

BUY OR BYE: EXPLORING THE TRIGGER OF IMPULSE BUYING BEHAVIOR AMONG GEN Z IN LIFESTYLE RETAIL

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ABSTRACT

Background: In today's competitive retail business, many stores, including KKV, are implementing innovative marketing strategies to attract customers, especially Generation Z. However, this generation is known to be more critical and selective in shopping, including in making impulse buying.

Purpose: This study explores the influence of product assortment and store atmosphere on impulse buying with hedonic shopping motivation as an intervening variable at KKV outlets.

Design/Methodology/approach: This research uses an explanatory research approach. The study's population consisted of all customers, including Generation Z, who had shopped at KKV Mall Olympic Garden Malang City. The sample was selected by purposive sampling of 100 respondents. The Structural Equation Modeling (SEM) techniques were used to analyze data collected through questionnaires.

Finding/Result: The results showed that product assortment and store atmosphere positively and significantly influence hedonic shopping motivation. However, these two variables do not directly affect impulse buying. Hedonic shopping motivation is shown to have a positive and significant influence on impulse buying and can function as a mediator between product assortment and impulse buying, but the relationship between store atmosphere and impulse buying cannot be mediated by it.

Conclusion: This research provides practical, useful information to retailers on creating more successful marketing campaigns to encourage impulse buying behavior in Generation Z and opens up opportunities for further research on other factors that can influence consumer purchasing decisions in the retail environment.

Originality/value (State of the art): This research fills the literature gap by exploring the role of hedonic shopping motivation as a mediator between external stimuli and impulse buying. Previous research has rarely addressed this topic, thus providing significant managerial implications and a valuable contribution to understanding consumer behavior.

Keywords: hedonic shopping motivation, impulse buying, product assortment, store atmosphere

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INTRODUCTION

The retail industry in Indonesia is experiencing rapid growth, as seen from the emergence of various retail shopping centers, both local and international. Retail refers to the direct sale of goods and services to consumers for personal use, not for resale (Utami, 2017). The retail industry in Indonesia not only has an important role in fulfilling consumer needs but also contributes greatly to supporting the country's economic activities. In accordance with data from the Central Bureau of Statistics, In 2023, Indonesia's retail sector became the second largest contributor to Gross Domestic Product (GDP), with 12.94%. This growth shows increased retail stores operating, so competition in this sector is getting tougher. It encourages retailers to innovate and implement effective marketing strategies to attract consumers.

One of the successful international retailers operating in Indonesia is KKV, a modern retail store from China that carries the lifestyle concept and focuses on a pleasant shopping experience. KKV was established in 2015 and is part of the KK Group. KKV offers a wide range of products that meet the community's needs, including body care products, cosmetics, household appliances, accessories, toys, stationery, snacks, and instant noodles from various local and international brands. By implementing a "one-stop shopping" strategy, KKV strives to fulfill various consumer needs easily and completely during one visit.

KKV began its expansion into the Indonesian market on March 4, 2020, by launching its first store at Central Park Mall Jakarta (Faqir, 2023). Since its inception, KKV has quickly gained popularity, especially among the younger generation. With a mission to create a fun shopping experience relevant to modern lifestyles, especially for Generation Z, KKV focuses on engaging shopping experiences by providing products and services that match the needs and preferences of modern consumers.

Amidst its success, KKV is also faced with significant challenges in understanding the shopping behavior of Generation Z, which is known to be selective, critical, and consumptive. Therefore, research on factors that can strengthen consumer attraction is needed. By considering the physical condition of the KKV store, which carries the concept of contemporary and instagrammable and provides a large range of goods,

this study aims to determine the extent to which the product diversity factor and the store atmosphere created by KKV can attract the attention of Generation Z by being driven by internal factors, namely the nature of hedonic shopping in this generation.

A retailer must adjust by following trends and understanding consumer behavior (Lutfiani et al. 2023). A good understanding of consumer behavior can influence their purchasing decisions, including encouraging impulse buying (Angelita and Rachmi, 2021).

