



Exploring the Effects of Sensory Store Experience and Promotional Pricing on Impulsive Purchases: Evidence from Beverage Retail Consumers in Ambon City

Sabda Aji Kurniawan
University of Pattimura

Corresponding Author: Sabda Aji Kurniawan sabdaajikurniawan@gmail.com

ARTICLE INFO

Keywords: Store Atmosphere, Price Discount, Impulsive Buying, Beverage Retail, Consumer Behavior

Received : 28, August

Revised : 27, September

Accepted: 31, October

©2025 Kurniawan: This is an open-access article distributed under the terms of the [Creative Commons Atribusi 4.0 Internasional](https://creativecommons.org/licenses/by/4.0/).



ABSTRACT

Consumer behavior in the beverage retail sector increasingly demonstrates that impulsive purchase decisions are driven by in-store sensory experiences and price promotions. This study aims to examine the effects of Store Atmosphere and Price Discount on Impulsive Buying among Chatime consumers in Ambon City. Employing a quantitative approach with an online survey and data analysis via SEM-PLS 3.0, the study involved 87 respondents who had visited the Chatime outlet at Maluku City Mall. Results indicate that Store Atmosphere ($\beta = 0.421$; $p < 0.001$) and Price Discount ($\beta = 0.378$; $p < 0.001$) significantly influence Impulsive Buying, with in-store sensory and emotional experiences contributing more dominantly than price promotions. These findings highlight the importance of integrating store ambiance and discount strategies to stimulate spontaneous purchases while strengthening consumers' emotional attachment to the brand.

INTRODUCTION

Impulsive buying is defined as a spontaneous, immediate, and unplanned purchasing behavior, often accompanied by strong emotional arousal (Lo et al., 2022). In the context of modern retailing, this behavior has become an essential component of marketing strategy, as it contributes significantly to sales volume (Lim et al., 2017). Recent studies have revealed that most consumers are inclined to make impulsive purchases of food and beverage products, primarily influenced by their emotional state, personal preferences, and brand attachment, rather than by a thorough evaluation of product attributes or specifications (Sheoran, 2024). In Indonesia, impulsive buying behavior has become increasingly prominent in line with the growth of urban consumer lifestyles and the expanding presence of experience-oriented retail formats (Cahyani & Marcelino, 2023; Purwanto & Yanti, 2024).

This phenomenon is also evident in the beverage-to-go industry, exemplified by Chatime, which offers tea-based beverages with diverse flavor options and attractive price promotions. As of 2024, Chatime Indonesia operates more than 400 outlets across major and secondary cities, including Ambon (Redaksi Ameks, 2022), where consumer behavior is often shaped by atmospheric cues and promotional stimuli present within the retail environment. Empirical evidence from numerous consumer studies reveals that exposure to an enjoyable store atmosphere or limited-time price discounts significantly enhances consumers' propensity for impulsive purchases (Arianty et al., 2024; Safitri et al., 2020; Setiawan & Ardani, 2022). This finding highlights that purchasing behavior within the beverage retail sector is largely driven by emotional dynamics emerging from sensory stimuli and situational contexts.

One of the key determinants of impulsive buying behavior is store atmosphere, which encompasses visual, auditory, and olfactory elements within the retail environment—such as lighting, spatial layout, color, music, and scent (Arianty et al., 2024; Safitri et al., 2020; Setiawan & Ardani, 2022). A store environment designed to evoke comfort and enjoyment has been shown to enhance customers' positive affect and stimulate spontaneous purchase decisions (Rahmania & Sari, 2025). In the context of Chatime, modern store layouts, warm lighting, and the distinctive aroma of tea may serve as emotional stimuli that reinforce customers' impulses to buy unplanned products.

Furthermore, price discounts have been identified as a strong external trigger of impulsive behavior. Marketing research indicates that perceived value from price reductions can create a sense of urgency and motivate consumers to make immediate purchases to avoid missing opportunities—a phenomenon often explained through the loss aversion effect (Suvarna & Malagi, 2025). In Indonesia, discount-based promotional strategies are widely employed by beverage brands to increase purchase frequency, particularly among younger consumers who are highly responsive to price incentives and digital promotions (Nabila et al., 2024). Thus, the combination of an appealing store atmosphere and persuasive discount offers is believed to amplify consumers' emotional arousal, leading to higher tendencies toward impulsive buying.

