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UNRAVELING IMPULSE PURCHASE PATTERNS: INSIGHTS FROM CONVENIENCE STORES IN INDONESIA

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ABSTRACT

Competitive shops have concentrated on impulse purchases to boost sales. Previous study concentrated on malls, ignoring convenience stores. This study aims to explore impulsive buying processes and influencing factors, emphasizing endogenous, individual, and situational factors. By understanding these relationships, retail companies can enhance consumer impulsive buying behavior. Data from 200 convenience store consumers were analyzed using LISREL 11 and SPSS 25. Results indicate that the primary driver of impulsive buying is a natural compulsion to act on impulse, with additional influences from emotional states, financial capacity, shopping enjoyment, and an individual's impulsive tendencies. In-store browsing was found to have no impact on impulsive purchases. The study underscores the importance of situational, individual, and endogenous factors in driving impulse purchases in convenience stores, filling a significant research gap.

Keywords: Situation Factor, Individual Factor, Endogenous Factor, Convenience Store

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1. INTRODUCTION

In the contemporary retail landscape, increased competition among retailers to boost revenue through higher sales has led to significant developments in the shopping experience, aimed at making it more convenient and diverse for consumers (Huang et al., 2021). Retailers employ various strategies, such as providing precise product information, clear instructions, and optimal product placement, with the expectation that these measures will encourage consumers to purchase more than initially planned (Tushar et al., 2021). One effective approach to increasing sales is by focusing on the power of consumer impulse purchases (Tee et al., 2023; Wu et al., 2021). Impulse buying is a critical aspect of consumer behavior, often targeted in marketing efforts (Djafarova & Bowes, 2021). It transpires when a buyer encounters an abrupt, intense want to execute an immediate purchase. This impulse can be compelling and difficult to resist (Ing Long et al., 2016).

Impulse purchases are significant as they are often driven by emotional impulses rather than rational decision-making (Togawa et al., 2020). Purchasing motivation in such instances tends to be abrupt and spontaneous, involving minimal deliberation. Thus, impulse buying is considered

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more emotional than rational (Ferreira et al., 2017). Muthiya et al. (2021) argue that impulse buying is primarily influenced by economic factors. It occurs only if the consumer possesses the financial means to make the purchase. Non-economic factors, such as the attractiveness of the shopping environment, are less relevant since, regardless of how appealing a store may be, consumers will not engage in impulse buying unless they have the financial capacity.

Zhang et al. (2023) identified three primary factors influencing impulsive buying: situational, individual, and endogenous factors. As Rybaczewska et al. (2021) highlighted, situational factors include the availability of time and financial resources, both of which can positively affect impulsive purchasing behavior. Individual factors, such as shopping pleasure (mood) and a consumer's tendency toward impulsive buying, also play a significant role in influencing such purchases. Positive or negative emotions resulting from shopping experiences can impact the method of reaching decisions. Wu et al. (2021) highlighted the significance of these distinct aspects in comprehending customer behaviour and impulsive purchasing inclinations, which substantially affect the consumer's inclination to make unplanned purchases (Tran, 2020).

Previous studies on impulsive buying have predominantly focused on large retail stores and shopping malls. However, research on impulse buying in convenience stores remains limited, leaving a gap in market research regarding the impulsive buying process and the factors influencing it within the convenience store setting (Anitha & Krishnan, 2020). Despite this, impulse purchases are critical to the growth of retail sales. Research indicates that on average, 50.5 percent of total sales come from impulse purchases (Memon et al., 2019).This study seeks to identify issues related to shopping behavior in convenience stores, focusing on the following questions: (1) How do individual factors, such as shopping pleasure (mood) and impulse buying tendency, influence impulsive purchases in convenience stores? (2) How does shopping pleasure affect the consumer decision-making process related to impulse buying? (3) How do positive and negative emotions arising from shopping pleasure impact consumer behavior about impulsive purchases?

This study intends to investigate the impulse buying process in convenience stores and examine whether endogenous factors (e.g., in-store browsing, urgency to buy, positive and negative effects), individual factors (e.g., shopping pleasure and impulse buying tendency), and situational factors (e.g., time and money availability) are related to impulse purchases in such retail environments. The results of this study will advantage retail corporations and convenience retailers by providing insights into how the relationships between situational, individual, and endogenous factors can be leveraged to increase consumer impulse purchases.

