and Suggestions

This study provides valuable insights but also has several limitations that should be acknowledged. The research focused solely on Generation Z consumers who shop offline at Oh!Some Store, which means the findings may not fully represent other age groups, cultural backgrounds, or shopping formats such as online and hybrid retail. In addition, the data were collected through self-reported questionnaires, which may be subject to bias since participants might respond in ways they believe are socially acceptable rather than fully accurate. While the study explored the roles of emotional arousal, perceived value, and self-control, it did not include other potential influences such as personality traits, cultural values, or social media exposure that could also affect impulse buying.

Future research can build on these findings by including broader and more diverse samples, allowing for cross-generational or cross-cultural comparisons. Studies conducted in online or omnichannel retail environments would also offer valuable insights, especially given the increasing digital engagement of younger consumers. Moreover, future researchers could use experimental or longitudinal methods to better capture changes in emotions and behavior over time. Exploring additional variables such as materialism, peer influence, or brand attachment could also deepen understanding of what drives consumers to make impulsive purchases. Expanding the model in these directions will help strengthen and refine the theoretical framework established in this study.

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