Impulse buying is defined as a spontaneous purchase of a product or service without prior planning, triggered by a sudden urge or desire (Widagdo and Roz, 2021). According to Utami (2017), impulse buying behavior can be triggered by various stimuli from the retail environment, such as product completeness, quality of goods, strategic store location, attractive exterior and interior design, and a comfortable store atmosphere. Previous research has highlighted many external factors that influence impulse buying in retail consumers (Misbach, 2022; Nurhidayah and Makmur, 2022). In addition to external factors, impulse buying is also influenced by internal stimuli that come from within the individual, such as hedonic shopping motivation (Gamaya and Suardana, 2024). Consumers often make impulse purchases not because of a need but because of a desire or hedonic motivation to get satisfaction and pleasure while shopping (Tuzzahra and Tirtayasa, 2020). It is reinforced by the opinion of Rook (1987) which states that impulse buying happens when consumers feel a spontaneous and ongoing desire to purchase something, driven by hedonic motivation. While it has been recognized that the role of hedonic shopping motivation can drive impulse buying, research exploring its role as a mediator between external triggers and impulse buying is still limited. Most previous research has concentrated on other internal factors, like positive emotions (Isnaini and Rahmidani, 2021; Rismawati and Pertiwi, 2022). Therefore, there is a significant research gap that requires further exploration regarding how hedonic shopping motivation influences the connection between external factors and impulse buying behavior.

In order to fill the research gap, this study explores more deeply the impulse buying behavior of Generation Z consumers in the lifestyle retail sector with a focus on KKV retail due to its success in attracting Generation

Z through unique and instagrammable store designs (Farah, 2024). The Stimulus Organism Response (SOR) theory is the researcher's theoretical basis. This theory comes from a classic communication model influenced by psychological theories, especially behaviorism (Hariyanto, 2021), and is considered relevant for analyzing the complex interactions between stimulus, organism, and response in human behavior (Asyraff et al. 2023). The SOR theory is often applied to examine consumer behavior perceptions and intentions (Kim, Lee and Jung, 2020). Therefore, the SOR theory is considered suitable for use in this study because it can examine how stimuli in the form of product assortment and store atmosphere can influence the organism through hedonic shopping motivation, which ultimately triggers the final response in the form of impulse buying decisions in consumers.

Seeing this phenomenon, this study on the effect of product assortment and store atmosphere on shopping interest in Generation Z at KKV is very relevant. Given that Generation Z tends to make impulse buying (Amanatin and Savira, 2023) due to the encouragement of hedonic motivation (Ramadhan and Simanjuntak, 2018), which means they often seek pleasure and satisfying experiences when shopping. Therefore, this research aims to explore more deeply how product assortment and store atmosphere at KKV outlets influence Generation Z impulse buying, with hedonic shopping motivation as an intervening variable. This research is supposed to offer profound knowledge for KKV to develop more effective marketing strategies and contribute to the consumer behavior literature, especially on Generation Z.

METHODS

This research was conducted at KKV Mall Olympic Garden Malang City, located at Jl. Kawi No. 24, 2nd floor, Kauman, Klojen District, Malang City, East Java 65516. The duration of the research lasted for 2 months, from July to August 2024. The selection of KKV Mall Olympic Garden Malang City as the object of research is based on the intense focus of retail companies on improving the customer shopping experience through optimizing the store atmosphere and the diversity of products offered.

This research uses quantitative methods with an explanatory research approach. Primary and secondary data sources were employed in this investigation. The population studied in the study were all consumers, including Generation Z, who had shopped at KKV Mall Olympic Garden in Malang City. The Lemeshow formula was utilized to determine the sample size due to the unknown population size, which resulted in 96 respondents, then rounded up to 100 respondents, with an additional 4.12%. The sampling process used a purposive sampling technique, selecting respondents based on specific criteria aligned with the research goals (Sekaran and Bougie, 2016). The criteria include Generation Z consumers aged 17 to 27 years who have made purchases directly at KKV Mall Olympic Garden in Malang City.

This research gathered primary data via online questionnaires distributed using Google Forms and given directly to visitors at KKV outlet locations. Meanwhile, secondary data was sourced from books, literature, articles, scientific journals, and previous research reports. This study employs a Likert scale for measurement, with each variable being assessed using indicators developed from experts' theories.

