



**Effect of ambient, design, sales promotion, and positive emotion
on impulsive buying behavior and regret**

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Abstract

This paper investigate how store environment variables (ambient, design, sales promotion) and positive emotion drive impulsive buying behavior, and thus regret of consumer's local gift stores in Banjarmasin, Indonesia. Design/methodology/approach – A structure questionnaire is used to collect data from 90 respondents in a store of local gift survey conducted in Banjarmasin, Indonesia. Research limitations/implications – In the structural model tested with PLS (Partial Least Square), the authors found that store environment drove impulse buying through positive emotion. Result show that positive emotion did not influence impulse buying behavior. This paper also did not find support for the relationship between impulsive buying and regret. Practical implications – The authors suggest that shopkeepers of local gift store must improve the store environment to increase level of impulse buying. Specifically, they need to focus on enhancing of ambient factors, design, sales promotion to encourage impulse buying. Originality/value – This study tested the impact of the antecedents and consequences of impulsive buying.

Keywords: Impulsive buying; regret; positive emotion; store environment

INTRODUCTION

Impulsive purchases are spontaneous, unpredictable, and unplanned purchases (Hodge, 2004). This behavior is in accordance with the mood at that time, with decision making being "last minutes" (Rook and Fisher, 1995). This buying behavior effect often results in purchases outside the original plan. In some countries, impulsive purchases are found to vary greatly. In Japan impulsive purchases account for 70% of total consumer purchases (The Distribution Economics Institute of Japan - DEI), in the United States reaching 27% to 62% of total purchases made (Bellenger et al. (1978, in Harmancioglu et al., 2009) For Indonesia, impulsive purchases that occur in department stores are very high, reaching 85% of total consumer purchases (Nielsen). Impulsive purchases also occur in most product categories, which is around 80% of all purchases (Abraham, 1997; Smith, 1996 in Kacen and Lee, 2002)

Ambient, design, and sales promotion are store atmosphere elements that can stimulate consumers' positive feelings. This factor is designed in the store environment to increase positive or pleasant feelings for consumers, which can increase the desires of consumer shopping behavior such as spending a long time in the store, and making spontaneous purchases (Xu, 2007). Mood, emotional state or affection of consumers can influence impulsive buying behavior (Donovan, Rossiter, Marcolyn, and Nesdale, 1994). Positive emotions created by the store environment, contribute greatly to impulsive purchases (Harmancioglu, et al., 2009; Abdolvand et al., 2011; Beatty and Ferrell, 1998). Nevertheless, some of the results of previous studies revealed that the role of these factors in relation to impulsive buying behavior showed inconsistency. The results of the study by Verplanken and Herabadi (2001) found that impulsive purchases occur in consumers with negative moods, because the purpose of impulsive purchases made by consumers is to reduce the negative mood conditions. While the results of the Sullivan and Mauss study (2008) actually showed no positive correlation between stress, emotion and impulse buying.

Post purchase emotion is a feeling of regret (regret) as a consequence of impulsive buying that might not be desired by consumers, such as money spent, or already bought goods that turned out to be of low quality (Dittmar, 2005). Until now, as far as the researchers know, there are still very few studies evaluating post purchase emotion after impulsive purchases. Therefore, this study aims to analyze the influence of consumer perceptions of ambient, design, and sales promotion on consumer positive emotions on impulsive purchases.

Conceptual framework and hypotheses

Store environment (ambient, design, sales promotion)

The terms 'Retail Environment' or 'Retail Atmosphere' refer to all physical and non-physical elements in a store that can be controlled / controlled in order to influence the behavior of customers and employees (Eroglu and Machleit, 1993). Shoppers who like the retail environment will be willing to spend more time in stores / retail because of the emergence of a positive mood generated by the store / retail atmosphere. The store's atmosphere is able to create positive feelings and change the emotionality of consumers, so consumers are affected to spend more money outside of what has been intended (Sherman et al., 1997).

Baker (1986) divides the variables in the store into 4, namely: ambient (store background such as: temperature, aroma, lighting, noise, and music), design (stimuli located in front of stores such as: architecture, color, layout, and material), social factors (social conditions such as: number, type, and behavior of employees and other customers), sales promotion (such as: price discounts, free product samples, prize draws, shopping points, and other forms of promotional programs) (Bittner, 1992).