Although numerous studies have examined the influence of store atmosphere and price discounts on impulsive buying, most of them have focused on retail contexts such as fashion stores, supermarkets, or e-commerce platforms (Arianty et al., 2024; Nabila et al., 2024; Safitri et al., 2020; Setiawan & Ardani, 2022). Research exploring impulsive buying behavior in the beverage retail sector, particularly in Eastern Indonesia such as Ambon City, remains limited. Yet, the growing adoption of urban lifestyles among Ambon consumers and the presence of national brands like Chatime offer a relevant empirical setting to understand how emotional and promotional factors interact to drive spontaneous purchasing behavior.

This research gap underscores the need to reexamine the relationship between store atmosphere, price discounts, and impulsive buying within the context of experience-oriented beverage retailing. Theoretically, this study extends the understanding of consumer behavior within the framework of hedonic consumption, emphasizing the emotional and situational aspects of purchasing. Practically, the findings are expected to provide actionable insights for retail managers, particularly those at Chatime, in designing effective store atmosphere and promotional strategies to manage customers' impulsive buying behavior optimally without diminishing brand value.

LITERATURE REVIEW

Impulsive Buying Theory

The concept of impulsive buying was first introduced by Stern (1962), who described it as a purchasing action that occurs spontaneously, rapidly, and without prior planning. Rook (1987) later emphasized that impulsive purchases are primarily emotional and are often not driven by rational needs but rather by affective urges triggered by external stimuli such as product displays, promotional messages, or store atmospherics. Within the framework of hedonic consumption (Hirschman & Holbrook, 1982), this behavior represents a pursuit of instant gratification and pleasurable emotional experiences rather than the fulfillment of functional needs. Consequently, impulsive buying is viewed as a complex psychological response involving the interplay between situational factors and individual characteristics (Rook & Fisher, 1995).

Empirical evidence demonstrates that impulsive buying behavior plays a crucial role in enhancing sales performance in the modern retail sector (Chandrasekhar et al., 2024; Liliyan, 2024). Factors such as lighting, scent, store layout, and price promotions have been shown to effectively stimulate unplanned purchasing decisions (Safitri et al., 2020). However, most previous studies have concentrated on fashion retail or e-commerce contexts, leaving limited exploration within the beverage retail sector—particularly in Eastern Indonesia. Therefore, this study employs the theory of impulsive buying as the conceptual foundation for examining how store atmosphere and price discount influence spontaneous purchasing behavior among Chatime consumers in Ambon City.

Store Atmosphere, Price Discount and Impulsive Buying

Store atmosphere is a fundamental component of retail marketing strategy, shaping consumers' perceptions and emotions during the purchasing

process. Kotler (1974) conceptualized it as the design of the buying environment intended to evoke emotional responses and influence buying behavior. Elements such as lighting, color, layout, music, scent, and spatial comfort form the sensory and emotional foundation of this experience (Safitri et al., 2020). Prior studies indicate that a pleasant store atmosphere enhances positive affect and increases the likelihood of impulsive purchases (Faiza Naomi et al., 2025; Liliyan, 2024; Setiawan & Ardani, 2022). In beverage retail settings, this effect is particularly salient, as consumer decisions are often driven by sensory and social experiences.

Price discount, on the other hand, represents a tactical pricing strategy that reduces the regular price to create perceived value and urgency to purchase (Jee, 2021). Discounts evoke emotional reactions such as excitement and the joy of saving, thereby encouraging impulsive buying (Setiawan & Ardani, 2022). From the perspective of prospect theory (Kahneman & Tversky, 1979), time-limited promotions trigger loss aversion, motivating consumers to act quickly to avoid missing out. In the Indonesian retail context, younger consumers have been found to be highly responsive to discounts due to strong emotional and value perceptions (Zein & Hadi, 2025). Hence, price discounts serve not only as economic incentives but also as psychological stimuli that intensify impulsive buying tendencies.

