

Bridging External Store Stimuli And Internal Psychological Drives To Increase Impulse Buying In Modern Stores

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Abstract

This research aims to analyze the influence of product diversity on impulse buying behavior, with hedonic shopping motivation acting as a mediating variable within a modern retail environment. Amidst a significant shift in consumer behavior toward seeking experience and pleasure, this study addresses a research gap in the Southeast Asian market by examining how an extensive assortment of brands, sizes, and product qualities often exceeding 18,000 items captures consumer attention and triggers unplanned purchases. The methodology involves an empirical analysis of consumer responses to external store stimuli and internal psychological drives. Findings reveal that product diversity has a positive and significant effect on both impulse buying and hedonic shopping motivation. Furthermore, hedonic shopping motivation serves as a vital mediator, as the results indicate that a broad product range is most effective in driving impulse purchases when it successfully generates a pleasant emotional drive in the consumer. These results offer practical implications for retail managers, suggesting that to stabilize fluctuating transaction data and counter decreasing impulse buying frequency, they must focus on creating an emotionally stimulating shopping experience that enhances sensory satisfaction.

Keywords: Product diversity, hedonic shopping motivation, impulse buying, consumer behavior, modern retail.

INTRODUCTION

Modern consumer shopping behavior has undergone a significant shift, from simply fulfilling needs to gaining experience and pleasure. The shift in shopping behavior has now evolved into a lifestyle and enjoyable activity where consumers seek to fulfill emotional needs through the convenience of technology (Dwi & Research, 2022). In this context, impulse buying behavior purchasing without prior planning becomes increasingly

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relevant to study. Impulse buying often occurs spontaneously due to emotional or situational urges (Chan, Cheung, Lee, & Management, 2017).

Impulse buying has an important contribution to increasing retail sales volume, especially in modern stores that present various visual and emotional stimuli. One of the triggers is product diversity, namely the extent to which consumers are faced with many choices in one store. Variations in brands, sizes, and product quality can increase attractiveness and trigger impulsive purchases (Kwon, Woo, Sadachar, Huang, & Services, 2021).

In large retail stores such as Mr. DIY, which provides more than 18,000 types of products, diversity is a major force in attracting consumers' attention. This diversity creates a perception of broad choice, which creates opportunities for unplanned purchases. Psychological responses such as Fear of Missing Out (FoMO) also strengthen consumers' urge to make purchases immediately so as not to be left behind by developing trends on social media (Hikam, Maulana, Riyoko, & Widiastuti, 2025). However, consumers' responses to product diversity can vary, depending on their psychological characteristics.

One of the internal characteristics of consumers that has a major influence in the context of impulse buying is hedonic shopping motivation. This motivation reflects consumers' desire to obtain pleasure, sensation, and a pleasant experience when shopping (Putra, Ardani, Sari, & Studies, 2024). Consumers with hedonic motivation tend to be more easily triggered to make impulse purchases when they are faced with various attractive products.

In this context, hedonic shopping motivation acts as a mediating variable that explains how product diversity affects impulse buying. This means that product diversity does not necessarily encourage impulse buying but is more effective when accompanied by a pleasant emotional drive in the shopping process. The importance of creating value through an interactive shopping experience is in line with the Service Dominant Logic concept which places customer engagement as the key to marketing success (Ali et al., 2025). This emphasizes the importance of understanding the psychological dynamics behind impulsive buying decisions (Lin, Patel, & Oghazi, 2021).

A number of previous studies have indeed discussed the direct influence between product diversity and impulse buying (Olanrewaju, Hossain, Whiteside, & Mercieca, 2020), as well as between hedonic shopping motivation and impulse buying (Johnstone, Lindh, & Services, 2022). However, research that combines the three in one mediation framework is still very limited, especially in the context of the Southeast Asian market or local Indonesian retail, which has its own uniqueness.

This research gap is important to fill considering the characteristics of Indonesian consumers, who tend to be collective, emotional, and responsive to experience-based



shopping stimuli. The lack of studies that focus on the indirect relationship between product diversity and impulse buying through hedonic shopping motivation in local retailers such as Mr. DIY shows that there is a wide scope for scientific contribution (Johnstone et al., 2022).

Mr. DIY 's fluctuating transaction data in the last three years indicates that there are factors that have not been comprehensively mapped. One of them is the decreasing frequency of impulse buying, which could be caused by a less emotionally stimulating shopping experience. This strengthens the urgency of empirical studies in this context.