Product diversity variables are measured based on indicators from Kotler and Keller (2012), which include width, length, depth, and consistency. Store Atmosphere variables are measured based on indicators from Berman et al. (2018), which consist of exterior, general interior, store layout, and interior display. Impulse Buying variables are measured using four indicators from Stern (1962), which include pure impulse, reminder impulse, suggestion impulse, and planned impulse. Meanwhile, the hedonic shopping motivation variable is measured by indicators from Utami (2017), which consists of adventure shopping, social shopping, gratification shopping, idea shopping, role shopping, and value shopping. Every item is scored on a 5-point Likert scale, where 1 denotes "strongly disagree" and 5 denotes "strongly agree."

This study analyzed the data using Structural Equation Modeling (SEM) techniques to examine variable relationships, utilizing Smart PLS version 4.0 software for analysis. Furthermore, an outer model evaluation analysis is carried out, which includes a measurement model, and an inner model evaluation, which includes a structural model. Construct validity and reliability testing, as well as SEM analysis with intervening

variables, are used to test hypotheses and assess the extent to which these variables are interconnected with each other (Hair et al. 2021). The measurement and structural models are evaluated using several criteria, including Convergence Validity, Composite Reliability, Discriminant Validity, Average Variance Extracted, Variance Inflation Factor, R-square, and hypothesis testing conducted through the Bootstrapping method.

Product Assortment on Hedonic Shopping Motivation

A retailer must consider their product assortment according to the needs of the target market broadly and deeply (Kotler and Keller, 2016). Providing a wide variety of products is very important for a retail store because it can encourage and motivate consumers to make purchases (Wahyuni and Ernawati, 2020). Consumers motivated by hedonic aspects will seek a pleasant and satisfying shopping experience to fulfill their emotional and psychological needs. It is strengthened by Nanda et al. (2022), whose research found that product assortment has a positive and significant influence on hedonic shopping motivation. From this description, the following hypothesis is obtained: H_1 : Product assortment (X_1) has a positive and significant effect on hedonic shopping motivation (Z).

Store Atmosphere on Hedonic Shopping Motivation

According to Kotler and Keller (2016), store atmosphere is an element designed to create a unique shopping experience. Store Atmosphere must match buyers' basic motivations to create an attractive shopping experience that leaves customers feeling satisfied and happy. Peter and Olson (2010) add that store atmosphere can affect consumer emotions that are often not realized when they shop. A good store atmosphere not only forms a positive image of the store but also creates an attractive and pleasant impression for consumers, which in turn can increase their shopping motivation (Pasaribu, 2020). This statement is supported by Calvo-Porrall and Lévy-Mangin (2021) research states that store atmosphere positively and significantly impacts hedonic shopping motivation. Therefore, the hypothesis in this research can be formulated as follows: H_2 : Store atmosphere (X_2) has a positive and significant effect on hedonic shopping motivation (Z).

Hedonic Shopping Motivation on Impulse Buying

Hedonic shopping motivation is a shopping activity that is driven by the desire to feel pleasure through the five senses, imagination, and emotions, where pleasure and enjoyment from the items purchased are the main goals (Arnold and Reynolds, 2003). According to Utami (2017), hedonic shopping motivation is one of the elements that can affect impulse buying behavior, which comes from within a person with the reason for shopping to get rid of boredom and loneliness, find an escape, and fulfill fantasies while suppressing feelings of depression. The study conducted by Susanto and Aminah (2023) states that hedonic shopping motivation positively and significantly affects impulse buying behavior. From this explanation, the hypothesis in this study can be drawn as follows: H_3 : Hedonic shopping motivation (Z) has a positive and significant effect on impulse buying (Y).

Product Assortment on Impulse Buying

Product assortment is the entire product and goods provided by a particular seller for sale (Kotler and Keller, 2012). In the retail world, the variety of products offered plays a key role in business competition because it provides consumers with a variety of choices when shopping (Aprizal and Sari, 2023). With a complete and varied range of products, consumers will tend to be more easily tempted to buy goods that were not previously planned (Rina, Meutia and Ardiyanti, 2022). Research conducted by Irawati and Santoso (2021) proves that product assortment positively and significantly affects impulse buying. On the basis of this description, the following hypothesis is obtained: H_4 : Product assortment (X_1) has a positive and significant effect on impulse buying (Y).

