

Analysis of Positive Emotion Mediation between Store Atmosphere, Sales Promotion, and Impulse Buying at Uniqlo Surabaya Outlets

Aristha Adinegara^{1*}, Wiwik Handayani^{2*}, Muhadjir Anwar³

^{1*,2*,3} Magister Manajemen, University of Pembangunan Nasional Veteran East Java, Indonesia

Abstract:

This study aims to analyze the role of positive emotions in mediating the influence of store atmosphere and sales promotion on impulsive buying behavior for Uniqlo products in Surabaya City. This study is driven by the phenomenon of high impulse buying in the fashion retail sector, particularly for the Uniqlo brand, which is influenced by various psychological, personal, social, and cultural factors. This study also focuses on the importance of store atmosphere and sales promotions in creating a memorable shopping experience and driving spontaneous consumer purchase intentions. The study employed a quantitative methodology, gathering data from 232 respondents who shop at Uniqlo in Surabaya using questionnaires.. The Partial Least Squares (PLS) approach was employed for data analysis to examine the direct and mediated associations among variables, namely store atmosphere, sales promotion, positive emotion, and impulse buying. Instrument validity and reliability tests were also performed to ensure the accuracy of variable measurement in this research model. The research results indicate that store atmosphere and sales promotion contribute positively to positive emotion. Store atmosphere and sales promotion are also proven to have a direct impact on impulse buying. Additionally, positive emotion plays an important mediating role, strengthening the influence of both store atmosphere and sales promotion on impulse buying among Uniqlo consumers in Surabaya. This finding confirms the importance of store atmosphere management and effective promotional strategies in creating a positive emotional experience that drives impulsive buying behavior in the fashion retail environment

Keywords: Store Atmosphere, Sales Promotion, Positive Emotion, Impulse Buying

1. Introduction

Globalization and the transformation of the fashion retail industry, particularly in Indonesia over the past decade, have significantly altered consumer behavior, including a tendency for impulsive purchases, especially among young urban generations heavily exposed to digital and physical marketing stimuli (Salbiah, 2023). One prominent brand is Uniqlo, which is not only known for its quality products but also for its innovative marketing strategies that successfully captivate young generations, a group that is easily influenced by various promotional stimuli, both online and offline (Bisnis.com, 2025). This condition shows how the modern lifestyle and image built thru branded products have become an important part of consumer identity and are often associated with spontaneous shopping behavior.

Uniqlo's development in Indonesia since its first appearance in 2013 demonstrates market literacy that is adaptable to economic dynamics and business opportunities, reflected in its continuous expansion strategies and product innovations. Uniqlo's sales data shows that despite fluctuations in global revenue and profit due to the pandemic and other external challenges, the company has been able to maintain a growth trend by integrating an enjoyable shopping experience thru store atmosphere and attractive sales promotions (Fast Retailing Co., Ltd., 2025). This strategy also laid the foundation for the creation of impulsive buying tendencies, which are believed to be a major force driving sales volume growth in the domestic market. In this context, purchases are no longer based solely on functional needs, but also on the emotional response formed by the store's atmosphere and external stimuli such as sales promotions (Levy & Weitz, 2018).

Previous research findings have emphasized that store atmosphere dimensions, ranging from layout, lighting, interior-exterior design, to personal service, play a critical role in fostering positive emotional experiences and increasing the likelihood of spontaneous or impulsive purchases (Wardani & Trihudiyatmanto, 2021). On the other hand, attractively and relevantly designed sales promotions can generate enthusiasm, satisfaction, and pride, making these positive emotions the main trigger for impulse

buying (Adzqia & Adialita, 2024). Meanwhile, Alfiani et al. (2024) Highlight that pleasant mood intervention serves as a partial mediator between store atmosphere, promotional activities, and impulsive behavior.

Product innovation and marketing strategies have proven to maintain competitiveness and drive impulse buying behavior, which is the backbone of modern retail growth (Levy & Weitz, 2018). Previous studies have shown that impulse buying in the fashion sector is strongly influenced by the interaction between external stimuli (store atmosphere and promotions), personal factors, and the positive emotions experienced by consumers (Baron et al., 2016). Risal et al. (2023) identified that discounts and the store environment concurrently enhance positive emotions, which in turn strengthen the desire for impulse buying. Then, Rohadi and Wibowo (2025) proved that hedonic motivation and sales promotion drive impulsive buying thru the mediation of positive emotions on digital platforms.