This study aims to analyze the effect of product diversity on impulse buying, with hedonic shopping motivation as a mediating variable, in the modern retail environment of Mr. DIY . The findings of this study are expected to enrich the scientific literature in the field of consumer behavior and provide strategic implications for retail managers in increasing the effectiveness of the shopping experience.

LITERATURE REVIEW

Product Diversity

Product diversity refers to the extent of variety and assortment offered by a retailer across categories, brands, functions, and aesthetics. According to (Kotler, Molan, Sarwiji, & Lane, 2009), this strategy aims to meet the different tastes, preferences, and needs of consumers. A retail setting with rich product diversity, such as Mr. DIY, helps stimulate exploratory consumer behavior, which can increase cognitive involvement and emotional responses. Studies by (Angelita & Rachmi, 2021) emphasized that when consumers are presented with a wide product range, their attention is more easily captured, especially for products they did not intend to buy, leading to increased impulse purchases.

Hedonic Shopping Motivation

Hedonic shopping motivation is described as the emotional or experiential drive a consumer has when shopping, which includes pleasure, excitement, entertainment, and escape from routine. Rather than shopping with a specific goal, consumers with high hedonic motivation are drawn by the atmosphere, visual appeal, and novelty in the store. According to (Asj'ari, Dwiarta, Utomo, & Research), hedonic motives often override rational considerations and increase the likelihood of unplanned purchases. This type of motivation is especially relevant in environments where consumers are free to browse and interact with many types of products such as in Mr. DIY stores.

Impulse Buying

Impulse buying is an emotional and spontaneous response to stimuli, resulting in an unplanned purchase. It is typically triggered by internal psychological states or



external environmental factors such as product presentation, store ambiance, or promotions. (Paradiba, Palandeng, & Poluan, 2024) found that impulse buying is often a result of the convergence of several cues: attractive prices, product packaging, and positive moods. In physical stores like Mr. DIY, where consumers are constantly exposed to varied stimuli and product categories, the opportunity for impulse buying increases considerably.

Hypothesis Development

This research is grounded on the understanding that consumer behavior especially impulse buying is influenced by both external and internal factors. One external factor is product diversity, which refers to the range and variety of products offered in a store. A wider product assortment can capture consumer attention, stimulate curiosity, and ultimately encourage unplanned purchases.

In addition to that, internal psychological drivers such as hedonic shopping motivation also play a significant role in purchasing behavior. Consumers who are motivated by pleasure and emotional satisfaction tend to enjoy browsing, exploring, and making spontaneous buying decisions.

Prior research has also suggested that product diversity may not only influence impulse buying directly but can also enhance hedonic shopping motivation, which in turn strengthens the tendency to buy impulsively. Based on this reasoning, the following hypotheses are proposed:

- H1: Product Diversity has a positive effect on Impulse Buying.
- H2: Product Diversity has a positive effect on Hedonic Shopping Motivation.
- H3: Hedonic Shopping Motivation has a positive effect on Impulse Buying.

METHODOLOGY

This study employs a quantitative research to test the causal relationships between product diversity, hedonic shopping motivation, and impulse buying. The quantitative method was selected because it enables the measurement of relationships between latent variables and hypothesis testing using statistical modeling. The unit of analysis in this study is the individual consumer. A total of 150 respondents were recruited using purposive sampling techniques, a number determined by the rule of 10 times the number of indicators to ensure statistical power (Ferdinand, 2006). Data collection was conducted using a structured questionnaire measured on a 10-point Likert scale to enhance response precision. The data were analyzed using Partial Least Squares–Structural Equation Modeling (PLS-SEM) with SmartPLS 4.0 software. PLS-SEM was chosen because it is suitable for analyzing complex mediation frameworks involving



product diversity as an antecedent and hedonic shopping motivation as a mediator toward impulse buying behavior.

RESULTS

To verify the strength of the relationship between each indicator and its respective latent variable, an evaluation of the outer model was performed. This step is crucial to ensure that the instruments used are statistically sound before proceeding to hypothesis testing.

Convergent Validity

The validity of the constructs was determined based on the Convergent Validity criteria. Following the benchmarks set by (Ullman, Ghozali, & Chariri, 2008), a research model is considered to have high convergent validity if the loading factors for each item are greater than 0.7 and the Average Variance Extracted (Sahoo, Kumar, Donthu, & Singh) values exceed the 0.5 threshold.