Store Atmosphere on Impulse Buying

According to Berman et al. (2018), store atmosphere refers to the physical characteristics of a retail store that give a certain impression or image to attract customers. Stores with a comfortable and attractive atmosphere tend to make consumers feel at home and encourage them to spend more time shopping, which in turn can increase interest in impulse buying (Lutfiani, Farisi and Yuliana, 2023). This interest is reinforced by Anggraini and Sulistyowati (2020) research, which states that a store atmosphere has a positive and significant effect on impulse buying. From this description, the following

is a formulation of the study's hypothesis: H_3 : Store atmosphere (X_2) has a positive and significant effect on impulse buying (Y)

Product Assortment on Impulse Buying through Hedonic Shopping Motivation

According to Groover (2010), product assortment refers to the variety of types or designs that distinguish products from one company to another. Product diversity in terms of brand, type, size, material, and product availability in each store can be a special attraction for consumers, which in turn can encourage impulse buying (Arya and Telagawathi, 2021). Consumers tend to give a positive impression of a store that provides products according to their needs and desires (Utami, 2017). This positive impression can trigger hedonic motivation in individuals to make purchases, where psychological requirements like contentment, prestige, emotions, and other subjective sentiments are connected to this hedonic incentive (Maharani, Agustin and Aditya, 2023). From this explanation, the following hypothesis is obtained: H_6 : Product assortment (X_1) has a positive and significant effect on impulse buying (Y), which is mediated by hedonic shopping motivation (Z)

Store Atmosphere on Impulse Buying through Hedonic Shopping Motivation

Store atmosphere is important in attracting consumers to visit and feel comfortable shopping (Pasaribu, 2020). According to Utami (2017), one factor that triggers impulse buying is the stimulus from the store environment. A pleasant store atmosphere can arouse consumer emotions and create hedonic value, which in turn encourages them to make purchases that were not planned before. It was supported by Stefanny (2021) research indicates that store atmosphere positively impacts impulse buying through hedonic shopping motivation. From this, the following hypothesis is obtained: H_7 : Store atmosphere (X_2) has a positive and significant effect on impulse buying (Y), which is mediated by hedonic shopping motivation (Z)

The diagram in Figure 1 illustrates the interrelationship between three key elements in impulse buying in KKV retail stores. The stimuli that trigger impulse buying consist of Product assortment and store atmosphere. These stimuli influence hedonic shopping motivation, which is the pleasure or enjoyment derived from shopping, and act as an intermediary between the stimuli and the response. Ultimately, this motivation influences impulse buying, which spontaneous purchase decisions made by customers characterize. The model tests seven hypotheses (H_1 to H_7) that explore the relationship between product assortment and store atmosphere on impulse buying, with hedonic shopping motivation playing an important intermediary role.

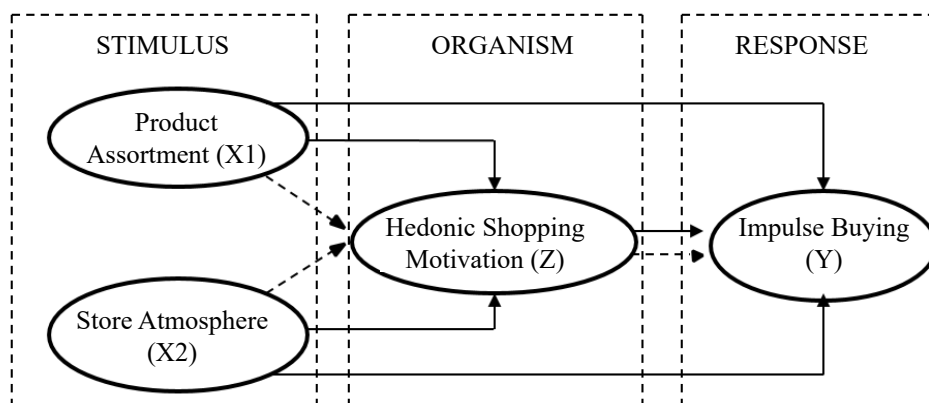


Figure 1. Conceptual Framework

RESULTS

The study's results were analyzed to answer the hypotheses that had been formulated. The initial stage in this analysis process involves the introduction of the respondent profile. Table 1 shows that the majority of respondents in this study are female, with 79 people or 79% of the total respondents, while male respondents amounted to 21 people or 21%. The majority of respondents were aged 21-23 years, accounting for 56 people or 56% of the total participants. Most of them are students, with a total of 91 people or 91%. Regarding shopping frequency at KKV, most respondents make purchases once a month, with a percentage of 61% or 61 people.