However, research gaps still exist in the aspects of object specification and variable integration. The majority of previous studies have partially examined atmospheric variables, promotions, and positive emotions in convenience stores or e-commerce platforms, thus not simultaneously testing an integrative model with positive emotions as a mediator in an international fashion retail environment like Uniqlo in Surabaya. Additionally, the limitations of regional data and the changing characteristics of urban consumers, such as age and occupation diversity, are rarely explored in depth, resulting in a scarcity of comprehensive research findings on Uniqlo Surabaya.

The uniqueness of this research lies in the integration of the Stimulus-Organism-Response (SOR) framework and the Theory of Reasoned Action (TRA) to objectively analyze the link between impulsive buying, positive emotions, sales promotion and store atmosphere, within a local context and using a mediation model that has not been widely studied (Mehrabian & Russell, 1974; Ajzen & Fishbein, 1980). However, the context of Uniqlo's consumer behavior in Surabaya, an urban market with specific demographic and psychographic characteristics, is still relatively rarely studied in depth and simultaneously, specifically concerning the function of good emotion as a mediating variable (Cahyanti & Wardana, 2024). This research provides theoretical and practical contributions to the development of modern retail marketing strategies in building positive emotional experiences and increasing consumer loyalty in an era of high competition.

2. Literature Review

The main theory used in this research is the Stimulus-Organism-Response (SOR) theory, which was first developed by Woodworth (1929), then refined by Mehrabian & Russell (1974) and Jacoby (2002). In the SOR model, consumer buying behavior is described as a process that begins with a stimulus (external stimuli) such as store atmosphere and sales promotions, which is then processed internally by the organism (the consumer's psychological state and positive emotions), ultimately leading to a response in the form of impulsive buying behavior. This theory is relevant for understanding the psychological mechanisms of consumers when responding to various stimuli in the modern retail environment, where sensory and affective experiences have been shown to play a significant role in spontaneous purchasing decisions. In the context of this research, store atmosphere and sales promotion serve as stimuli, positive emotion as the organism, and impulsive buying as the response.

In addition to SOR, this study also bases its analysis on the Theory of Reasoned Action (TRA) developed by Fishbein and Ajzen (1980), individual conduct is determined by intention, which is in turn shaped by attitude and subjective norm. Within the TRA framework, impulsive buying behavior is not only determined by external factors such as sales promotions and store atmosphere, but also by internal cognitive-affective processes in the form of positive emotions and consumer attitudes that are formed. Thus, these two theories simultaneously provide a strong conceptual foundation for mapping the relationship between marketing stimuli, emotional responses, and impulsive buying behavior in the modern fashion retail sector.

2.1 Store Atmosphere

According to Kotler (2016), store atmosphere is the effort to design the buying environment to produce specific emotional effects on buyers, thereby increasing the likelihood of purchase. Furthermore, Utami (2017) emphasizes that store atmosphere is the environmental design of a store that involves visual communication, lighting, color, music, and aroma to build customer emotional responses and perceptions. Meanwhile, according to Berman and Evans (2018), atmosphere refers to the physical characteristics of a store used to build an impression and attract customers. Based on the experts' descriptions, it can be

concluded that store atmosphere is a combination of physical and psychological elements intentionally designed to create a comfortable, attractive atmosphere that can influence consumer emotions and behavior. A good store atmosphere not only makes consumers want to stay longer but also encourages them to make purchases and return in the future.

2.2 Sales Promotion

Sales promotion is a retail promotion program aimed at encouraging sales, increasing sales, or maintaining customer interest in shopping with them (Ma'ruf, 2005). According to Belch & Belch (2015), sales promotion is a marketing activity that provides added value or incentives to the sales force, distributors, or directly to consumers with the goal of stimulating immediate purchases. Sales promotion includes tools for consumer promotion (samples, coupons, rebates, discounts, souvenirs, premiums, subscription gifts, complimentary trials, guarantees, collaborative promotions, reciprocal promotions, point-of-sale displays and demonstrations; trade promotion (discounts, free goods) together with business and sales force marketing (special advertising, contests, trade shows) (Kotler and Keller, 2016). Based on the opinions of several experts above, The author concludes that sales promotion constitutes an initiative presented as an offer, typically involving short-term incentives, designed to directly persuade consumers and disseminate product information to generate buyer interest and facilitate a purchase.