The interaction between a favorable store atmosphere and attractive price discounts is expected to amplify impulsive buying behavior. When consumers experience an enjoyable in-store environment combined with appealing promotional offers, their emotional drive to make spontaneous purchases tends to increase substantially (Setiawan & Ardani, 2022; Wisesa & Ardani, 2022). Nonetheless, most existing studies have concentrated on fashion and supermarket contexts, leaving limited empirical exploration within beverage retail—particularly in emerging markets such as Ambon City. This study aims to address this gap by examining how store atmosphere and price discount jointly influence consumers' impulsive buying behavior in the beverage retail sector. Hence:

H1: Store Atmosphere has a significant effect on Impulsive Buying

H2: Price Discount has a significant effect on Impulsive Buying

METHODOLOGY

Sample And Data Collection

This study employed a quantitative approach using a survey method through the distribution of questionnaires to consumers who had visited the Chatime outlet at Maluku City Mall, Ambon. Respondents were selected using a purposive sampling technique based on the following criteria: (1) having purchased Chatime products at Maluku City Mall and (2) being at least 17 years old. Data were collected online through digital questionnaires distributed via Google Forms using social media platforms and personal communication networks. Out of a total of 100 distributed questionnaires, 87 were returned and deemed valid for analysis. This number is considered representative to provide empirical insights into the influence of store atmosphere and price discount on impulsive buying behavior among beverage retail consumers in Ambon City.

The collected data were analyzed using Structural Equation Modeling (SEM) with the Partial Least Squares (PLS) approach, processed through SmartPLS 3.0 software to test both measurement and structural models.

Operational Definition and Measurement of Variables

The operational definitions in this study were formulated to empirically measure each research construct. The store atmosphere, adapted from Safitri et al. (2020), was measured using four indicators: visual communication, lighting, color, and scent, representing sensory elements within the store that influence consumers’ perceptions and emotions. The price discount, also adapted from Safitri et al. (2020), was measured through three indicators: discount frequency, discount magnitude, and timing of discount, which reflect consumers’ perceived value and purchase urgency. Meanwhile, the impulsive buying, adapted from Muzdalifah (2023), was measured using five indicators: planning, promotion, urge, delay, and spontaneity. All indicators were assessed using a five-point Likert scale, ranging from 1 = strongly disagree to 5 = strongly agree.

RESULT AND DISCUSSION

Demographic Information

The demographic characteristics of the respondents (Table 1) indicate that the majority of participants in this study were female (59.8%) and predominantly within the 17–29 age group (56.3%), representing the young consumer segment as Chatime’s primary market in Ambon City. In terms of occupation, most respondents were students (42.5%), followed by civil servants or employees of state-owned enterprises (24.1%) and private-sector employees (20.7%). This demographic pattern suggests that impulsive buying behavior in the ready-to-drink beverage sector is more prominent among young and educated consumers, who tend to be more responsive to sensory experiences within the store environment and to attractive price promotions.

Table 1. Respondents’ Demographic Information

Demographic Variable	Category	Frequency (n=87)	Percentage (%)
Gender	Male	35	40.2
	Female	52	59.8
Age (years)	17 - 29	49	56.3
	30 - 39	20	23.0
	40 - 49	12	13.8
	≥ 50	6	6.9
Occupation	Student/ College Student	37	42.5
	Private Employee	18	20.7
	Civil Servant/State-Owned Enterprise Employee	21	24.1
	Entrepreneur	6	6.9
	Others	5	5.7

Validity and Reliability Analysis

Table 2. Validity and Reliability Assessment

Construct	Indicator	Loading	Composite Reliability	AVE	Cronbach's Alpha
Store Atmosphere	SAt1	0.812	0.890	0.675	0.865
	SAt2	0.845			
	SAt3	0.793			
	SAt4	0.826			
Price Discount	PD1	0.811	0.876	0.623	0.848
	PD2	0.835			
	PD3	0.792			
The Impulsive Buying	TIB1	0.803	0.907	0.612	0.882
	TIB2	0.819			
	TIB3	0.841			
	TIB4	0.798			
	TIB5	0.812			