The next step is to discuss the statistical analysis result, starting with an assessment of the measurement model to verify the accuracy and consistency of the indicators used in the study (Hair et al. 2021). This model is assessed using convergent and discriminant validity. Convergent validity is measured through several criteria, including the outer loading value is above 0.70, but even if it is between 0.40 to 0.70, it is still acceptable. In addition, Cronbach's alpha and composite reliability should be over 0.70, and the Average Variance Extracted (AVE) must exceed 0.50

(Hair et al. 2021). Based on Table 2, the analysis results show that all convergent validity criteria are well met. The outer loading values above 0.60 indicate that all indicators are valid and suitable for use. In addition, the composite reliability and Cronbach's alpha values above 0.70 indicate a very good level of reliability for the overall construct. The AVE value greater than 0.50 further strengthens that convergent validity in this study has been well achieved.

Discriminant validity is measured using the Heterotrait – Monotrait Ratio (HTMT), where a value HTMT below 0.90 indicates a construct has good discriminant validity (Hair et al. 2021). The test results in Table 3, suggest that this study has well met the criteria for discriminant validity.

The second stage tests the structural model using the R-square and path coefficient values. Before this, it is crucial to check for multicollinearity between variables using the inner VIF (Variance Inflation Factor). A VIF value below 5 shows no multicollinearity between variables (Hair et al. 2021). The data in Table 4 shows that the values between constructs are <5, meaning there is no collinearity between constructs in this research.

Table 1. Characteristics of Respondents

Items	Component	Total	Percentage
Gender	Male	21	21%
	Female	79	79%
Age	17 – 20 Years Old	34	34%
	21 – 23 Years Old	56	56%
	24 – 27 Years Old	10	10%
Status/Employment	Student	2	2%
	College Student	91	91%
	Employee	4	4%
	Self-employed	3	3%
Shopping Frequency	1 time/month	61	61%
	2-4 times/month	30	30%
	>5 times/month	9	9%

Table 2. Convergent validity and reliability

Variable	Item	Outer Loading	Cronbach's Alpha	Composite Reliability	AVE
Product Assortment	6	0.765 – 0.839	0.881	0.910	0.629
Store Atmosphere	15	0.753 – 0.890	0.961	0.965	0.648
Impulse Buying	6	0.721 – 0.834	0.859	0.895	0.589
Hedonic Shopping Motivation	10	0.655 – 0.837	0.926	0.938	0.603

Table 3. Discriminant Validity (Heterotrait - Monotrait Ratio)

	Hedonic Shopping Motivation	Impulse Buying	Product Assortment	Store Atmosphere
Hedonic Shopping Motivation				
Impulse Buying	0.748			
Product Assortment	0.728	0.630		
Store Atmosphere	0.667	0.544	0.818	

Table 4. Collinearity Statistic (VIF)

	Hedonic Shopping Motivation	Impulse Buying
Product Assortment	2.338	2.672
Store Atmosphere	2.338	2.543
Impulse Buying		
Hedonic Shopping Motivation		1.933

Table 5. R-Square

	R-Square	R-Square Adjusted
Hedonic Shopping Motivation	0.483	0.472
Impulse Buying	0.474	0.458

As stated to Hair et al. (2021), an R-square value of 0.25 is considered weak, 0.50 moderate, and 0.75 strong. According to Table 5, the R-square value in this research ≥ 0.25 indicates a weak relationship between variables. The R-square value of 0.483 for hedonic shopping motivation indicates that all construct variables (X) affect hedonic shopping motivation by 48.30% while other variables influence 51.70%. For impulse buying, an R-square of 0.474 means 47.40% of its variation is explained by the construct variables (X), with 52.60% impacted by external factors.

In this study, the path coefficient was used to test the hypothesis by examining the t-statistic and p-values. Hypotheses are considered to have a significant effect and can be accepted if the t-statistics is greater than 1.96 and the p-value is less than 0.05 (Sekaran and Bougie, 2016). The hypothesis test results in Table 6 reveal varying outcomes for each hypothesis. Hypotheses H_1 , H_2 , H_3 , and H_6 show that each hypothesis is acceptable because it shows a significant effect. Meanwhile, hypotheses H_4 , H_5 , and H_7 are rejected because they do not show a significant effect.