2. LITERATURE REVIEW

2.1. Retail Trader

The retail market in Indonesia is estimated to reach a value of Rp 600 trillion annually, with large retailers capturing approximately 20% of this market share (Talley et al., 2021). This indicates that small retailers continue to dominate the retail business landscape in Indonesia (Huang et al., 2021). Retail traders in Indonesia can be classified into four main categories: the first group consists of wholesalers and hypermarkets; the second group includes supermarkets, which are medium to large retailers with outlet sizes of approximately 500m² (Lee et al., 2021). The third group comprises

contemporary convenience stores or convenience stores, typically located in residential areas or high-traffic roadside locations, such as near bus terminals. Finally, the fourth group consists of traditional traders (Febrilia & Warokka, 2021).

The distinction between convenience stores (minimarkets) and supermarkets is often observed in the variety and quantity of products offered, with convenience stores typically carrying a more limited selection compared to supermarkets (Rybaczewska & Sparks, 2020). Additionally, the layout of convenience stores is generally smaller than that of supermarkets (Bauer et al., 2022). Price is another differentiating factor, as convenience stores tend to have higher prices compared to supermarkets (Liu et al., 2020). Convenience stores have been experiencing an annual revenue decline of approximately 20%, largely due to reduced consumer purchases (Levkovska & Dobryanskyy, 2022). This decline in revenue can be attributed to decreased consumer purchasing power and heightened competition between convenience stores, particularly in terms of convenience (Sun et al., 2022).

Small shops define much of Indonesia's retail sector, with minimarkets contributing notably alongside wholesalers, supermarkets, and traditional traders. While previous research has extensively explored impulse buying behavior in malls and large retail stores, there remains a considerable gap in understanding the impulse buying process within convenience stores. This gap presents an opportunity to examine how endogenous, individual, and situational factors uniquely influence impulsive purchases in the convenience store context. By addressing this research gap, valuable insights can be obtained to assist retail companies in enhancing consumer impulse buying behavior and increasing sales in convenience stores.

2.2. Impulse Buying

Consumer buying behavior is typically classified into four types: (1) Routine Response or Programmed Behavior, involving habitual purchases of low-cost items (Haque et al., 2020); (2) Limited Decision Making, related to familiar products bought within a short timeframe (Mohamed et al., 2020); (3) Extensive Decision Making or Complex High Involvement, concerning unfamiliar, expensive, or infrequently purchased products; and (4) Impulse Buying, characterized by unplanned purchases (Zafar et al., 2019). Marketers often underestimate the effect of buyer behaviour and the significance of impulse buying in driving sales (Li et al., 2023). While retail companies are often viewed as catering to impulsive buyers, many consumers come with predetermined purchasing intentions. However, the wide range of products and the convenience offered by retailers often lead to additional unplanned purchases.

Various studies indicate that, on average, 50.5 percent of total sales are derived from impulse purchases (Liu et al., 2021). Sellers and retailers employ multiple strategies to increase sales, including creating a comfortable and engaging environment for consumers. Factors such as wide aisles between product displays, bright lighting, clear signage directing customers to products, and well-organized checkout areas play a crucial role in encouraging consumers to purchase more than they initially planned (Djafarova & Bowes, 2021).Impulse purchases often depend on the time consumers spend shopping. To maximize impulse buying across various time constraints, retailers capitalize on every opportunity, starting from the moment consumers enter the store (Ofosu-Boateng, 2020).

Initial research on impulse buying primarily examined various product categories but has since expanded to include stimuli such as product shelf placement and demographic factors (Kuhe, 2020). Xiang et al. (2022) define impulse buying as a decision made in-store without prior intent, while Yong et al. (2023) describe it as spontaneous and immediate. Impulse buying is classified into pure, reminder, suggestion, and planned impulse purchases, shaped by economic, personality, temporal, locational, and social aspects (Bandyopadhyay, 2020). Key factors driving impulse purchases include low prices, minimal product need, delivery ease, self-service, advertising, retail displays, brief product lifespan, compact dimensions, lightweight, and convenient storage (Marshall, 2019).