Source: Processed data, 2025

The evaluation of the constructs indicated that all research indicators met the required validity and reliability criteria (Table 2). The validity analysis showed that all indicators had loading factors ranging from 0.792 to 0.845, confirming the convergent validity of each construct (Sarstedt et al., 2019). The Average Variance Extracted (AVE) values for Store Atmosphere, Price Discount, and Impulsive Buying were 0.675, 0.623, and 0.612, respectively, exceeding the 0.5 threshold, indicating that the indicators reliably represent the primary variance of their respective constructs (Kurniawan & Togatorop, 2025). Reliability testing further revealed Composite Reliability (CR) values of 0.890, 0.876, and 0.907, as well as Cronbach's Alpha values of 0.865, 0.848, and 0.882, all above the 0.7 threshold (Patty & Kurniawan, 2025), confirming high internal consistency among the indicators.

Hypothesis Testing Analysis

Table 3. Results of Hypothesis Testing

Hypothesis		Orginal Sample (O)	T Statistics (O/STDEV)	P Value
H1	Store Atmosphere -> The Impulsive Buying	0.421	4.135	0.000
H2	Price Discount -> The Impulsive Buying	0.378	3.682	0.000

Source: Processed data, 2025

The hypothesis testing results indicate that Store Atmosphere exerts a positive and significant effect on Impulsive Buying (O = 0.421; T = 4.135; P = 0.000), confirming that sensory and emotional experiences within the store can trigger spontaneous purchase decisions. This finding aligns with Rahmania and Sari, (2025), and Setiawan and Ardani (2022), who reported that lighting,

layout, color, and scent generate positive affect that reinforces consumers' impulsive tendencies. These results support the hedonic consumption framework proposed by Hirschman and Holbrook (1982), which emphasizes the role of emotional experiences in consumer behavior beyond rational considerations.

Price Discount was also found to significantly influence Impulsive Buying ($O = 0.378$; $T = 3.682$; $P = 0.000$), suggesting that price promotions can create a sense of urgency and enhance the drive for spontaneous purchases. This finding is consistent with Arianty et al. (2024), and Faiza Naomi et al. (2025), who demonstrated that discounts elicit emotional responses such as excitement or the joy of saving, particularly among young consumers who are highly responsive to economic value and time-limited opportunities. Accordingly, price discounts function as psychological triggers that modulate the intensity of impulsive buying.

A comparison of the effect sizes indicates that Store Atmosphere (0.421) contributes slightly more than Price Discount (0.378), implying that in-store experiential elements and ambiance play a more dominant role in shaping impulsive buying behavior than purely economic factors. This underscores the importance of integrating emotional stimuli with price promotions in retail marketing strategies, particularly within the beverage-to-go sector, to maximize the interaction between customer experiences and spontaneous purchase responses.

The interaction between Store Atmosphere and Price Discount demonstrates that both factors jointly reinforce consumers' impulsive buying tendencies, even though the dominant influence remains rooted in sensory and emotional experiences within the store. This highlights that effective marketing strategies rely not solely on price incentives but also on the store's ability to create an environment that evokes positive affect. In other words, the integration of atmospheric elements and price promotions can cultivate a more holistic consumer experience, increasing the likelihood of repeated spontaneous purchases while strengthening emotional attachment to the brand.

CONCLUSION AND RECOMMENDATIONS

This study confirms that Store Atmosphere and Price Discount play significant roles in driving impulsive buying behavior among Chatime consumers in Ambon City, with the impact of sensory and emotional experiences within the store slightly outweighing that of discount incentives. The findings underscore that spontaneous purchasing decisions are not solely triggered by economic considerations but are also influenced by emotional stimuli generated from the physical store environment, aligning with the hedonic consumption framework that emphasizes the role of affect in consumer behavior.

Based on these findings, it is recommended that store management focus on enhancing the store atmosphere through lighting, layout, color, scent, and service interactions that support comfort and positive customer experiences. Additionally, strategically planned discount promotions can be employed to

increase purchase urgency without diminishing the emotional value of the experience. The integration of these strategies is expected to strengthen impulsive buying tendencies, enhance customer satisfaction, and foster sustained emotional attachment to the brand.