Positive emotions

Wellness (1986) states that 9 out of 10 shoppers sometimes buy impulsively, and affective processes play a role in creating that impulsivity. Affective processes refer to emotions, moods, and states of feeling (Youn, 2000 in Suelin, 2010). In impulsive purchases, the affective side is more dominant than the cognitive side, so purchasing decisions are taken spontaneously without going through the process of finding information and evaluating available alternatives. Impulsive purchases occur when consumers experience strong desires, and consumers lose power over their control. Some studies show the influence of consumer mood and affective state on impulsive buying behavior, such

as: Rook and Gardner (1993, in Kacen and Lee, 2002; Beatty & Ferrell, 1998) found that positive consumer moods favor impulsive buying more than negative moods.

Impulsive purchasing behavior

Piron (1991 in Koski, 2004) identifies a number of 13 different dimensions or definitional elements of impulsive purchases, where these dimensions still do not exist in studies conducted between 1945-1987, namely: unplanned purchase, response to stimulus, deliberately planned to benefit from special offers, thrill seeking, decision making on the spur of the moment, the result of a deliberation process, the problem of buying and selling problems, Sudden and spontaneous desire to act, State of psychological disequilibrium, Psychological conflict and struggle, Reduction of cognitive evaluation, No evaluation of consequences, "On-the-spot".

The characteristics of impulsive purchases according to Koski (2004) are: 1) not intended (unintended), 2) unreflective, 3) immediate purchase, or in other words, the decision to buy a product is made in the store, without any previous plans (no preshopping plans) to buy items (and without the shopping task regarding the type of product), and purchases occur immediately after seeing the product or stimulus that represents the product.

Stern (1962, in Madhavaram and Laverie, 2004) classifies impulsive purchases into four types, namely planned, pure, reminder, suggestion, which can be explained in more detail as follows:

Pure impulse buying; purchases that are purely unplanned, where purchases occur because of novelty, and buyers buy without consideration.

Reminder impulse buying; purchases that occur when a buyer sees an item or feels recalled by an advertising or other information.

Suggestion impulse buying, which is a purchase that occurs when a buyer sees a product for the first time and feels the need for the product.

Planned impulse buying, which is a purchase that occurs when a buyer makes a special purchase decision because of special prices, coupons, and so on.

Regret

Shopper may experience feelings of pleasure (happy or unhappy), happy (happy) or unhappy, relaxed or bored, satisfied or dissatisfied when they enter the store and interact with the environment in the store (Jalan, 2006), based on the level of control they have on themselves, their mood, and their absorption power. Emotional responses lead or direct consumers to take impulsive buying actions. Once a purchase is made, the shopper may feel happy or sorry for the decision made. This can be a positive or negative influence on impulse buying in the future when consumers go shopping.

Store environment and positive emotion

The store environment refers to cues or stimuli and various marketing activities in the store that are designed, placed, and controlled by marketers in order to direct consumers to buying behavior (Youn and Faber, 2000), covering all physical and non-physical elements in stores such as store size, ambience, design, product, layout, employees, including crowding (Chen and Hsieh, 2011; Xu, 2007; Mattila and Wirtz, 2008; Aouinti et al, 2013).

The marketing environment is related to various sales and advertising activities in a store environment that can be controlled / controlled in order to influence the behavior of customers and employees (Eroglu and Machleit, 1993), such as sales promotions and activities of personal selling or sales associates (Theodoridis and Chatzipanagiotu, 2009; Lee and Johnson, 2010; Meniawy, 2012; Rittipan et al., 2013; Saad and Metawie, 2015; Nagadeepa et al., 2015; Metilda and Karthika, 2015; Longdong and Pangemanan, 2015; Pathmini, 2016).