Impulse buying behavior is crucial in consumer research but is less studied in convenience stores compared to traditional retail environments like supermarkets and malls. Convenience stores, with their limited product range and higher prices, present a unique shopping experience that may affect impulse buying differently. Exploring impulse purchases in these stores can reveal how factors such as in-store browsing, purchase urgency, emotions, and shopping pleasure influence spontaneous buying. Filling this research gap can enhance strategies for boosting impulse purchases and revenue in the convenience store sector.

2.3. Situation Factors

Situational factors encompass the availability of time, money, and location (Feurer & Haws, 2022). The interaction of individual and contextual components contributes to the formation of these qualities. Individual factors encompass demographics, including age, gender, and marital status, alongside endogenous components such as emotions. Environmental elements, including ambient temperature and the aesthetic quality of the retail environment, which is intended to be appealing and comfortable, significantly influence consumer behaviour (Badgaiyan & Verma, 2015). According to Chocarro et al. (2013), Situational elements include pleasure, arousal, and dominance, which are triggered by the shopping environment and influence consumers' purchase decisions.

Studies have identified five key situational factors influencing consumer behavior: physical environment, social context, temporal viewpoint, task delineation, and preceding conditions (E. Kim et al., 2017). The physical environment involves location, decor, lighting, and temperature, affecting consumer duration (Stöckigt et al., 2018). Social environment concerns visitor interactions and crowds, while temporal perspective includes events like holidays (Zamzami et al., 2020). Task definition addresses store layout and product organization, and antecedent states focus on creating a comfortable shopping experience. These situational factors, alongside individual elements like demographics and emotions, collectively shape consumer behavior and decision-making in retail settings (Ashraf et al., 2014).

2.4. Individual Factors

Individual factors, such as in-store browsing, provide product information and can enhance shopping pleasure, influencing impulse purchases either positively or negatively (Watling et al., 2015). In-store stimuli, like seating and product placement, also boost shopping pleasure and can trigger impulse buying (Wang et al., 2021). The interplay of in-store browsing, shopping pleasure, and impulse buying tendencies is crucial for driving impulse purchases (Jiao et al., 2017). As consumer behavior becomes increasingly complex, influenced by routine and situational factors (Pliner et al., 2020), marketers focus on specific situations to drive purchases (Pliner et al., 2021).

Comprehending these relationships is crucial for formulating efficient marketing tactics (Kim & Oh, 2018; Kör et al., 2021; Liu et al., 2017).

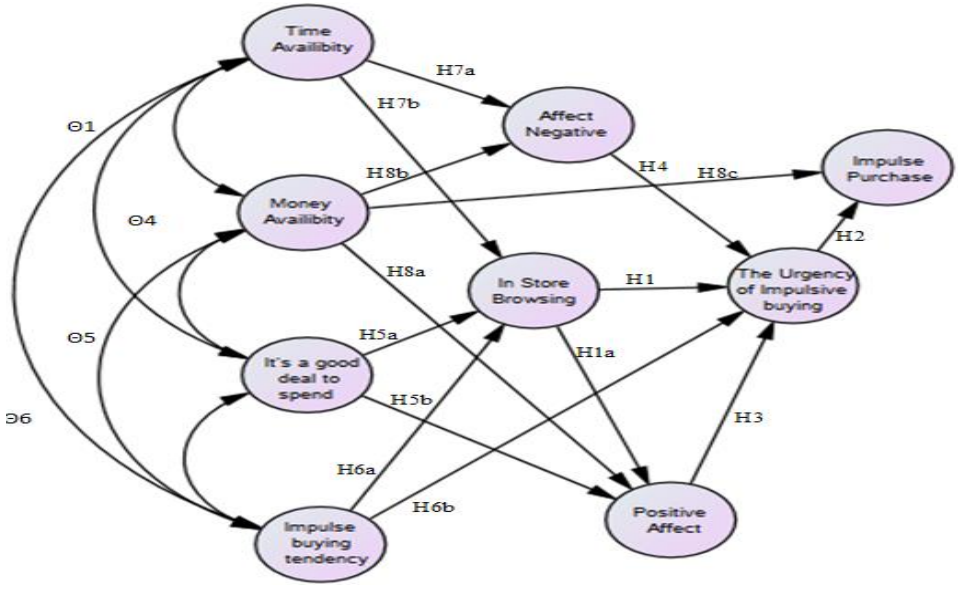
Individual aspect, such as shopping pleasure, in-store browsing, and impulse-buying tendencies, significantly influence consumer behavior, particularly in retail environments. However, more research is needed to understand their impact on impulse purchases in convenience stores, as most studies have focused on larger retailers. Exploring these factors in smaller retail settings can provide insights for retailers to optimize strategies and enhance impulse buying. Addressing this gap can lead to more effective marketing approaches, improving sales and the consumer shopping experience.