2.3 Positive Emotion

aros & Steenkamp (2005) posit that positive emotion constitutes an evaluative response of an individual's neurological system to external or internal stimuli and is frequently seen as a generic dimension., affecting both positive and negative aspects. The phrase "positive emotion" refers to a state of mind that affects and decides the degree of consumer decision-making. (Prihartini, 2020). Park & Lennon (2016) Positive feeling is defined as a mood-related consequence that shows itself as enthusiasm for purchasing. This is a significant determinant for customers in their shopping decisions. Positive emotions can arise from stimuli such as store atmosphere, sales promotions, service, or a pleasant shopping experience. Based on the theory presented above, the researcher concludes that positive emotion indicates that the higher the positive emotion, the more positive feelings it will bring to the person experiencing it, such as pleasant or joyful emotional experiences, and it can determine the intensity of consumer decision-making in purchasing a product.

2.4 Impulsive Buying

According to Utami (2017), impulsive buying is an irrational purchase made quickly without planning. This behavior is usually driven by a sudden conflict of thoughts and emotions. A similar opinion was put forward by Solomon et al. (2008), who stated that impulsive buying occurs when individuals experience a spontaneous, urgent impulse that is difficult to resist. Vohs and Faber (2007) also argue that impulsive buying is a spontaneous desire to purchase a product without reflection or careful consideration of the reasons for the purchase. Arifianti & Gunawan (2020) emphasize that impulsive buying occurs due to stimulation from stores or retailers offering attractive goods, leading to a desire to buy more. According to the various definitions above, impulsive buying behavior consists of strong emotional impulses, spontaneity, and a lack of rational consideration when making purchasing decisions. Internal factors such as emotions and personality, as well as external factors like shopping situations or marketing strategies, are the most frequent influences on this phenomenon.

3. Conceptual Framework

The hypotheses in this study are grounded in the correlation between the research objectives and the theoretical framework,

H1: Store atmosphere has a positive effect on positive emotion.

H2: Sales promotion has a positive effect on positive emotion.

H3: Store atmosphere has a positive effect on impulsive buying.

H4: Sales promotion has a positive effect on impulsive buying.

H5: Positive emotion has a positive effect on impulsive buying.

H6: Positive emotion has a positive mediating effect on the relationship between store atmosphere and impulsive buying.

H7: Positive emotion has a positive mediating effect on the relationship between sales promotion and impulsive buying.

