

Impulse Buying MR. DIY Palu: Price Discount, Product Variety, dan Interior Display

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Abstract

Purpose: This study aims to explore the factors that drive impulse-buying behavior among customers at MR. DIY Palu by examining the influence of price discounts, product variety, and interior displays.

Methodology/approach: The research was conducted at MR. DIY Palu using a quantitative approach and survey method. Data were collected through questionnaires distributed to 100 respondents using accidental sampling method. The analysis was carried out using multiple linear regression with SPSS software to determine the effect of price discount, product variety, and interior display on impulse buying.

Results/findings: The results show that price discounts and product variety have a significant positive effect on impulse buying, while interior display does not significantly affect impulse buying behavior. Simultaneously, all three variables jointly influence consumer impulse buying at MR. DIY Palu.

Limitations: This study focused only on MR. DIY Palu with a limited number of respondents and did not include other potential influencing factors such as psychological, situational, or demographic variables. Therefore, the findings may not be generalizable to all retail contexts or to other countries.

Contributions: This study contributes to the fields of consumer behavior and retail marketing by providing empirical insights into the in-store factors that trigger impulse buying. These findings can assist retail managers in formulating effective strategies to increase spontaneous purchases and improve store performance.

Conclusions: Overall, price discounts and product variety remain dominant drivers of impulse buying, emphasizing the importance of strategic pricing and diverse product offerings in retail environments.

Keywords: *Impulse Buying, Interior Display, Price Discount, Product Variety*

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1. Introduction

In the modern retail world, impulse buying has become increasingly dominant consumer behavior. This behavior refers to consumers' tendency to make purchasing decisions suddenly and without much consideration (Rook & Fisher, 1995). This phenomenon is increasingly relevant in an era of intense business competition, where consumers often react spontaneously to visual stimuli, promotions, and attractive store environments. Sudden emotional impulses can also influence purchasing decisions without rational planning, as consumers are driven by momentary feelings when they see products (Ngadiman & Pradana, 2024).

Along with the rapid development of Internet networks and digitalization of commerce, consumer behavior patterns have shifted from conventional purchasing to shopping patterns that are faster, more emotional, and more impulsive ([Isalman, Ilyas, Ramadhani, & Ittaqullah, 2024](#)). Recent studies have increasingly focused on impulse-buying behavior, given its significant contribution to increased sales in the retail sector ([Gong, Yee, Lee, Cao, & Saif, 2024](#)). For business actors, impulse buying is not merely a psychological phenomenon but also a strategic opportunity that can be utilized to increase transaction value and customer loyalty. Impulse buying plays a significant role in retail sales, where impulse purchases contribute approximately 39% of total retail store revenue ([Amos, Holmes, & Keneson, 2014](#); [Miao, Jalees, Qabool, & Zaman, 2020](#)).

Impulse buying also becomes a strategic opportunity for business actors to increase consumer transaction value ([Iyer, Blut, Xiao, & Grewal, 2020](#); [Wisesa, Setiawan, Utami, Yasa, & Jatra, 2019](#)). In the context of modern marketing, understanding consumer behavior is an important foundation for designing effective promotional strategies ([Rahman, Rahayu, & Hendrayati, 2025](#)). Therefore, understanding the factors that drive impulse buying is crucial for companies to design effective and sustainable marketing strategies. In the context of increasingly intense business competition, strategies that are not based on an understanding of consumer behavior risk causing companies to lose their competitive edge ([Pasaribu, Bulan, Muzakir, & Pratama, 2021](#); [Suparman, Muzakir, Wahyuningsih, Tope, & Ponirin, 2023](#); [Zahara, Muslimin, & Buntuang, 2022](#)).

One important factor that is often associated with impulse buying is price discount. Price discount is a strong external stimulus because it can create a sense of urgency and increase the perceived value of a product in the minds of consumers. According to [Kotler and Keller \(2016\)](#) price discounts are marketing strategies that provide price reductions within a certain period to attract consumer attention and encourage quick purchasing decisions. The results of research by ([Setiawan, Diansyah, & Kamaruddin, 2025](#)) show that high perceived value and a sense of urgency (scarcity effect) can strengthen consumers' motivation to immediately purchase products.