According to the SEM-PLS test results, the first hypothesis (H_1) shows that product assortment positively and significantly affects hedonic shopping motivation, with a t-statistics of 2.824 and a p-value of 0.005. This finding is relevant to the research of Nanda et al. (2022) it shows a strong positive impact

of product variety on hedonic shopping motivation. At KKV retail, product diversity is proven to increase the hedonic motivation of Generation Z consumers by 41.5%. Accordingly, the greater the degree of product diversity, the greater the consumer's urge to shop for personal pleasure.

The second hypothesis (H_2) testing shows that the store atmosphere positively and significantly influences hedonic shopping motivation, with t-statistics of 2.128 and p-values of 0.033. This result indicates that an attractive store atmosphere at KKV can increase hedonic shopping motivation in Generation Z consumers. This research is in line with the Calvo-Porrall and Lévy-Mangin (2021) study states that an attractive store environment can strengthen hedonic shopping motivation. A good store atmosphere can create a positive emotional experience, thus making consumers more interested in visiting and looking for a pleasant shopping experience.

The results of the third hypothesis test (H_3) show that hedonic shopping motivation positively and significantly influences impulse buying among Generation Z consumers at KKV retail, with a t-statistic of 3.873 and a p-value of 0.000. It means consumers' motivation to feel pleasure and satisfaction when shopping can trigger impulse buying. The stronger the perceived hedonic shopping motivation, the higher the frequency of impulse buying. This finding is relevant

to the results of the analysis of Susanto and Aminah (2023), who also discovered a strong and favorable correlation between spontaneous purchase behavior and hedonic shopping motivation. Therefore, retailers need to design appropriate strategies to utilize this motivation to encourage impulse buying.

The fourth hypothesis (H_4) shows the result that product assortment does not significantly impact impulse buying, with a t-statistics of 1.232 (below 1.96) and p-value of 0.218 (above 0.05), so this hypothesis is rejected. It shows that product assortment at KKV cannot directly encourage impulse buying behavior in Generation Z consumers. Based on the results of respondents' observations through questionnaires, impulse buying made by Generation Z consumers is more influenced by hedonic shopping motivations, where they buy an item for pleasure and entertainment, not because of necessity. It aligns with previous findings of Maroturizky et al. (2024), who also discovered that product assortment does not significantly affect impulse buying.

The fifth hypothesis test (H_5) indicates that store atmosphere does not significantly influence impulse buying, with t-statistics of 0.184 (less than 1.96) and p-values of 0.854 (greater than 0.05). It suggests that store atmosphere elements at KKV are not strong enough to encourage impulse buying behavior in Generation Z consumers. These findings align with

previous research by Ratih et al. (2020), which suggests that the store atmosphere does not influence impulse buying. These findings provide valuable insights for retailers, especially KKV management, to consider other aspects of their marketing strategy further to increase impulse buying behavior.

Hypothesis six (H_6) shows that product assortment positively and significantly influences impulse buying indirectly through hedonic shopping motivation, with a t-statistic of 2.265 and a p-value of 0.024. This finding indicates that product assortment at KKV can trigger impulse buying when consumers are motivated to shop for personal pleasure. Based on the SOR theory, product assortment acts as a stimulus that stimulates consumers to seek a pleasant shopping experience, which then triggers consumers to experience hedonic shopping motivation. This motivation, as an active organism, finally triggers a response in the form of impulse buying.

This study strengthens previous findings, which show that product assortment does not directly affect impulse buying. However, through the mediating role of hedonic shopping motivation, product assortment can indirectly increase consumers' tendency to impulse buying behavior. This result supports that of Astiwi (2017). The study states that product assortment can lead to hedonic shopping motives, which encourage impulse buying.