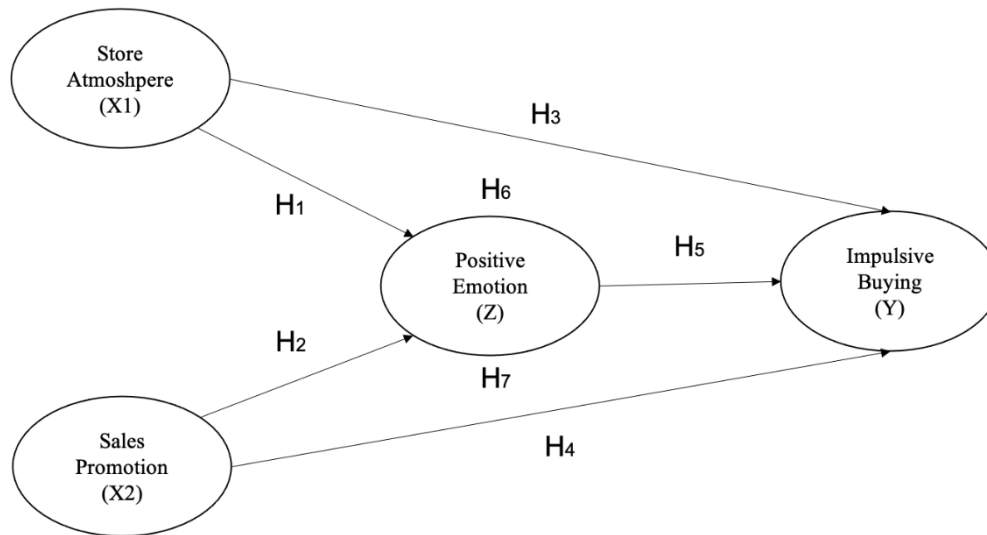


Figure 3.1 Conceptual Framework

4. Research Method

This study employs a survey strategy using a Likert scale-based questionnaire and a quantitative methodology. The research sample consists of Uniqlo consumers in Surabaya City who were selected using purposive sampling, with respondent criteria including: residing in Surabaya City, having purchased Uniqlo products before, and being within the productive age range. The data collection process was conducted directly at the Uniqlo Surabaya store. Data study employing the Partial Least Squares (PLS) methodology to analyze the interrelationships among the variables: store atmosphere, sales promotion, positive emotion, and impulse buying. Validity and reliability testing The measurement tool is evaluated to guarantee the accuracy and consistency of the research instrument. Convergent validity is proven by factor loading and AVE values above 0.5 for each variable indicator. Meanwhile, discriminant validity was assessed utilizing the HTMT and Fornell-Larcker criteria., which showed values below the specified limit.

5. Result

Tabel 5. 1 Respondent Identity by Gender

| Gender | Number | Percentage (%) |
|--------|--------|----------------|
| Male | 81 | 34,9 |
| Female | 151 | 65,1 |
| Total | 232 | 100 |

The composition of respondents in the Uniqlo research in Surabaya is dominated by women, with 151 people (65.1%) out of a total of 232 respondents, while men number 81 (34.9%). This indicates that female consumers are more active in impulse purchases and in responding to the Uniqlo-related survey, making women a potential key segment for the Uniqlo market in Surabaya.

Tabel 5.2 Respondent Identity by Age

| Age | Number | Percentage (%) |
|--------------------|------------|----------------|
| Under 18 years old | 4 | 1,7 |
| 18-25 years old | 18 | 7,8 |
| 26-35 years old | 101 | 43,5 |
| Over 35 years old | 109 | 47 |
| Total | 232 | 100,0 |

The majority of Uniqlo Surabaya respondents are from the over-35 age group, with 109 people (47%), indicating active involvement of adult consumers in product purchases. The 26–35 age group is also dominant with 101 respondents (43.5%), signifying a significant contribution from the productive age group, especially professional workers with high purchasing power and a strong need for appearance. This shows that Uniqlo's impulsive buying behavior in Surabaya is more common among the adult age group, not just teenagers.

Tabel 5.3 Respondent Identity by Occupation

| Occupation | Number | Percentage (%) |
|--------------------------------|------------|----------------|
| Student | 12 | 5,2 |
| Civil Servant/ Private Employe | 113 | 48,7 |
| Self-Employed | 68 | 29,3 |
| Unemployed | 23 | 9,9 |
| Other | 16 | 6,9 |
| Total | 232 | 100,0 |

The job composition of Uniqlo Surabaya respondents is quite diverse, but it is dominated by those who are economically active. A total of 48.7% are civil servants or private employees with fixed incomes, 29.3% are self-employed or independent business owners, 9.9% are unemployed, 7.8% are students, and the remaining 4.3% are others such as freelancers or housewives. This indicates the dominance of individuals of productive age and self-employed, but still involves young and non-working groups in Uniqlo's fashion retail consumption behavior in Surabaya.