Babin et al (2004: 289 in Yuksel, 2007) state that the environment influences behavior through one of "feelings." The store environment can generate feelings of pleasure that can increase the amount of consumer spending, time spent in the store, and the desire to return, and recommend it to others (Klein, 2005). Customers gain experience in the store / retail environment through four main sensory channels, namely: sight, sound, scent, and touch (Chen and Shieh, 2011), and impulsive purchases occur when consumers enter the store and are exposed to relevant visual stimuli in the environment retail, as well as promotional stimuli (Piron, 1991). Therefore, the hypothesis proposed:

- H1 : Higher levels of ambient lead to higher levels of positive emotions.
- H2 : Higher levels of design lead to higher levels of positive emotion.
- H3 : Higher levels of sales promotion lead to higher levels of positive emotion.

Positive emotion and impulsive buying

Consumer internal factors such as emotional states, mood, consumer emotional responses are important components as drivers of impulsive internal purchases (Premananto, 2012). Emotion is a mental state that arises from cognitive assessment of events or thoughts; who has a phenomenological tone; accompanied by psychological processes; often expressed physically, and produces specific actions to confirm the emotion, which is very dependent on the person who experiences it (Bagozzi et al., 1999).

Emotional conditions are a significant mediator for in-store shopping behavior, such as enjoyment when shopping in the store, time spent searching and exploring all store offers, willingness to talk to sales personnel, a tendency to spend more money than previously planned, and the desire to return to the store (Xu, 2007). Abdolvand et al (2011), Al-Meniawy (2012), Lee and Johnson (2010), Mohan et al (2012), Mohan et al (2013), Graa et al (2014), Xu (2007), Chang and Eckman (2014), Haribowo (2016) showed that positive emotions, positive moods, pleasure, and arousal had a significant influence on impulsive purchases. Therefore, the hypothesis proposed:

H4: Higher levels of positive emotion lead to higher levels of impulsive buying behavior.

Impulsive buying behavior and regret

Regret is defined as a more or less painful judgment and state of feeling sorry for misfortunes, limitations, losses, shortcomings, transgressions, or mistakes (Ladman, 1993 in Bui et al., 2009). The feeling of regret felt after a certain decision has a direct impact on consumer's behavior (Zeelenberg and Pieters, 2004), and various consequences on consumer's behavior (Barek & Gharbi, 2012). Therefore, the hypothesis proposed:

H5: Higher levels of impulsive buying behavior lead to higher levels of regret.

METHODOLOGY

Sample

This research was conducted at the center of a typical souvenir of Banjarmasin, the capital of South Kalimantan in Indonesia. The population in this study were shopper in the center of a typical souvenir of Banjarmasin. The sample technique used was convenience sampling. For the number of samples determined by referring to the opinion of Malhotra (2010) that the minimum sample is 5x the number of parameters, so that the number of samples set in this study is 90 people.