2.5. Endogenous Factors

Endogenous factors like in-store browsing, urgency, and emotions greatly impact impulse purchases (Cun, 2022). Emotions influence consumer behavior, with positive emotions boosting impulse buying and negative emotions deterring it (Dietz & Stern, 2015; Li & Liu, 2023). Strong emotional responses are linked to increased purchases and unplanned buying (Ye et al., 2021). Retailers' offerings and shopping environments significantly affect these emotional responses and purchase decisions (Peiró-Signes et al., 2022).

Although situational factors play a role in shaping consumers' emotions, these responses are usually personal. A strong theoretical foundation is crucial for developing hypotheses, explaining relationships between variables, and providing a rationale for outcomes. A clear framework helps clarify how individual, situational, and endogenous factors impact impulse purchases in convenience stores, enhancing the study's validity and contribution to consumer behavior research.

Figure 1: Research Model



2.6. Research Hypothesis

In-store browsing might make shoppers feel good and want to buy. Thus, the following hypothesis can be proposed:
H1: Higher perceived value of in-store browsing increases its positive impact and urgency for impulse purchases.
H2: Increased urgency for impulse buying raises the likelihood of making indiscreet purchases.

The positive emotional effect that arises creates an urgency to make impulse purchases, serving as a key driver supporting impulsive buying behavior. Consequently, the suggested theory is:
H3: A greater positive effect increases the likelihood of hasty purchases.
H4: A stronger adverse effect decreases the urgency for impulsive purchases.

Indulgence and pleasure in shopping enhance in-store browsing and can lead to impulse purchases. Thus, the proposed hypotheses are:
H5: Enjoyment of shopping increases Exploring products within the store and positive affect.

In addition to the level of propensity, the likelihood of impulse buying tendency (IBT) increases the chances of in-store purchases, thereby influencing the urge to make impulse purchases.
H6: Greater impulse buying tendency increases in-store browsing and urgency for impulsive purchases.

Time and money availability impact purchasing, with more time boosting positive emotions and impulse purchase urgency. Thus, the proposed hypotheses are:
H7: More available time increases in-store browsing and reduces the adverse effect.
H8: More available money increases positive effect, reduces adverse effect, and boosts motivational purchases.

3. METHODOLOGY

3.1. Research Conceptual Framework

Increased competition has made shopping more diverse and accessible (Glasser & Roberts, 2021). Retailers aim to boost sales through impulse purchases by offering clear product information and strategic placement (Park & Zhang, 2022). Impulse purchases account for 50.5% of total sales (Tian et al., 2021) and are driven by sudden urges, often without prior consideration (Beckelman et al., 2020; Hall et al., 2022). This spontaneous purchasing is affected by situational variables such as time and money availability, which enhance positive emotions (Rybaczewska & Sparks, 2020), as well as individual factors such as in-store browsing (Cha & Lee, 2020) and endogenous factors like shopping urges and emotions (Alvira & Budi, 2020).

Prior investigations of impulse purchasing have concentrated on shopping complexes, with limited exploration of convenience stores, leaving gaps in understanding the factors influencing impulse buying in these environments (Tsai et al., 2021). The debate continues, with Meyer-Ohle (2021) arguing that impulse buying is driven solely by economic factors, as consumers will not make purchases without sufficient money (Cuong & Khoi, 2019).

3.2. Definition of Research Construct

This study identifies three key factors influencing impulse buying: situational, individual, and endogenous factors. Endogenous factors include in-store browsing, urgency to buy, and emotional responses. Individual factors involve shopping pleasure and impulse buying tendencies, while situational factors cover the availability of time and money. In total, the study examines nine factors and 25 research variables, such as urgency to buy, positive and negative emotions, in-store browsing, shopping pleasure, time and money availability, impulse buying tendency, and impulsivity.