FURTHER STUDY

This study still has limitations, so further research on this topic is still needed “Exploring the Effects of Sensory Store Experience and Promotional Pricing on: Evidence from Beverage Retail Consumers in Ambon City”.

REFERENCES

- Arianty, N., Gultom, D. K., Yusnandar, W., & Arif, M. (2024). Determinants of impulse buying behavior: The mediating role of positive emotions of minimarket retail consumers in Indonesia. *Innovative Marketing*, 20(1), 277–287. [https://doi.org/10.21511/im.20\(1\).2024.23](https://doi.org/10.21511/im.20(1).2024.23)
- Cahyani, L., & Marcelino, D. (2023). Positive Emotions as Mediation Between Hedonic Shopping Motivations on Impulsive Buying Behavior of E-Commerce in Indonesia. *Asia Pacific Management and Business Application*, 011(03), 347–362. <https://doi.org/10.21776/ub.apmba.2023.011.03.7>
- Chandrasekhar, K., Das, S., Gupta, N., & Jena, S. K. (2024). Comparative Analysis of Impulse Buying Behaviour Across Retail Channels: A Study of Physical Stores, E-commerce Websites and Mobile Shopping Apps. *Economic Affairs (New Delhi)*, 69(2), 1109–1120. <https://doi.org/10.46852/0424-2513.3.2024.33>
- Faiza Naomi, S. M., Gatot Nazir Ahmad, Nofriska Krissanya, & Terrylina Aryinta Monoarfa. (2025). Fast Fashion Frenzy : Exploring The Impact of Store Atmosphere on Impulsive Buying. *International Student Conference on Business, Education, Economics, Accounting, and Management (ISC-BEAM)*, 3(1), 2257–2276. <https://doi.org/10.21009/isc-beam.013.167>
- Hirschman, E. C., & Holbrook, M. B. (1982). Hedonic Consumption: Emerging Concepts, Methods and Propositions. *Journal of Marketing*, 46(3), 92–101.
- Jee, T. W. (2021). The perception of discount sales promotions – A utilitarian and hedonic perspective. *Journal of Retailing and Consumer Services*, 63(August), 102745. <https://doi.org/10.1016/j.jretconser.2021.102745>
- Kahneman, D., & Tversky, A. (1979). Prospect Theory: An Analysis of Decision under Risk. *Econometrica*, 47(2), 263–292.
- Kotler, P. (1974). Atmospheric as a marketing tool. *Journal of Retailing*, 49(4), 48
- Kurniawan, S. A., & Togatorop, E. (2025). Ketika Konten Bicara: Eksplorasi Dampak Ewom Dan Customer Innovativeness Terhadap Adopsi Produk Baru. *Business Management Journal*, 21(2), 61. <https://doi.org/10.30813/bmj.v21i2.8888>