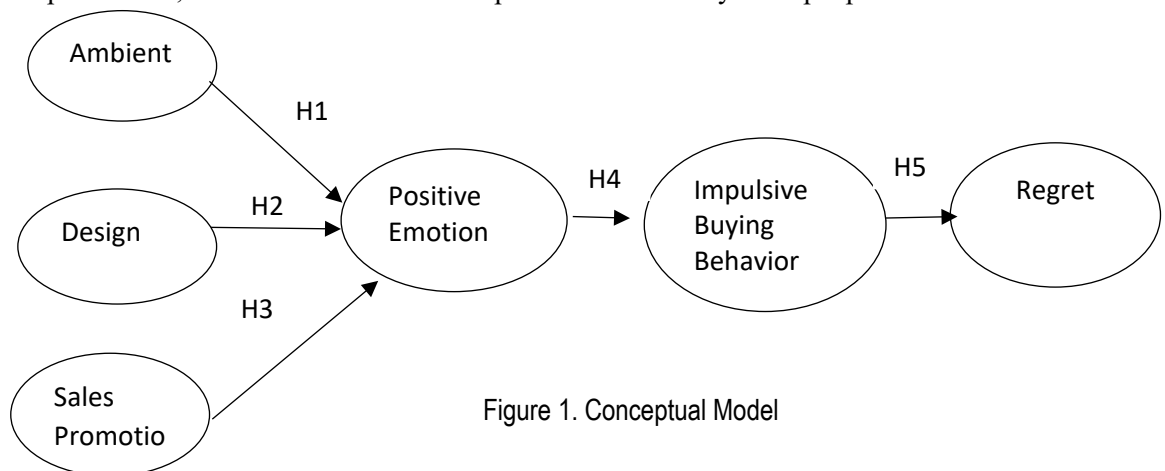


Figure 1. Conceptual Model

Measures

The first stage of the researchers spread 30 questionnaires for preliminary testing (pretest), where the goal was confirmatory questionnaires, and the tools to do the pretest were factors of analysis. After the questionnaire was declared valid and reliable, the questionnaire was declared feasible to be distributed to large samples. The method of collecting questionnaire data in this study was using the self-administered questionnaire method, where researchers assisted by enumerators shared and collected questionnaires that had been filled out by respondents (Cooper and Schlinder, 2003). The main goal is that the return rate of the questionnaire can be maintained in a relatively short period of time (Sekaran, 2003).

Procedure

This study uses enumerators who are students of the faculty of economic, Lambung Mangkurat University at Banjarmasin, Indonesia to help collect field data. Before the enumerator collects the respondent's data, the researcher first trains all enumerators to understand the questionnaire which is the instrument of research, how to approach the respondent, and answer their questions. Enumerators intercepted the shoppers upon their exit from the store of local gift and requested their participation in the survey.

Data analysis and findings

Test validity and reliability

The instrument used in this study was a questionnaire. Before the research data from the questionnaire can be used first, it must be tested for the validity and reliability of the instrument. Validity test is done to ensure that each item in the research instrument is able to measure the determined research variable. Validity testing in this study is done through Confirmatory Factor Analysis (CFA), an approach used to test construct validity for each variable.

The measure of construct validity according to Ghazali (2008) includes the value of loading indicator factors of each construct above 0.50, construct reliability or composite reliability whose value is recommended more than 0.70, Average variance extracted (AVE > 0.5) and discriminant validity (discriminant validity). Discriminant validity is related to the principle that gauges in different constructs should not correlate with height. Discriminant validity was evaluated through the comparison of AVE square roots with correlations between pairs of constructs. The criteria used are the square root value of AVE should exceed the correlation between construct pairs. Testing construct validity for the value of loading indicator factors for each construct in the PLS output is shown by the outer loading value which can be seen in Table 1 below:

Table 1. Loading factor value of indicators

Indicators	Ambient	Design	Emosi Positif	Impulsive Buying	Regret	Sales Promotion
AMB1	0.763					
AMB2	0.888					
AMB3	0.838					
DESG1		0.835				
DESG2		0.766				
DESG3		0.827				
EP1			0.900			
EP2			0.936			
EP3			0.941			
PI1				0.877		
PI2				0.889		
PI3				0.806		
REG1					0.804	
REG2					0.969	
REG3					0.693	
SP1						0.973
SP2						0.977

The test results in Table 1 show that all values of construct indicator factor loading have values above 0.5, so it can be concluded that this measurement meets the requirements of convergent validity.

Convergent validity of a construct can also be assessed by calculating the average variance extracted (average variance extracted or AVE). Variance extracted shows the number of variances of the indicators extracted by the formed variables developed. A high AVE value indicates that the indicators have represented well the formalized variables developed. The results of testing convergent validity by looking at the AVE value in full are presented in Table 2 below:

Tabel 2. Commuality and ave

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Ambient	0.775	0.783	0.870	0.691
Design	0.744	0.766	0.851	0.656
Emosi Positif	0.916	0.921	0.947	0.857
Pembelian	0.840	0.935	0.893	0.736

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Impulsif				
Regret	0.820	1.340	0.867	0.688
Sales Promotion	0.948	0.951	0.975	0.951

The calculation of communality and AVE for each construct in the above table shows that all research constructs have communality and AVE values that are in accordance with the recommended criteria which are above 0.50. This shows all constructs have good convergent validity. In addition to convergent validity, the validity of a construct must also meet discriminant validity. Discriminant validity occurs if two different instruments that measure two constructs are predicted to be uncorrelated (Hartono, 2011). The discriminant validity test is assessed based on cross loading measurements with the construct. Discriminant validity can also be tested by looking at the root value of AVE greater than the correlation value of each construct. The results of testing discriminant validity in this study are presented in Table 3.