The study includes 25 variables: dependent (endogenous) variables, comprising variables 1-12, 24, and 25, and independent (exogenous) variables, comprising variables 13-23. In the research model, endogenous variables originate within the model, while exogenous variables come from outside. The model proposes eight hypotheses with 14 paths, covering relationships between endogenous and exogenous variables. Six paths between exogenous variables are not part of the hypotheses (Katsikatsou et al., 2012).

3.3. Operationalization of Research Model Variables

The research model variables presented in Table 1 are adapted from Marketing Scales (Fang et al., 2024).

Table 1: Research Model Variables

Observation Unit		Variable
Urgency to Buy	V1	Impulse buying of unplanned items.
	V2	Noticing desired items outside the shopping list.
	V3	Resist the urge to buy unplanned items.
Afek Positive	V4	Experiencing enjoyment during shopping.
	V5	Shopping with enthusiasm.
	V6	Experiencing excitement while shopping.
Afek Negative	V7	Feeling depressed while shopping.
	V8	Feeling confused while shopping.
	V9	Feeling irritable while shopping.
In-Store Browsing	V10	The time spent "just looking around" is high.
	V11	Browsing while shopping.
	V12	Focus on the planned items for purchase.
Shopping Fun	V13	Shopping is a way to pass time.
	V14	Shopping is not a leisure activity..
	V15	Shopping is not enjoyable.
Availability Time	V16	Restricted time for shopping.
	V17	No urgency while shopping.

Money Availability	V18	Unable to afford impulsive purchases.
	V19	The shopping budget is tight.
	V20	Enough extra money to splurge while shopping.
Tendency Impulse Buying	V21	Buying unintended items.
	V22	The purchaser was not initially planned.
	V23	Spontaneous purchases are enjoyable.
	V24	Feel a spontaneous urge to buy.
Impulsivity	V25	Unable to resist buying after seeing an item.

3.4. Data Collection

The study began with a pre-test questionnaire at three convenience stores to address potential language barriers or design issues. Primary data were collected from customers at these locations, chosen for their prevalence of impulsive buying. The less crowded environment of convenience stores, compared to malls, provides better insight into how endogenous, individual, and situational factors influence impulse purchases. Data collection spanned several weeks, rotating between convenience stores at different times. Customers who made purchases were surveyed on endogenous factors (in-store browsing, urgency, emotions), individual factors (shopping pleasure, impulse tendency), and situational factors (time, money availability).

3.5. Unit Analysis and Sampling

During 2 weeks of data collection, 200 sample units were collected from 200 consumers who had purchased at convenience stores in Bandung with nonprobability sample techniques.

3.6. Sample Size

For each variable, a seven-point scale measuring agree-disagree statements is used. The scale consists of seven points, beginning with 1 = very strongly disagree, 2 = strongly disagree, 3 = disagree, 4 = neutral, 5 = agree, 6 = strongly agree, and concluding with 7 = very strongly agree.

3.7. Research Questionnaire

The variables of the research model in Table 2. adapted from *Marketing Scales* (Ho et al., 2010)

Table 2: Research Questionnaire

No	Statement	SSTS	STS	TS	RG	S	SS	SSS
1	Felt an unexpected urge to buy something unplanned.	1	2	3	4	5	6	7
2	I wanted to buy items not on my shopping list.	1	2	3	4	5	6	7
3	I didn't feel a strong urge to buy impulsively.	1	2	3	4	5	6	7
4	I feel happy when I spend.	1	2	3	4	5	6	7
5	I feel enthusiastic while shopping.	1	2	3	4	5	6	7
6	I experience excitement while shopping.	1	2	3	4	5	6	7
7	I feel depressed while shopping.	1	2	3	4	5	6	7
8	I feel confused while shopping.	1	2	3	4	5	6	7
9	I feel irritable while shopping.	1	2	3	4	5	6	7
10	I mostly spent time browsing while shopping.	1	2	3	4	5	6	7
11	I mostly browsed during this shopping trip.	1	2	3	4	5	6	7
12	I focused mainly on the items I planned to buy.	1	2	3	4	5	6	7
13	Shopping acts as a means of time-passing.	1	2	3	4	5	6	7
14	I don't enjoy shopping to pass time.	1	2	3	4	5	6	7
15	For me, shopping is not an enjoyable activity.	1	2	3	4	5	6	7
16	I'm shopping without any time constraints.	1	2	3	4	5	6	7
17	I am not in a rush when shopping this time	1	2	3	4	5	6	7
18	I can't afford spontaneous purchases this time.	1	2	3	4	5	6	7
19	My spending capacity is extremely tight for this shopping occasion.	1	2	3	4	5	6	7
20	I have enough funds to indulge in appealing purchases.	1	2	3	4	5	6	7
21	I occasionally purchase unintended items..	1	2	3	4	5	6	7
22	I am someone who makes spontaneous purchases.	1	2	3	4	5	6	7
23	Unplanned purchases can be enjoyable.	1	2	3	4	5	6	7
24	I made the purchase quickly and spontaneously.	1	2	3	4	5	6	7
24	When I assess an item, I cannot resist buying it.	1	2	3	4	5	6	7