This is in line with the findings of [Novanda \(2023\)](#), who explained that effectively designed promotional strategies significantly affect consumers' impulse-buying decisions in digital marketplaces. Thus, attractive pricing strategies not only increase short-term sales but can also shape positive perceptions of the brand. Various studies have proven that price discounts have a positive and significant effect on impulse-buying behavior, making this strategy an effective way to increase sales in retail stores ([Arianty, Gultom, Yusnandar, & Arif, 2024](#); [Wisesa et al., 2019](#)). Therefore, attractive pricing strategies not only affect short-term sales increases but can also form positive brand perceptions.

In addition to price discounts, product variety is an important determinant of impulse buying behavior. The diversity of products offered in stores allows consumers to explore more options, which can create a desire to try new products beyond the original purchase plan ([Iyer et al., 2020](#); [Sharma, Sivakumaran, & Marshall, 2010](#)). [Putra, Said, and Hasan \(2017\)](#) show that the greater the product variety offered, the higher the tendency of consumers to engage in impulse buying. Product variety includes the diversity of types, models, or product features available in stores that can attract consumer interest and curiosity.

The third factor that plays an important role in shaping a shopping atmosphere that can trigger impulse buying is the interior display or store interior arrangement. According to [Turley and Milliman \(2000\)](#), atmospheric elements in stores, including interior displays, have an impact on consumer emotions and behavior, including the tendency to make impulse purchases. Interior displays involve store atmosphere elements designed to increase store attractiveness and create an emotional atmosphere that encourages unplanned purchases ([Levy, Weitz, & Grewal, 2014](#)).

In the Indonesian context, the phenomenon of impulse buying is increasingly visible in modern retail stores, such as MR. DIY. MR. DIY is a large retail chain that provides household products, decorations, tools, and lifestyle equipment at affordable prices. The presence of MR. DIY in Palu City has become one of the main choices for local communities to meet their household needs. To attract consumer interest and encourage impulse buying, MR. DIY implements various strategies, such as price discounts, a wide product variety, and attractive store interior designs. However, most previous studies on impulse buying have focused on digital platforms such as e-commerce and social media ([Anindita & Perdana, 2022](#); [Destari, Indraningrat, & Putri, 2020](#)). Meanwhile, empirical studies related to impulse buying in the context of physical retail are still relatively limited, especially in modern retail, which is rapidly developing in regions such as Palu City.

Consumer behavior in physical environments has different characteristics compared to behavior in digital spaces, especially in terms of interaction with visual stimuli and store atmosphere. Based on this research gap, this study focuses on exploring the influence of price discounts, product variety, and interior displays on impulse buying among MR. DIY customers in Palu City. This research is expected to provide theoretical contributions by expanding the understanding of the factors driving impulse buying in the context of physical retail, as well as practical contributions for business actors in designing more effective marketing strategies.

2. Literature Review and Hypothesis Development

Impulse buying behavior refers to consumers' tendency to make purchases suddenly and quickly without prior planning or careful rational consideration ([Rook & Fisher, 1995](#)). It is a form of decision-making that occurs within a short period in response to environmental stimuli. In the context of modern marketing, impulse buying is viewed as an emotional purchasing decision that often occurs due to the interaction between external stimuli (such as discounts, product displays, and store atmosphere) and consumers' internal psychological factors ([Xiao & Nicholson, 2013](#)). Consumers with low self-control tend to be more vulnerable to impulse buying because they are easily influenced by environmental stimuli ([Hussain & Siddiqui, 2019](#)).

Consumers with low self-control tend to be more vulnerable to impulse buying because they are more easily influenced by environmental stimuli. [Xiao and Nicholson \(2013\)](#) explain that in certain situations, impulse buying can function as an emotional mechanism to obtain self-satisfaction, personal reward, or positive experiences. Thus, this behavior is related to economic factors and psychological and hedonic aspects. Conceptually, impulse buying occurs when external stimuli trigger strong emotional urges that override rational decision making ([Arianty et al., 2024](#)). This phenomenon indicates that the physical retail environment plays an important role in creating an atmosphere that triggers spontaneous purchasing decisions. Therefore, variables such as price discounts, product variety, and interior displays should be examined as key drivers of impulse buying.