Tabel 5.4 Tabel Construct Reliability and Validity

| | Cronbach's Alpha | Rho_A | Composite Reliability | Average Variance Extracted (AVE) |
|-----------------------|------------------|-------|-----------------------|----------------------------------|
| Store Atmosphere (X1) | 0,857 | 0,866 | 0,897 | 0,637 |
| Sales Promotion (X2) | 0,896 | 0,929 | 0,922 | 0,705 |
| Positive Emotion (Z) | 0,897 | 0,905 | 0,925 | 0,711 |
| Impulse Buying (Y) | 0,811 | 0,837 | 0,866 | 0,568 |

Source: SmartPLS Output, 2024

The test results show that the AVE values for the constructs (variables) Impulsive Buying (Y) = 0.568, Positive Emotion (Z) = 0.711, Sales Promotion (X2) = 0.705, and Store Atmosphere (X1) = 0.637, all have values greater than 0.5, so they can be declared convergently valid. Construct reliability is a build is deemed dependable if its composite reliability value exceeds 0.70.. This indicates that the construct indicators consistently measure its latent variable. According to the test outcomes, Impulsive Buying (Y) = 0.866, Positive Emotion (Z) = 0.925, Sales Promotion (X2) = 0.922, and Store Atmosphere (X1) = 0.897 are constructs (variables) with a composite reliability value greater than 0.7. Thus, each construct in this model can be considered reliable.

Tabel 5.5 Outer Loadings

| | Store Atmosphere (X1) | Sales Promotion (X2) | Positive Emotion (Z) | Impulse Buying (Y) |
|------|-----------------------|----------------------|----------------------|--------------------|
| X1.1 | 0,782 | | | |
| X1.2 | 0,771 | | | |
| X1.3 | 0,761 | | | |
| X1.4 | 0,833 | | | |
| X1.5 | 0,839 | | | |
| X2.1 | | 0,852 | | |
| X2.2 | | 0,854 | | |
| X2.3 | | 0,858 | | |
| X2.4 | | 0,907 | | |
| X2.5 | | 0,902 | | |

| | | | | |
|----|--|--|-------|-------|
| Z1 | | | 0,816 | |
| Z2 | | | 0,881 | |
| Z3 | | | 0,914 | |
| Z4 | | | 0,860 | |
| Z5 | | | 0,734 | |
| Y1 | | | | 0,813 |
| Y2 | | | | 0,807 |
| Y3 | | | | 0,778 |
| Y4 | | | | 0,763 |
| Y5 | | | | 0,581 |

Source: SmartPLS Output, 2024

Based on Table 4.8, it can be explained that all indicators for each variable have factor loading values above 0.5. For example, for the store atmosphere variable (X1), the loading factor values for indicators X1.1 = 0.782, X1.2 = 0.771, X1.3 = 0.761, X1.4 = 0.833, and X1.5 = 0.839 all exceed 0.5. This also applies to indicators for other variables such as sales promotion (X2), positive emotion (Z), and impulsive buying (Y). Therefore, it can be said that all indicators in this study meet the requirements of convergent validity, making them suitable and valid for use as a measurement tool for the variables being researched. Furthermore, the consistent ability of each indicator to represent the concept being tested is a sign of good convergent validity.