Table 6. Result of Hypothesis Testing

Variable Relationship	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T statistics ((O/STDEV))	P values	Description
Direct Effect						
Product Assortment → Hedonic Shopping Motivation	0.415	0.397	0.147	2.824	0.005	Accepted
Store Atmosphere → Hedonic Shopping Motivation	0.325	0.344	0.153	2.128	0.033	Accepted
Hedonic Shopping Motivation → Impulse Buying	0.540	0.555	0.139	3.873	0.000	Accepted
Product Assortment → Impulse Buying	0.175	0.157	0.142	1.232	0.218	Rejected
Store Atmosphere → Impulse Buying	0.027	0.023	0.148	0.184	0.854	Rejected
Indirect Effect						
Product Assortment → Hedonic Shopping Motivation → Impulse Buying	0.224	0.221	0.099	2.265	0.024	Accepted
Store Atmosphere → Hedonic Shopping Motivation → Impulse Buying	0.176	0.194	0.103	1.701	0.089	Rejected

The seventh hypothesis test results (H_7) show that store atmosphere does not significantly impact impulse buying through hedonic shopping motivation, with a t-statistic of 1.701 (below 1.96) and p-value of 0.089 (above 0.05). In the context of SOR theory, the store atmosphere acts as a stimulus that should influence consumers to feel hedonic shopping motivation (organism) and ultimately trigger impulse buying as a response. However, this study suggests that the stimulus in a store atmosphere is not effective enough to influence impulse responses through the mediator of hedonic shopping motivation. It means that although the store atmosphere can create a pleasant shopping experience, this element is not strong enough to trigger impulse buying behavior, especially among Generation Z, who tend to be wiser and more informed in shopping. According to Regina (2024), Generation Z often does research and is more selective when making purchasing decisions. Therefore, retailers need to adjust their strategy to meet this generation's needs and preferences to increase the occurrence of impulse buying.

Managerial Implications

This study's findings offer valuable insights for retailers in managing the shopping experience and understanding consumer behavior, especially Generation Z. The results indicate that retail stores must develop more comprehensive and integrated marketing strategies to encourage impulse purchases. Retailers need to offer a diverse selection of products and create an attractive store atmosphere to motivate and increase consumer satisfaction while shopping. By providing a pleasant shopping experience, retailers can increase consumer satisfaction and motivate them to make impulse purchases.

In addition, to attract impulse purchases from Generation Z, retailers must design more innovative marketing strategies. These can include providing exclusive promos at certain moments, holding shopping challenges with direct rewards, and providing personalized services through product recommendations tailored to consumers' history and preferences. These strategies can help retailers attract Generation Z and increase impulse purchases. With the right approach, retailers can create an engaging and profitable shopping experience, driving significant sales growth.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

This study successfully identified the influence of product assortment and store atmosphere impact impulse buying among Generation Z consumers at KKV Mall Olympic Garden, Malang City, with hedonic shopping motivation as an intervening variable. The results of the analysis show that product assortment significantly enhances hedonic shopping motivation, meaning that the more diverse products offered, the higher the hedonic motivation of consumers in shopping. Through this hedonic shopping motivation, product assortment can indirectly trigger impulse buying behavior. However, product assortment cannot directly influence impulse buying. Similarly, the store atmosphere also positively and significantly affects hedonic shopping motivation, but its influence is not strong enough to encourage impulse buying, either directly or indirectly. In other words, the store atmosphere can increase consumer hedonic motivation but not enough to encourage impulse buying.

This study's theoretical implications broaden retail trade literature by providing a new perspective on impulse buying triggers. It shows that internal factors such as hedonic shopping motivation can link external stimuli to impulse buying behavior. This finding confirms that hedonic motivation drives pleasure-seeking and can mediate consumers' decision-making. Therefore, it is important to consider both external and internal factors in understanding impulse buying behavior.

In terms of practical implications, the findings of this study offer practical insight for retailer marketers to craft strategies to appeal to consumers, particularly Generation Z. By focusing on providing product variety can boost hedonic shopping motivation and encourage impulse buying while improving store ambiance is used as a complement to create a pleasant and satisfying shopping experience for consumers.

Recommendations

This study examines consumer behavior in impulse buying, especially among KKV consumers, focusing on KKV's offline store. Given that KKV also has an online store that offers the convenience of shopping remotely with various payment and delivery options, future research is recommended further to examine

the impact of KKV's online store, either separately or in comparison with KKV's offline store, to understand how both channels can influence consumer purchasing decisions. Additionally, future researchers can also explore differences in shopping experiences in KKV's online and offline channels, as well as how consumers' preferences for each channel may influence their propensity to make impulse purchases. This multi-channel approach is expected to provide more comprehensive insights into consumer behavior in the digital age and generate more relevant practical implications for store managers in designing more effective marketing strategies for both channels.

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