Tabel 3. Discriminant validity

	Ambient	Design	Emosi Positif	Pembelian Impulsif	Regret	Sales Promotion
Ambient	0.831					
Design	0.606	0.810				
Emosi Positif	0.634	0.519	0.926			
Pembelian Impulsif	0.276	0.273	0.236	0.858		
Regret	-0.213	-0.310	-0.140	-0.156	0.830	
Sales Promotion	0.388	0.311	0.489	0.227	-0.191	0.975

Table 3 shows that the root value of AVE of each construct has a higher value than the value of correlation with other constructs. Thus each construct has fulfilled a valid discriminant.

Structural model

The structural model or inner model is evaluated by looking at the percentage of variance described, namely by looking at R² for the dependent latent construct using the size of the Stone-Geisser Q Square test and also looking at the magnitude of the structural path coefficient. Estimated stability is evaluated using a statistical t-test through the bootstrapping procedure. The Goodness of Fit Model is measured using R² dependent latent variables with interpretations similar to regression. In addition, Q² predictive relevance measures how well a structural model is produced with PLS. The magnitude of Q² has a value with a range of $0 < Q^2 < 1$, where as it approaches 1, the model is getting better. The amount of Q² is equivalent to the total determination coefficient in path analysis (path analysis).

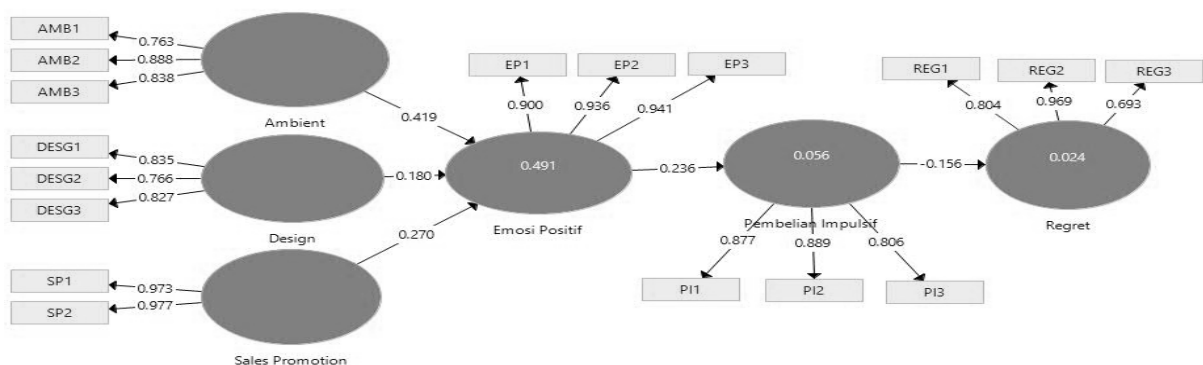


Figure 2. Structural model

The results of the calculation show a predictive-relevance value of 0.226 or 26%, so that the feasible model is said to have a relevant predictive value. Predictive value of relevance of 26% indicates that the diversity of data that can be explained by the model is 26% or in other words the

information contained in the 26% data can be explained by the model. While the remaining 74% is explained by other variables (which have not been contained in the model) and errors.

Hypotheses testing

Testing the research hypothesis on PLS is done through testing the inner model (structural model). Hypotheses testing is done by t test (t-statistic) on each path (path) influence partially. Table 4 below presents the results of testing the influence hypothesis between variables (constructs).

Table 4. Hypotheses testing result

Hubungan antar Variabel	Nilai Koefisien Jalur	T-statistik	p-value-	Keterangan
Ambient → Emosi Positif	0,419	4,059	0,000	Signifikan
Desain → Emosi Positif	0,180	2,051	0,041	Signifikan
Promosi Penjualan → Emosi Positif	0,270	3,023	0,003	Signifikan
Emosi Positif → Pembelian Impulsif	0,236	1,589	0,113	Tidak Signifikan
Pembelian Impulsif → Regret	-0,156	0,745	0,456	Tidak Signifikan

RESULT AND DISCUSSION

Ambient effect on positive emotion

The test results show that the ambient has an effect on the positive emotions of the typical Banjar souvenir center consumers, with a t-statistic value of 4.059 and p-value = 0,000. This indicates that ambient factors can be the main determinant of behavior. This study is consistent with the research of Chen and Hsieh (2011). Based on several studies, the store environment can be a means of influencing the number of consumer purchases (Sherman et al., 1997), perceptions of the quality of goods sold (Baker et al., 1992), and impulsive purchases (Lee and Johnson, 2010; Aouinti et al., 2013; Mohan et al., 2013; Abdolvand et al., 2011; Meniawy, 2012; Wang et al., 2012; Graa et al., 2012; Graa et al., 2014; Methilda et al., 2015).