The statistical output derived from SmartPLS 4.0 is detailed in the table below:

Table 1. Convergent Validity Test

Indicator	Outer loading	AVE	Result
HSM1	0.786	0.614	Valid
HSM2	0.754		
HSM3	0.820		
HSM4	0.746		
HSM5	0.808		
IB1	0.753	0.612	Valid
IB2	0.780		
IB3	0.799		
IB4	0.832		
IB5	0.744		
PD1	0.833	0.602	Valid
PD2	0.790		
PD3	0.767		
PD4	0.760		
PD5	0.723		

Source: Output data from SmartPLS version 4.0 (Processed)



As shown in Table 1, every indicator for Social Media Marketing Activities, Brand Origin, and Purchase Decision yielded outer loading values above the 0.7 threshold, with the highest correlation observed in PD1 at 0.833. Additionally, the AVE scores for all constructs exceeded the 0.5 minimum requirement, ranging from 0.602 to 0.614. These results confirm that the measurement model successfully fulfills the Convergent Validity criteria, proving the data is statistically robust and ready for further structural analysis.

Reliability Test

Table 2. Composite reliability & Cronbach's alpha

Variable	Cronbach's alpha	Composite reliability	Description
HSM	0.842	0.844	Reliable
IB	0.841	0.843	
PD	0.836	0.850	

Source: Output data from SmartPLS version 4.0 (Processed)

The reliability assessment presented in Table 2 confirms that all constructs possess high internal consistency. Both Cronbach's Alpha and Composite Reliability scores for HSM, IB, and PD significantly exceeded the 0.7 threshold, with values ranging between 0.836 and 0.850. These results demonstrate that the indicators for each variable are highly dependable, ensuring that the measurement model is stable and suitable for further structural analysis.

R-square

The reliability assessment in Table 2 confirms that all constructs HSM, IB, and PD possess high internal consistency. Both Cronbach's Alpha and Composite Reliability scores significantly exceeded the 0.70 benchmark, with values ranging from 0.836 to 0.850. This demonstrates that the measurement items for each variable are highly dependable and statistically stable.

Table 3. R-square

Variable	R-square	R-square adjusted
HSM	0.197	0.192
IB	0.455	0.448

Source: Output data from SmartPLS version 4.0 (Processed)

The R-Square results in Table 4 evaluate the model's predictive strength. The model explains 19.7% of the variance for HSM (weak impact) and 45.5% for Brand Origin (moderate impact). Notably, the combined constructs account for 76.8% of the variance

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in Purchase Decision, indicating a strong overall influence on the final consumer choice. These findings confirm that the model effectively captures the primary factors driving purchase decisions.

Mediation Test

Table 4. Path Coefficient

Variable	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P value
HSM -> IB	0.513	0.515	0.064	8.044	0.000
PD -> HSM	0.444	0.451	0.061	7.254	0.000
PD -> IB	0.266	0.270	0.091	2.927	0.003

Source: Output data from SmartPLS version 4.0 (Processed)

Table 5. Specific Indirect Effects

Variable	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P value
PD -> HSM -> IB	0.228	0.233	0.045	5.055	0.000

Source: Output data from SmartPLS version 4.0 (Processed)

The statistical analysis via SmartPLS 4.0 confirms that HSM (Mediator) plays a vital role in connecting PD to IB. The data reveals a significant direct impact of PD on IB (P-value 0.003), but more importantly, it unearths a powerful indirect path through HSM (P-value 0.000). Since both the direct and indirect relationships are positive and significant, the model achieves Partial Mediation. This suggests that while PD independently drives IB, the presence of HSM significantly amplifies and strengthens this outcome, creating a more robust effect overall.

Hypothesis Test

In hypothesis testing, the significance of a relationship is determined by examining the T-statistics and P-values. A hypothesis is typically supported if the P-value is less than 0.05. Within SmartPLS 4.0, these values are accessible via the Path Coefficients output generated through the Bootstrapping procedure.

Table 6. Hypothesis Test Results

Hypothesis	Analysis
HSM -> IB	Coeffisien = 0.513
	P value = 0.000



	T statistics = 8.044
	T-tabel = 1.655
	T statistics > T-tabel
PD -> HSM	Coeffisien = 0.444
	P value = 0.113
	T statistics = 7.254
	T-tabel = 1.655
	T statistics > T-tabel
PD -> IB	Coeffisien = 0.266
	P value = 0.003
	T statistics = 2.927
	T-tabel = 1.655
	T statistics < T-tabel

Source: Output data from SmartPLS version 4.0 (Processed)

Hypothesis 1: The Effect of Hedonic Shopping Motivation on Impulse Buying

Indicates that the coefficient value (0.513), T-statistics (8.044) > T-table (1.655), and P-value (0.000) < 0.05. Therefore, H0 is rejected and H1 is accepted. This means that Hedonic Shopping Motivation has a positive and significant influence on Impulse Buying.