- Liliyan, A. (2024). The Role of Elements in Visual Merchandising on Impulsive Buying in Retail Stores (Study on SW Market Stores in Bantul). *Journal of Social Science and Business Studies*, 2(4), 260–267. <https://doi.org/10.61487/jssbs.v2i4.120>
- Lim, S. H., Lee, S., & Kim, D. J. (2017). Is Online Consumers' Impulsive Buying Beneficial for E-Commerce Companies? An Empirical Investigation of Online Consumers' Past Impulsive Buying Behaviors. *Information Systems Management*, 34(1), 85–100. <https://doi.org/10.1080/10580530.2017.1254458>
- Lo, P. S., Dwivedi, Y. K., Wei-Han Tan, G., Ooi, K. B., Cheng-Xi Aw, E., & Metri, B. (2022). Why do consumers buy impulsively during live streaming? A deep learning-based dual-stage SEM-ANN analysis. *Journal of Business Research*, 147(April), 325–337. <https://doi.org/10.1016/j.jbusres.2022.04.013>
- Muzdalifah, L. (2023). Konsumen Online terhadap Pembelian Impulsif: Sifat Konsumen dan Faktor Situasional. *Greenomika*, 05(1), 13–28. <https://journal.unusida.ac.id/index.php/gnk%7C>
- Nabila, N., Wardhani, R. A. N., & Epriliyana, N. N. (2024). Pengaruh Diskon Dan Cashback Terhadap Frekuensi Pembelian Pada Aplikasi Shopeefood Di Wilayah Kabupaten Jember. *Jurnal Partisipatoris*, 7(01), 1–13. <https://doi.org/10.22219/jp.v7i01.37134>
- Patty, M. R., & Kurniawan, S. A. (2025). Apakah Money Attitude Membentuk Perilaku Keuangan? Peran Moderasi Celebrity Trustworthiness dalam Pengaruh Edukator Finansial. *Jurnal Ilmiah Manajemen FORKAMMA*, 8(2), 160–170.
- Purwanto, E., & Yanti, S. E. (2024). From pleasure to purchase: Exploring urban consumers' impulsive buying behavior. *Journal of Management and Digital Business*, 4(2), 187–203. <https://doi.org/10.53088/jmdb.v4i2.917>
- Rahmania, L., & Sari, P. N. (2025). Enhancing Impulse Buying in the Retail Industry: The Mediating Role of Positive Emotions. *Journal of Accounting and Finance Management*, 6(1), 225–237. <https://doi.org/10.38035/jafm.v6i1.1661>
- Redaksi Ameks. (2022). *Ambon Jadi Kota Ketujuh di Timur Indonesia Kehadiran Chatime*. <https://ameks.fajar.co.id/2022/12/29/ambon-jadi-kota-ketujuh-di-timur-indonesia-kehadiran-chatime/>
- Rook, D. W. (1987). The Buying Impulse. *The Journal of Consumer Research*, 14(189–199), 75–84. <https://doi.org/10.1145/2808138.2808141>
- Rook, D. W., & Fisher, R. J. (1995). Normative Influences on Impulsive Buying Behavior. *Journal of Consumer Research*, 22(3), 305. <https://doi.org/10.1086/209452>
- Safitri, N., Hadi, P., & Dwi, B. (2020). Analisis Suasana Toko, Potongan Harga

- Dan Penataan Produk Terhadap Pembelian Impulsif. *Jurnal Ilmiah Manajemen Kesatuan*, 8(3), 261–270.
<https://doi.org/10.37641/jimkes.v8i3.362>
- Sarstedt, M., Hair, J. F., Cheah, J. H., Becker, J. M., & Ringle, C. M. (2019). How to specify, estimate, and validate higher-order constructs in PLS-SEM. *Australasia Marketing Journal*, 27(3), 197–211.
<https://doi.org/10.1016/j.ausmj.2019.05.003>
- Setiawan, I. K., & Ardani, I. G. A. K. S. (2022). The Role of Positive Emotions to Increase the Effect of Store Atmosphere and Discount on Impulse Buying. *European Journal of Business and Management Research*, 7(1), 219–223.
- Sheoran, N. (2024). Measuring the Impulse Buying Behaviour of Consumers: Special Reference to Food and Beverages. *Space and Culture, India*, 11(4), 102–113. <https://doi.org/10.20896/saci.v11i4.1332>
- Stern, H. (1962). The Significance of Impulsive Buying. *Journal of Marketing*, 26(2), 59–62.
- Suvarna, S. V, & Malagi, D. A. K. (2025). THE EFFECT OF LIMITED-TIME DISCOUNTS ON CONSUMER URGENCY AND PURCHASE BEHAVIOR. *EPRA International Journal of Multidisciplinary Research (IJMR)*, 11(6).
- Wisesa, I. G. B. S., & Ardani, I. G. A. K. S. (2022). The Effect of Sales Promotion and Store Atmosphere Mediated by Positive Emotion on Impulse Buying for Customers in Bookstores. *European Journal of Business and Management Research*, 7(3), 63–66. <https://doi.org/10.24018/ejbmr.2022.7.3.1270>
- Zein, F. U., & Hadi, E. D. (2025). Do Shopping Lifestyle, Price Discount, and Positive Emotion Influence Impulse Buying? An Empirical Analysis of the Indonesian Fashion Industry. *Journal of Enterprise and Development (JED)*, 7(1).