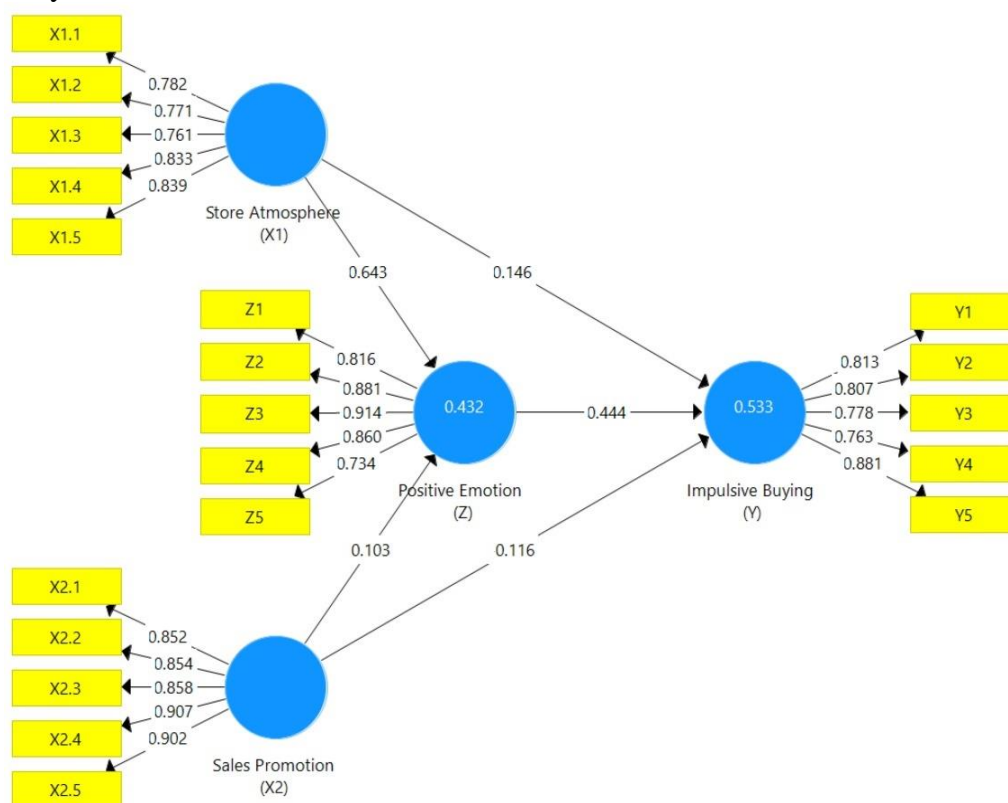


Figure 5.1 Outer Model with Factor Loading, Path Coefficient, and R-Square

The image above is a Partial Least Squares (PLS) structural model showing the relationships between variables and indicators in research on impulsive buying behavior at Uniqlo in Surabaya. This image illustrates that the model consists of three main variables: Store Atmosphere (X1), Sales Promotion (X2), and Positive Emotion (Z) as a mediator, with Impulsive Buying (Y) as the dependent variable. Each latent variable is measured by several indicators with loading factor values above 0.7, indicating good construct validity. Store Atmosphere (X1) and Sales Promotion (X2) each have a direct and indirect influence on Impulsive Buying (Y), with Positive Emotion (Z) mediating their effects. The path coefficient values indicate that Store Atmosphere (X1) is the strongest in building Positive Emotion (Z) (0.643), which subsequently has a significant impact on Impulsive Buying (Y) (0.444). Meanwhile, Sales Promotion (X2) also increases Positive Emotion (0.103) and influences Impulsive Buying (0.116), although with lower coefficients. The R-Square values for Positive Emotion (0.432) and Impulsive Buying (0.533) indicate that the model is able to explain 43.2% and 53.3% of the variance in each variable, making it valid for

describing the dynamics of impulsive consumer behavior at Uniqlo Surabaya within the context of store atmosphere, promotion, and positive emotional experience. Additionally, it can be seen that the indicators for each variable also have high loading factor values, indicating that this research instrument is very capable of representing each construct.

Tabel 4.2 Hypothesis Testing

| | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | T Statistic (O/STDEV) | P Values | Keterangan |
|-----------------------------------------------------------------------|---------------------|-----------------|----------------------------|-------------------------|--------------|-----------------|
| Store Atmosphere (X1) - > Positive Emotion (Z) | 0,643 | 0,645 | 0,053 | 12,197 | 0,000 | Accepted |
| Sales Promotion (X2) - > Positive Emotion (Z) | 0,103 | 0,105 | 0,050 | 2,059 | 0,040 | Accepted |
| Store Atmosphere (X1) - > Impulse Buying (Y) | 0,146 | 0,143 | 0,067 | 2,159 | 0,031 | Accepted |
| Sales Promotion (X2) - > Impulse Buying (Y) | 0,116 | 0,125 | 0,051 | 2,294 | 0,022 | Accepted |
| Positive Emotion (Z) - > Impulse Buying (Y) | 0,444 | 0,448 | 0,069 | 6,401 | 0,000 | Accepted |
| Store Atmosphere (X1) - > Positive Emotion (Z) - > Impulse Buying (Y) | 0,285 | 0,290 | 0,052 | 5,486 | 0,000 | Accepted |
| Sales Promotion (X2) - > Positive Emotion (Z) - > Impulse Buying (Y) | 0,246 | 0,247 | 0,054 | 5,896 | 0,000 | Accepted |