3.8. Validity

Legitimacy measures whether a variable accurately assesses what it is intended to measure. Sukma (2019) states that validity is indicated by a factor loading greater than 0.5, a normalized factor loading over 0.6, and a T-value above 1.96.

3.9. Reliability

Reliability measures how consistently research instruments provide accurate data. Cronbach's Alpha, analyzed with SPSS 25, is used to assess this, with a value of $\geqslant$ 0.7 indicating good reliability (Sabzi et al., 2013).

3.10. Data Analysis and Processing Methods

The data analysis method uses linear structural relationship (LISREL) 11 to assess the model's correlation and compatibility with the research data.

3.11. Model Fit Size

Model fit analysis helps assess whether the model matches and is consistent with the research data that has been collected.

Table 3: Model Fit Size

Match degree size	Condition	Match
The Goodness of Fit Index (GFI)	≥ 0,9 0,8 ≤ GFI <0,9	Good fit Marginal fit
The Comparative Fit Index (CFI)	≥ 0,9 0,8 ≤ GFI <0,9	Good fit Marginal fit
The Root Mean square Residual(RMR)	0,08<RMR<0,1 RMR ≤ 0,08 < 0,05	Marginal FitGood Fit Close Fit
The Root Mean Square Error of Approximation (RMSEA)	RMSEA ≤ 0,08 < 0,05	Good Fit Close Fit
Overall coefficient of determination (R^2)	$0 \leq R^2 \leq 1$	Regression lines X and Y correspond

The GFI evaluates model-data compatibility. Model fit to data is compared using the CFI. The RMR measures the average difference between observed and estimated correlations. The RMSEA estimates the disparity per degree of freedom. The R^2 coefficient assesses the model's fit against the baseline (Hult et al., 2021).

4. RESULTS AND DISCUSSION

4.1. Results

After distributing 30 pre-test questionnaires (Sabzi et al., 2013), data was collected over 2 weeks from 200 convenience store shoppers. Analysis with LISREL 11 and SPSS 25 confirmed the validity of all questionnaire variables, as shown in Table 4.

Table 4: Standardized Loading, Reliability and Validity

	Standardized Loading	Reliability	Validity
Urgency to buy		0,7282	
I felt an unexpected urge to buy something unplanned.	0,91		Valid
I found several unlisted items I needed during this trip.	0,69		Valid
I do not feel a strong urge to make spontaneous purchases.	0,67		Valid
Positive Affectation		0,8962	
I feel satisfied while shopping.	0,89		Valid
I feel enthusiastic while shopping.	0,91		Valid
I feel excited while shopping.	0,86		Valid
Negative Affectation		0,7017	
I feel depressed when shopping.	0,71		Valid
I feel confused when shopping.	0,84		Valid
I feel irritable when shopping.	0,63		Valid
In-store Browsing		0,7684	
I spent most of the time browsing during this trip.	0,67		Valid
I'm mostly browsing during this trip.	0,89		Valid
I focused mainly on the items I planned to buy.	0,86		Valid
Shopping Fun		0,8345	
Shopping is simply a way to pass the time.	0,68		Valid
Shopping is not an activity I enjoy for leisure.	0,78		Valid
For me, shopping is not an enjoyable activity.	0,84		Valid
Time Availability		0,8313	
I have limited time for shopping this time.	0,78		Valid
I am not in a hurry while shopping this time.	0,83		Valid
Money Availability		0,8638	
I cannot afford unplanned items this time.	0,82		Valid
My budget is very limited for this shopping trip.	0,61		Valid
I have extra cash to spend on items I really like.	0,89		Valid
Impulsive buying tendency (IBT)		0,7055	
I often buy unintended items while shopping.	0,84		Valid
I make unplanned purchases.	0,62		Valid
Spontaneous purchases are enjoyable.	0,64		Valid
Impulsivity		0,7170	
I felt a spontaneous urge to buy the item.	0,61		Valid
When I check out an item, I feel compelled to buy it.	1,04		Valid