Price discounts or reductions are among the most commonly used marketing strategies to influence consumer behavior. [Kotler and Keller \(2016\)](#) define price discount as a reduction in price from the normal price within a certain period to increase product attractiveness and encourage purchase. Psychologically, price discounts create a higher perceived value and a sense of urgency among consumers, thereby increasing the likelihood of impulse buying ([Adam, Suardi, & Lahay, 2023](#)). Price discounts not only focus on increasing the number of purchases in a short period but can also strengthen long-term relationships between companies and customers. By providing price discounts, companies can build customer loyalty and encourage impulsive buying.

Various studies have proven that price discounts have a positive and significant effect on impulse-buying behavior, as they attract attention and generate emotional urges to purchase immediately ([Arianty et al., 2024](#); [Iyer et al., 2020](#); [Wisasa et al., 2019](#)). Similar findings were also conveyed by

[Hidayah and Sari \(2021\)](#), who stated that price discounts have a significant effect on impulse buying. Consumers are encouraged to make unplanned purchases when there are attractive discounts because they create a sense of urgency and shopping enjoyment. Based on these findings, this study positions price discounts as the main external stimulus that generates rapid emotional responses in the purchasing process, especially in the context of physical retail, such as MR. DIY, where the visualization of price discounts is more easily perceived by consumers compared to digital platforms.

H₁: Price discounts have a positive effect on Impulse Buying

Product variety refers to the number of choices or assortments provided in each product line of a company, which includes various options with different attributes, such as size, taste, or formulation, to meet diverse consumer preferences ([Kotler & Keller, 2016](#)). Product variety refers to the type and size of diverse products sold by a store to meet consumer needs. The presence of diverse products is a distinct attraction for consumers, allowing them to choose the desired goods more freely ([Telagawathi, 2021](#)). This diversity allows consumers to find products that best match their preferences while encouraging the exploration of new products ([Finthariasari, Ekowati, & Krisna, 2020](#)).

Various studies have emphasized that product variety can trigger impulse-buying behavior. [Iyer et al. \(2020\)](#) show that product diversity increases visual stimuli and consumer curiosity, which encourages spontaneous purchases. Similarly, [Amos et al. \(2014\)](#) found that when consumers are faced with many attractive choices, they tend to make purchases outside their plans. From a theoretical perspective, product variety is related to the Stimulus-Organism-Response (S-O-R) Theory, where product diversity acts as a stimulus that triggers positive emotional responses (organism), ultimately leading to impulse buying behavior (response). Therefore, the higher the product variety, the greater the likelihood of impulse buying.

H₂: Product Variety has a positive effect on Impulse Buying

Interior display refers to the arrangement of elements within a store, such as lighting, product layout, colors, aroma, and decoration, that create a certain shopping atmosphere and strengthen retail strategies ([Leivy et al., 2014](#)). It can be interpreted as the arrangement or organization of products, images, prices, and other elements related to products within a store to create an attractive appearance and support the shopping experience ([Wisesa et al., 2019](#)). Interior display involves store atmosphere elements designed to increase store attractiveness and create an emotional atmosphere that encourages unplanned purchases; thus, it has a positive effect on impulse buying behavior ([Turley & Milliman, 2000](#)).

Interior displays are part of visual merchandising strategies that focus on the arrangement and presentation of products within stores to create an attractive shopping experience. Effective interior arrangements can influence mood and encourage unplanned purchases ([Levy et al., 2014](#)). The results of research by [Wisesa et al. \(2019\)](#) show that interior display has a significant effect on impulse buying through the formation of a positive emotional atmosphere. Physical store elements (such as interior displays) act as stimuli that influence consumers' affective conditions, thereby generating an urge to buy without planning. Thus, the better the quality of the store interior arrangement, the greater the likelihood that consumers will engage in impulse buying.