Source: SmartPLS Output, 2024

The table above presents the outcomes of the PLS model hypothesis testing, which examines the effect of store atmosphere, sales promotion, and positive emotion on impulse buying among Uniqlo consumers in Surabaya. Each row of the table presents the path coefficient values, sample mean, standard deviation, T statistic, and p-value for each examined link among variables. All displayed relationships have a p-value less than 0.05, meaning all proposed hypotheses are statistically significant. In detail, The ambiance of a store profoundly influences positive emotions. (O=0.643; p=0.000), as does sales promotion on positive emotion (O=0.103; p=0.040). Both variables also have a direct effect on impulse buying (store atmosphere O=0.146; p=0.031 and sales promotion O=0.116; p=0.022), and positive emotion is also proven to strengthen impulse buying (O=0.444; p=0.000). In addition to the direct effect, The mediating impact is proven; specifically, store atmosphere and sales promotion greatly enhance impulse purchase through positive emotions. (O=0.285 and O=0.246; p=0.000). This table clarifies that both the direct and The indirect (mediated) effects of all factors in the model significantly influence impulsive buying behavior in the Uniqlo Surabaya context.

6. Discussions

The findings of this study demonstrate that store atmosphere exerts a strong favorable influence on positive emotions. for Uniqlo products in Surabaya, meaning that the better the atmosphere and comfort of the store environment, including layout, lighting, and room temperature, especially when the design and color aspects of the store interior are considered most prominent, the higher the positive emotions experienced by

consumers during the shopping process. In line with SOR theory, store atmosphere acts as a "stimulus" that actively provides external stimulation to consumers as they enter the store environment. This stimulation is then processed by the "organism" (O), in this case, psychological responses such as positive emotions like feeling comfortable, happy, satisfied, and excited. This finding is also consistent and aligns with various previous studies. Levy & Weitz (2018) stated that optimal store environmental design can evoke positive emotions, which are key to creating a pleasant shopping experience and differentiating the store from competitors. Research by Wardani & Trihudyatmanto (2021) shows that a good store atmosphere, created thru layout, lighting, and ambiance, significantly increases consumers' positive emotions and strengthens emotional attachment to the retail store.

Sales promotion exerts a substantial positive influence on favorable emotions towards Uniqlo products in Surabaya, rendering it an efficient sales promotion method. This is not just about increasing transaction potential, but also about creating a pleasant emotional experience during the shopping process. The emotional aspect is a key added value in the effectiveness of the promotion. In line with the Stimulus-Organism-Response (SOR) theory, where sales promotion acts as an external stimulus received by consumers in both the store environment and thru digital promotions. This stimulus is then processed at the "organism" stage, which is the consumer's internal psychology of positive emotion. This result is consistent with several previous studies, Putri & Andani (2023), as well as Adzqia and Adialita (2024), studies consistently illustrate that sales promotions have a significant and positive impact on consumers' favorable sentiments inside the retail industry.

Data shows that store atmosphere has a significantly positive influence on impulsive buying of Uniqlo products in Surabaya. Elements of store environment, including aesthetic interior design and harmonizing color schemes, generate an engaging visual experience, making customers feel immediately attracted and comfortable upon entering the store, which triggers spontaneous buying impulses. SOR theory asserts that the quality of physical and psychological stimuli created by a store has a direct impact on consumers' internal conditions, ultimately increasing their likelihood of making impulse purchases. From the perspective of TRA Theory, it explains store atmosphere and impulse buying thru changes in consumer attitudes and subjective norms. This result aligns with previous studies, such as that conducted by Alfiani et al. (2024), which demonstrated that store atmosphere has a positive and significant influence on impulsive buying behavior in various retail contexts. In line with Supriono's (2018) research, which indicates that mall visitors tend to make unplanned purchases when they experience a pleasant and comfortable store atmosphere.

This study's findings demonstrate that sales promotion significantly enhances impulsive purchasing of Uniqlo products in Surabaya City. The promotional techniques employed by Uniqlo effectively generate emotional impetus and a sense of urgency among consumers, prompting rapid purchases without prior consideration. In the Theory of Reasoned Action (TRA), sales promotion acts as an external stimulus that can significantly shape positive attitudes toward impulse buying and reinforce the subjective norm that impulsive buying behavior is acceptable and beneficial. Similarly, research by Adzqia & Adialita (2024) confirms that sales promotion programs have an emotional appeal that makes consumer behavior more impulsive and strengthens long-term loyalty. Sumampow & Soepeno (2022) explain that effective sales promotion can create a sense of urgency and rare opportunity, thus triggering a psychological drive to make an immediate transaction without careful consideration.