The study of Abdolvand et al. (2011) found that the store environment (ambient factor, excitement factor) positively affected the mood of consumers. The store environment improves (improves) the emotional and psychological state of the individual through the design and space of the atmosphere in the store. When individuals have good feelings, then the individual will spend time in the store and look at the product, which ultimately increases impulsive purchases. The store environment and the resulting arousal make the customer feel good and increase consumer impulse purchases. The pleasant atmosphere obtained from the store environment is a major factor in impulsive purchases.

Other studies have found an influence of the ambience dimension in the store environment, such as the influence of music on the perception of time spent in stores (Yalch and Spangenberg, 2000), the effect of lighting on perceptions of store atmosphere (Custers et al., 2010), lighting towards perceptions of the atmosphere, emotions, and behavior (Quartier et al., 2014). Donovan et al (1994) also found that the store environment encourages a sense of comfort in the store, the length of time spent in the store, and the money spent in the store. Various other aspects in the store environment such as layout, ambience, and sales personnel were found to also influence unplanned purchases (Getha et al., 2010).

Chandon et al. (2009) also found that music played in the store and pleasant aromas in the store aroused arousal (consumer mobilization for browsing inside the store), which also increased the level of pleasure, which positively influenced approaching behavior, and satisfaction with shopping experiences. (Chandon et al., 2009). This is in line with the findings of Ashley et al. (2010) that stores perceived to have hedonic attributes can bring pleasure to shoppers.

The results of this study also show that the ambient factors which include cleanliness in the store environment, lighting used, indoor temperature, and aroma in the environment of a typical Banjar gift shop make consumers feel positive emotions or pleasant feelings that arise when inside a shop environment that ultimately results in unplanned purchases.

Design effect on positive emotion

The test results show that the design influences the positive emotions of the central consumer of the typical Banjar souvenir, with a t-statistic value of 2.051 and p-value = 0.041. Broadly speaking, the impulsive purchasing decision process is influenced by two main factors, namely internal and external factors (Cinjarevic, 2010). External factors refer to stimuli placed by retailers to influence customers to buy more, such as product appearance, promotion, the presence of other features (comfortable aroma, attractive colors, or pleasant music).

Impulsive purchases begin because consumers experience the sensation of external stimuli given by marketers. Consumers consume products not only to seek economic usefulness or functional benefits, but also to fulfill hedonic or emotional desires (Piron, 1991). Once a customer is mesmerized by external factors that are "presented" by the marketer, then the consumer experiences some emotional states (Rook, 1987), such as: being shaky, stimulated, thrilling, and becoming not wild. These emotions are usually described as "tingling sensation," "warm feeling," "hot flashes," and "surge of energy" which give rise to "inner dialogue" in consumers (Rook and Hoch, 1985) and emotional conflict (Dittmar et al., 1996).

Retailers, in an effort to differentiate themselves from competitors and in the face of increasing market competition, not only products, prices, locations and services are designed or regulated in such a way, but also through servicescape where these products are display and sale (Baker et al., 1994). Shoppers who like the retail environment are surprisingly willing to spend more time in the store / retail because of the emergence of a positive mood generated by the store / retail atmosphere. Even though individuals are in a state of mood or negative emotion when entering the store, eventually the store atmosphere is able to create positive feelings and change the emotionality of consumers, so consumers are affected to spend more money outside of what has been intended (Sherman et al., 1997). The five senses' response to this stimulus can also reduce self-control and the ability to survive stimulant persuasion, so that the situation seems to provide a way for consumers to get pleasure instantly (Adelaar et al., 2003).