H₃: The Interior Display has a positive effect on Impulse Buying

Several previous studies have shown that price discounts, product variety, and interior displays are important elements in retail marketing strategies that jointly shape a pleasant shopping experience, which can trigger positive emotions and strengthen the urge to engage in impulse buying ([Iyer et al., 2020](#); [Putra et al., 2017](#)). Together, these three factors can create an enjoyable shopping experience, stimulate positive emotions, and encourage impulse buying. When consumers are faced with attractive discounts, diverse product choices, and appealing interior displays, their tendency to engage in impulse buying increases. However, previous studies have mostly examined the influence of each variable separately, without considering their interactions, particularly in the context of physical retail in developing cities. Therefore, this study offers an empirical contribution by simultaneously examining these three variables to obtain a more comprehensive understanding of the drivers of impulse buying.

H_4 : Price Discount, Product Variety, and Interior Display simultaneously have an effect on Impulse Buying

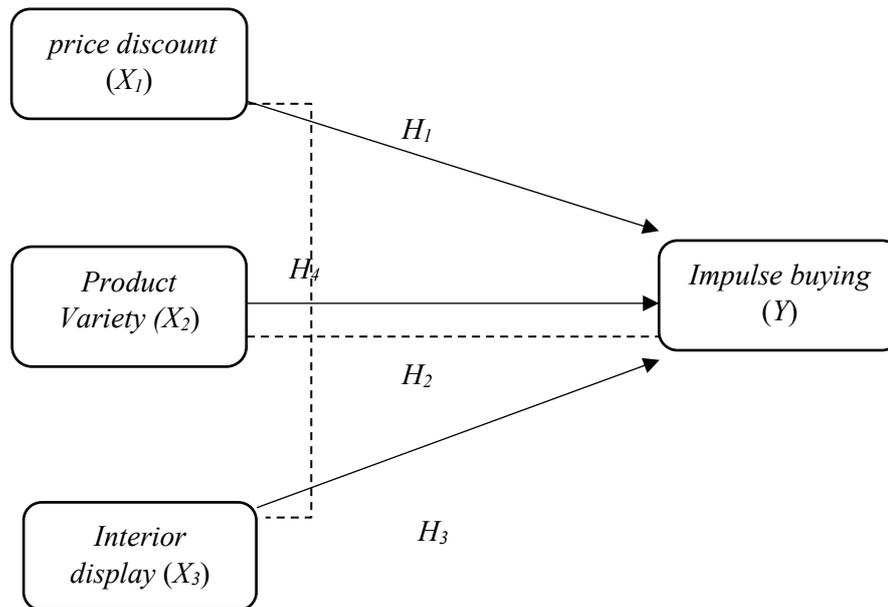


Figure 1. Conceptual framework

3. Research Methodology

This study uses a quantitative approach with a survey method aimed at analyzing the effect of independent variables, namely price discount (X_1), product variety (X_2), and interior display (X_3), on the dependent variable, namely impulse buying (Y) of consumers at MR. DIY Palu. The population in this study consisted of all MR. DIY Palu consumers who had made purchase transactions at the store. The population size is unknown (unknown population) because the exact number of the population cannot be determined, and there is no available sampling frame that contains a complete list of all MR. DIY Palu consumers who have made transactions, and the company does not have individual customer data that can be publicly accessed. Therefore, this study used a non-probability sampling technique.

This study uses the accidental sampling method, where respondents are selected based on anyone who happens to be encountered by the researcher and is willing to complete the questionnaire. MR. DIY Palu has a dynamic flow of consumers every day, making it difficult to determine random samples. However, the researcher realizes that the accidental sampling method has weaknesses, namely the potential for representative bias because not all members of the population have the same opportunity to be selected for the sample. The determination of the number of respondents refers to the theory of [Hair, Black, Babin, Anderson, and Tatham \(2014\)](#), which states that the ideal sample size in regression analysis is at least 15–20 times larger than the number of independent variables. With three independent variables in this study, the minimum sample size was 3 variables \times 20 respondents = 60 respondents