The gathered data demonstrates that pleasant emotions exert a substantial beneficial effect on impulsive purchasing of Uniqlo products in Surabaya. This means that when consumers are in a positive mood, their desire to buy products spontaneously increases, and they tend to follow that momentary impulse without delaying or planning beforehand. Within the SOR framework, positive emotion is the internal reaction of consumers that arises from external stimuli, which is then translated into a behavioral response, namely impulsive buying. From a TRA perspective, positive emotion influences impulse buying by shaping more positive attitudes and strengthening subjective norms toward spontaneous buying behavior. Baron et al. (2016) explain that high levels of positive emotion in consumers increase the likelihood of impulse buying because feelings of satisfaction and happiness drive consumer behavior. Febriyanti & Pantawis (2023) statistically proved that positive emotion significantly influences impulse buying in the e-commerce environment.

Data analysis of positive emotions shows a significant positive influence in mediating store atmosphere on impulsive buying of Uniqlo products in Surabaya. This means that the physical and psychological environment of the store, such as layout, lighting, temperature, and attractive interior design, indirectly

encourages impulsive buying behavior by creating positive emotional experiences for consumers. The SOR process also confirms that stimuli from the physical elements of a store do not automatically drive consumer behavior without going thru internal affective response stages. From a TRA perspective, positive emotion is a "psychological bridge" that connect impulse buying also store atmosphere. The study by Cahyanti & Wardana (2024) also confirms that positive emotion is the main mediator strengthening the relationship between store atmosphere and impulse buying in modern retail.

The findings of this study demonstrate that Sales promotions' effects on impulsive buying are strongly mediated by positive emotions. of Uniqlo products in Surabaya City. This means that the promotional strategies implemented by Uniqlo are able to create pleasant emotional experiences that indirectly drive spontaneous purchasing decisions. From the SOR perspective, the sales promotion (stimulus) offered by Uniqlo serves to trigger an internal reaction within the consumer (organism) in the form of positive emotion, which is then translated into behavior (response) – impulsive buying. From a TRA perspective, happy emotion serves as the psychological conduit that amplifies the influence of sales promotions on impulse purchasing.. Devi & Jatra (2020) show that effective promotional strategies should be aimed at evoking positive emotions to optimize the effect on impulse buying. Cahyanti & Wardana (2024) confirmed the role of central positive emotion as a mediator between promotional stimuli and impulsive buying behavior.

7. Conclusions and Recommendation

According to the study findings presented in this thesis, It may be determined that shop atmosphere and sales promotion significantly influence good sentiments among Uniqlo consumers in Surabaya. The comfortable, esthetic, and well-organized store atmosphere, along with creative and informative promotional strategies, significantly improved feelings of pleasure, satisfaction, and comfort during shopping, hence fostering impulsive purchasing behavior. Positive emotions serve as a crucial mediator, channeling the positive influence of both the store atmosphere and promotions on consumers' tendency to make unplanned, spontaneous purchases at Uniqlo Surabaya outlets. Therefore, integrating store atmosphere management and sales promotion innovation is key to creating an enjoyable shopping experience while increasing consumer loyalty and impulsive behavior in this modern fashion retail setting. As for the recommendations for Uniqlo based on the findings of this study, the company is advised to continue updating and optimizing the store atmosphere, particularly in terms of lighting, design, interior layout, and room temperature comfort, to ensure that consumers' sensory and emotional experiences remain at an optimal level. Promotional innovation is also very important, for example, thru bundling programs, flash sales, or exclusive offers that are communicative and tailored to the needs of the market segment. Uniqlo also needs to strengthen the synergy between online and offline channels to adapt its marketing strategy to the dynamics of modern consumer shopping behavior. Future research is expected to expand the scope of segmentation and regions, add new variables such as lifestyle or digital channels, and use longitudinal methods to capture changes in consumer behavior trends, making the study results more comprehensive and adaptable to future market developments.

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