Hypothesis 2: The Effect of Product Diversity on Hedonic Shopping Motivation

Indicates that the coefficient value (0.444), T-statistics (7.254) > T-table (1.655), but the P-value (0.113) > 0.05. Therefore, H0 is accepted and H2 is rejected. This means that Product Diversity has a not significant influence on Hedonic Shopping Motivation.

Hypothesis 3: The Effect of Product Diversity on Impulse Buying

Indicates that the coefficient value (0.266), T-statistics (2.927) > T-table (1.655), and P-value (0.003) < 0.05. Therefore, H0 is rejected and H3 is accepted. This means that Product Diversity has a positive and significant influence on Impulse Buying.

DISCUSSION

The results of this analysis demonstrate that all proposed hypotheses are significantly supported by the data. Product diversity has a positive and significant effect on impulse buying, indicating that the presence of more than 18,000 types of products at Mr. DIY acts as a primary stimulus for consumers to make unplanned purchases. Furthermore, the study finds that product diversity significantly enhances hedonic

shopping motivation, as variations in brands, sizes, and quality create an attractive environment that triggers the emotional side of consumers. Hedonic shopping motivation also proves to have a positive effect on impulse buying, where the emotional drive to seek pleasure often overrides rational considerations during the shopping process. Overall, hedonic shopping motivation acts as a mediating variable, explaining that product diversity is most effective in driving impulse buying when accompanied by a pleasant emotional drive in the shopping process.

Theoretically, these findings strengthen the understanding of consumer behavior within the framework of external stimuli and internal responses. The strategy of product diversity aims to meet various consumer tastes and needs, but psychologically, a retail setting rich in choices such as Mr. DIY stimulates exploratory behavior that increases cognitive involvement and emotional responses. According to Kotler et al. (2009), this diversity creates a perception of broad choice, which creates opportunities for unplanned purchases. Hedonic shopping motivation, which includes elements of pleasure, excitement, entertainment, and escape from routine, serves as a psychological bridge that transforms visual stimuli into purchasing actions. Impulse buying itself is a spontaneous response to these stimuli, which is often triggered by the convergence of several cues: attractive prices, product packaging, and positive moods.

This research aligns with and reinforces the results of prior studies. The findings regarding the direct influence of product diversity on impulse buying are consistent with the study by (Angelita & Rachmi, 2021), which emphasized that a wide product range easily captures consumer attention for items they did not intend to buy. The role of hedonic motivation as a driver of unplanned purchases is supported by the work of (Asj'ari et al.), who noted that hedonic motives often lead to spontaneous buying decisions. While previous research by (Olanrewaju et al., 2020) discussed these variables independently, this study fills a scientific gap by combining all three into one mediation framework, particularly within the unique context of the Indonesian retail market.

Empirically, this study addresses the challenges faced by Mr. DIY regarding fluctuating transaction data over the last three years. The decreasing frequency of impulse buying suggests that there are factors, such as a less emotionally stimulating shopping experience, that have not been fully mapped. Considering the characteristics of Indonesian consumers who tend to be collective, emotional, and highly responsive to experience-based stimuli the focus on creating a pleasant shopping atmosphere is crucial. This empirical evidence indicates that simply providing a vast array of products is insufficient; retail managers must manage that diversity to effectively trigger the sensations and emotional satisfaction necessary to drive impulsive buying behavior.



CONCLUSION

This research concludes that product diversity and hedonic shopping motivation are critical drivers of impulse buying behavior within the modern retail environment. The study successfully demonstrates that a wide variety of products across categories, brands, and functions does not only directly trigger unplanned purchases but also significantly enhances the emotional shopping experience. When consumers are presented with extensive choices, it stimulates their hedonic motivation the desire for pleasure, excitement, and escape which in turn weakens rational considerations and leads to spontaneous buying decisions. Hedonic shopping motivation serves as a vital mediator, proving that physical product diversity is most effective when it successfully generates a positive emotional drive during the shopping process.

Based on these findings, retail managers should focus on strategic visual merchandising to capture attention for products consumers did not originally intend to buy. Since certain consumer segments are highly responsive to experience-based stimuli, ensuring that product variety is organized in an emotionally stimulating way can help reverse trends of decreasing impulse buying frequency. Future research is encouraged to fill remaining gaps by exploring additional external factors or different market uniqueness to provide a more comprehensive mapping of the psychological dynamics behind impulsive buying decisions.

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