According to Table 4, all questionnaire variables had construct reliability values ≥ 0.7 and standardised factor loading values > 0.6. This means that all questionnaire variables are valid. The 25 questionnaire variables can measure impulse purchases in convenience stores and show the best and most precise measurement results.

4.2. Structural Model of Research Results

The study's results, calculated using LISREL 11 structural analysis, show the impulse buying process model in Figure 2 below.

Figure 2: Structural Model

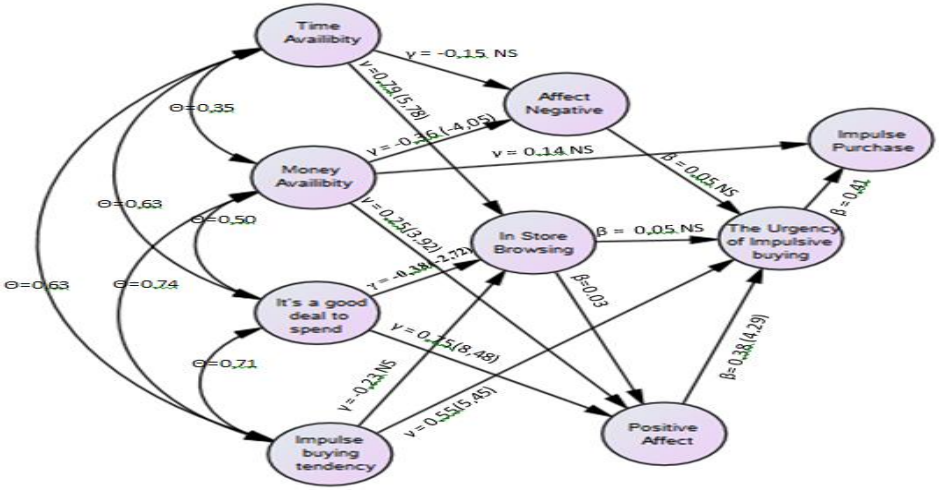


Figure 2 presents the impulse buying model with t-values for each hypothesis. The model shows chi-square (χ^2) = 577.53 (p-value = 0.0); GFI = 0.81; CFI = 0.87; RMR = 0.09; RMSEA = 0.08. Five links were found insignificant: adverse affectation's effect on urgency (H4; β = 0.05), in-store browsing's effect on urgency (H1b; β = 0.05), positive affectation's effect on urgency (H3; β = 0.38; t = 4.29), in-store browsing's effect on positive affectation (H1a; β = -0.03), and urgency's impact on impulse buying (H2; β = 0.41; t = 3.47). Significant findings include shopping pleasure's increase in positive affectation (H5b; γ = 0.75; t = 8.48) and decrease in in-store browsing (H5a; γ = -0.38; t = -2.72). IBT significantly increased urgency (H6b; γ = 0.55; t = 5.45) but had no significant effect on in-store browsing (H6a; γ = -0.23). Figure 2 shows that time availability increases in-store browsing (H7b; γ = 0.79; t = 5.78) but does not affect adverse effects (H7a; γ = -0.15). Money availability boosts positive effects (H8a; γ = 0.25; t = 3.92) and reduces adverse effects (H8b; γ = -0.36; t = -4.05), but does not significantly impact impulse purchases (H8c; γ = 0.14). Money influences impulse buying indirectly through positive effects, while time affects browsing but not purchases. Shopping pleasure and Impulse Buying Tendency (IBT) impact impulse purchases indirectly via positive effects and urgency.