The results of testing the hypothesis in this study indicate that the design has an effect on the positive emotions of consumers of Banjar souvenir shops. This explains that the empirical findings are in line with the theory stated earlier that design factors in the store environment have a positive and significant effect on consumer positive emotions. Referring to the theory, the previous findings, as well as the findings in this study, have reduced the gap between theory and empirical evidence in the field. Thus it can be stated that the better and more effective the design or arrangement of products is done, the more positive feelings (emotions) experienced by consumers.

Sales promotion effect on poitive emotion

The test results show that sales promotion has an effect on the positive emotions of the typical central consumer of Banjar souvenirs, with a t-statistic value of 3.023 and p-value = 0.003. Sales promotion draws incentives and prizes to make customers buy company goods now rather than later. If advertising is a long-term tool for shaping market behavior towards a brand, sales promotion is intended as a short-term tool to trigger buying action.

Sales promotions produce responses that are faster and measurable in sales than can be done by advertising. Promotion is basically done to create a buying motive for consumers, where this motive is seen as a need that arises, stimulates, or arousal. This motif applies as a force that stimulates behavior aimed at satisfying the needs that arise. This is based on the opinion of Lovelock and Wirtz (2004) that sales promotion (sales promotion) has the purpose of motivating consumers to buy, meaning that there is consumer behavior in buying that involves emotions for the buyer. This emotion arises because of the attraction of certain sentiments or passions. This condition arises because of the insistence on meeting needs quickly.

Cummins and Mullin (2004) explain that one of the goals of a sales promotion is to create interest and divert attention from prices. In essence, this attraction will lead to passion or enthusiasm, which is a manifestation of the buyer's positive emotions, thus encouraging himself to buy a product and still buy the store in question. This explains that the promotion predicted can create positive emotions in consumers. Sales promotions can also create favorable perceptions for consumers when buying products and attract consumer interest in buying these products in a store, which ultimately affects positive emotions and buying behavior (Kurniawan et al., 2013).

The results of hypothesis testing in this study indicate that sales promotion has an effect on consumer positive emotions. This explains that the empirical findings are in line with the theory stated earlier, besides that the findings are also in line with the results of Kwan's research (2016), where sales promotions have a positive and significant effect on positive emotions, meaning that better and more effective sales promotions are carried out, then the more positive feelings (emotions) experienced by consumers.

Positive emotion effect on impulsive buying behavior

The test results show that positive emotions do not affect the behavior of impulsive buying of the central consumer of a typical Banjar souvenir, with a t-statistic value of 1.589 and p-value = 0.113. In the context of shopping, the emotional response rate is actually an important mediator that can explain how individuals respond to the overall stimuli that exist in the shopping environment. An environment that is perceived as comfortable and able to make consumers happy, will also be able to move consumers to certain shopping behaviors, such as impulsive buying.

Klein's study (2005) explains how a store environment that evokes a feeling of comfort (pleasure), can increase consumer spending, and increase the strong desire to come back, and recommend it to others. Other studies have found that pleasure and arousal have an effect on unplanned purchases (Babin and Attaway, 2000). Consumer perceptions of sales staff, crowding, and being accompanied significantly influence perceived emotions in the shopping environment, which in turn drives impulsive purchases (Aouinti et al., 2013).

Emotional state (consumer positive emotion) is a significant mediator for in-store shopping behavior, such as enjoyment when shopping in the store, time spent searching and exploring all store offers, willingness to talk to sales personnel, tendency to spend more money from previously planned, and the desire to return to the store (Youn & Faber, 2000; Xu, 2007). Donovan et al. (1994) found that the emotional states of consumers (pleasure and arousal) generated by the store / retail environment emerged and became a strong reason for consumers to spend extra time in certain stores / retail, and spend more money outside the original plan.