Endogenous factors like urgency to buy impulsively and positive emotions influence impulse buying. Urgency directly affects motivation, while positive emotions do so indirectly. Adverse emotions and in-store browsing do not impact impulse buying. Significant exogenous relationships include: time availability with money (θ = 0.35; t = 3.75), shopping pleasure (θ = 0.63; t = 5.57), and Impulse Buying Tendency (θ = 0.63; t = 6.12). Money availability correlates with shopping

pleasure (θ = 0.50; t = 4.81) and impulse buying tendency (θ = 0.74; t = 6.75), while shopping pleasure also links to impulse buying tendency (θ = 0.71; t = 6.14).

4.3. Evaluation of Model Fit

Table 5: Evaluation of Model

Match degree size	Result	Condition	Match
The Goodness of Fit Index (GFI)	0,81	0,8 ≤ GFI <0,9	Marginal fit
The Comparative Fit Index (CFI)	0,87	0,8 ≤ GFI <0,9	Marginal fit
The Root Mean Square Error of Approximation (RMSEA)	0,08	RMSEA ≤ 0,08	Good Fit
The Root Mean Square Residual (RMR)	0,09	0,08<RMR<0,1	Marginal Fit

The GFI is 0.81, indicating a good model fit. The CFI is 0.87, showing a proper model comparison. The RMSEA of 0.08 and RMR of 0.09 both suggest good fit and residuals. The R^2 values are: adverse effects 0.34, in-store browsing 0.81, positive effects 0.25, and impulse buying 0.71, demonstrating that the model accurately represents impulse buying.

4.4. Discussion

Prior investigations into impulse purchasing have predominantly concentrated on shopping malls, often ignoring convenience stores. This study fills that gap by examining impulsive buying in convenience stores, revealing that the urge to buy impulsively directly influences such purchases. It also highlights that positive affect, money availability, shopping pleasure, and the propensity for impulse buying indirectly influences impulsive purchasing behaviour, illustrating the intricate interplay of emotional, financial, and personal elements.

This study challenges existing theories by finding that in-store browsing does not significantly affect impulsive purchases in convenience stores, suggesting a need to reassess its role in impulse buying. The research enhances our understanding by highlighting the importance of various individual and situational factors, and identifying insignificant relationships, such as the lack of impact of adverse effects on buying urgency. These findings add complexity to current theories and suggest a need for future studies to explore the interplay of emotions, cognition, and environmental factors in impulse buying. In conclusion, this study improves our understanding of impulse buying in convenience stores by clarifying the roles of various factors. It provides essential insights for merchants to refine marketing strategies and improve the shopping experience.

4.5. Managerial Implications

To boost revenue from impulse purchases, company leaders should implement strategies supported by high consumer money availability, shopping pleasure, and Impulse Buying Tendency (IBT). Managers and staff should enhance consumer attraction through effective promotions. Improving store comfort, such as by providing essential products, organizing items neatly, and creating a pleasant shopping environment, can also help increase sales.

4.6. Theoretical Implications

The study on impulse buying in convenience stores enhances theoretical understanding by exploring impulse buying outside traditional mall settings. It underscores the importance of individual and situational factors, showing that in-store browsing, positive affect, and impulsiveness significantly impact impulse purchases. The study emphasises the significance of happy emotions in facilitating impulsive decisions and enhances current theories by demonstrating that negative affect does not consistently impact impulse purchasing. These findings advocate for a holistic approach that integrates both personal traits and environmental cues, laying a foundation for future research.

5. CONCLUSION

The investigation of impulse purchasing behaviour at convenience stores offers critical insights into consumer dynamics by examining the influences of emotional states, urgency, and other situational and individual factors. It underscores the influence of good affect, financial resources, shopping enjoyment, and propensity for impulse buying on impulsive purchases, while indicating that in-store browsing does not substantially affect impulse buying. This study highlights the significance of combining individual characteristics and contextual signals to comprehend impulse buying, hence enhancing theoretical understanding by associating pleasant emotions with impulsive behaviour. Notwithstanding constraints like sample size and dependence on self-reported data, the results provide significant insights for improving retail tactics and enrich the wider domain of consumer behaviour. This study on impulse purchasing in convenience stores improves comprehension of consumer behaviour and provides actionable information for retailers. It connects theoretical frameworks with practical applications, enhancing the dialogue on consumer behaviour and paving the way for subsequent investigations.

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