However, in this study positive emotions that arise because of feeling and perceiving store environment factors such as ambient, design, sales promotion do not encourage impulsive purchases in the store. From the ambient side, consumers feel the pleasure of the atmosphere of the shop environment in the center of a typical Banjar souvenir like a comfortable temperature when they shop, adequate lighting for consumers to be able to see goods that are sold more clearly, good cleanliness, and pleasant aroma caused by typical Banjar souvenir products. In terms of design, consumers feel and perceive that product arrangement, distance between products, and product diversity are quite interesting. In terms of sales promotion, the prices applied are quite diverse and affordable, and there are promotional programs provided by the typical Banjar souvenir shop to shoppers, all of which result in a feeling of pleasure for shoppers while in the store. However, the feeling of pleasure that arises is not able to produce purchases that are spontaneous in the store. This happens because in general, the shopper comes to the souvenir center already has an idea of what will be purchased, and the types of souvenirs are items that are rarely purchased in excess because they are not durable, so the shopper or consumers are not affected to buy it outside what is planned.

Impulsive buying behavior effect on regret

The test results show that impulsive buying behavior does not affect the customer regret of a typical souvenir of Banjarmasin, with a t-statistic value of 0.745 and p-value = 0.456. This happens because consumers who come to the center of souvenirs usually have the intention from the beginning to buy the product, besides that from the price aspect it is generally cheap so it is considered not to cause adverse consequences for consumers.

Limitations and future research

The results of this study are far from perfect, so that they have not been able to provide a full picture of what is expected by researchers given the many limitations that exist, so that studies are still needed in a longer time span, wider range of locations, and in various different situations in the future. Some limitations include

Testing the effect of positive emotional variables on impulsive purchases does not prove significant, as well as the effect of impulsive buying behavior on regret is also not significant. This is because in general shoppers come to the center of souvenirs already have an idea of what will be

purchased, and products of the type of souvenirs are items that are rarely purchased in excess because they are not durable, so the shopper or consumer does not affected to buy it outside planned. Thus, future research needs to confirm to reexamine the influence of these variables to reinforce conclusions made on the results of this study.

Measurement of impulsive purchases uses a proportion of the number of items purchased impulsively based on recall memory from shopper respondents. This gives an opportunity for bias in the memories of the respondents due to various distortions that respondents might experience when filling out the questionnaire. For future research, it is necessary to find a better and more appropriate measure of impulsive purchases. If it is possible in terms of time and willingness of respondents when asked to be a participant, the size of impulsive purchases can be by comparing the items that match the shopping list / plan list, with goods that are actually purchased.

CONCLUSION

The results of this study indicate that the three store environment variables namely ambient, design, sales promotion affect the positive emotions of shoppers in a typical Banjarmasin souvenir shop. That is, the three variables become the main stimulus in increasing consumer positive emotions, while the positive emotion variable does not affect the shopper's impulsive purchase. Similarly, the impulsive purchase variable does not result in a regret or regret after impulsive purchases.

SUGGESTION

Based on the results of research conducted at Banjarmasin Department Store X, suggestions can be given as follows:

The results of the study show that positive emotions have no significant effect on impulsive purchases, whereas many studies show that the emergence of feelings of pleasure (positive emotions) when consumers are in the store will make consumers stay longer in the store, increased mobility in the store environment, and the more consumers are exposed to the stimulus of the store environment, the greater the chance for spontaneous purchases in the store. However, in this study it was not proven, so that future research needs to re-confirm the effect of positive emotional variables on consumer impulse purchases, and the effect of impulsive purchasing variables on regrets to get consistent conclusions when research is conducted on the same object.

Future research needs to consider other internal variables of consumers such as the nature or individual characteristics of consumers which are also stimuli for impulsive purchases, in addition to external variables. According to Kusumowidagdo et al (2012) that various stimuli from the store environment do have a considerable influence on consumer behavior, but in their study the dependence level of 38.5% illustrates that there are still many other factors that influence impulse purchases outside of environmental variables store.

The aspects referred to refer to internal consumer variables such as emotional states and personality traits (Mishra, 2015). This is in line with what was stated by Kalla (2016) that most of the studies related to the phenomenon of impulse buying discussed a lot of external motivators as the drivers. Though previous studies show that the influence of extrinsic variables on impulsive purchases is not much supported. Therefore to understand the complex issues regarding impulsive buying, it is necessary to look at internal motivational factors, where internal motivation can induce someone to indulge to satisfy themselves through impulsive buying (Kalla, 2016). And consumer behavior (including impulsive purchases) is best predicted by considering personality factors and situational factors (Mohan et al., 2010).

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