To increase the reliability of the analysis results and the stability of the regression model, this study used 100 respondents as the sample size. This number is considered adequate because it exceeds the recommended minimum limit and allows for testing the classical assumptions and regression significance. The data collection instrument used a closed questionnaire compiled based on indicators from each research variable. Each statement was measured using a Likert scale of 1–5, where respondents were asked to provide their level of agreement with a number of statements ranging from 1 (strongly disagree) to 5 (strongly agree). Before distribution, the instrument was tested for validity and reliability. A validity test was conducted to ensure that each statement item could measure the intended construct.

The data obtained were then analyzed quantitatively using the Multiple Linear Regression method to test the effect of each independent variable, namely price discount, product variety, and interior display, on the dependent variable, namely impulse buying, both partially and simultaneously. Data processing was performed using the SPSS software. The results of the analysis are expected to provide an empirical description of the extent of the influence of price discounts, product variety, and interior displays on impulse buying of MR. DIY Palu consumers, both partially and simultaneously.

Table 1. Operational definition of variables

Operational Definition	Indicators
Price discount is a price reduction given within a certain period to attract consumer attention and create purchasing urgency, which is able to generate emotional impulses that encourage impulse buying behavior (Arianty et al., 2024 ; Kotler & Keller, 2016)	<ul style="list-style-type: none"> a. Size of the price discount b. Clarity of information c. Perceived transaction value
Product variety refers to the diversity of product choices offered to consumers based on type, features, or size, which can increase attractiveness and encourage impulse-buying behavior (Kotler & Keller, 2016)	<ul style="list-style-type: none"> a. Number of product lines offered b. Number of product variants in each product line c. Diversity of products offered
Interior display refers to the arrangement of visual elements inside the store, such as lighting, layout, and decoration, which aims to create an emotionally attractive shopping atmosphere and encourage impulse-buying behavior (Levy et al., 2014 ; Turley & Milliman, 2000)	<ul style="list-style-type: none"> a. Attractive store layout design b. Adequate and effective lighting c. Use of clear and informative signage
Impulse buying is a sudden, unplanned purchasing behavior influenced by emotional impulses and stimuli from the store environment and not based on rational considerations (Rook & Fisher, 1995 ; Xiao & Nicholson, 2013)	<ul style="list-style-type: none"> a. Frequency of impulse buying b. Emotional impulses while shopping c. Reaction to stimuli

4. Results and Discussion

4.1 Respondent Characteristics

The study involved 100 respondents with varied demographic compositions and characteristics. Based on gender, the majority were female (59.8%), while males accounted for 40.2% of the total. This indicates that female participation in shopping activities, particularly at Mr. DIY Palu, is more dominant. By age, respondents were mostly in the 21–25-year range (73.5%), followed by 26–30 years (13.7%), 17–20 years (11.8%), and over 30 years (1%) age ranges. The majority belonged to the younger age group (Generation Z). In terms of occupation, most respondents were students (76.5%), followed by private employees (9.8%), civil servants (8.8%), and a small proportion from other categories such as housewives, job seekers, and freelancers.

Regarding shopping behavior, most respondents indicated that they had shopped at MR. DIY Palu more than three times (80.4%), showing their familiarity with the store environment, products, and promotional strategies. The remainder shopped three times (8.8%), twice (4.9%), and once (5.9%) per week. These characteristics indicate that the majority of respondents are active, young, educated consumers with relatively high store visit frequency, which is an important context for understanding the influence of variables such as price discount, product variety, and interior display on impulse buying. Validity testing was conducted using Pearson’s correlation analysis. With 100 respondents, the

table r value used was 0.195. The results showed that all items for each variable had r-count values above 0.195.

Therefore, all items were declared valid and suitable for use in the study. Reliability testing was conducted by examining Cronbach's alpha values. All variables showed values above 0.70, indicating that the instrument used was reliable and internally consistent. Thus, all indicators in this study met the requirements for further analysis. Based on the normality test in this study, the results obtained show that the variables in this study meet the normality requirement with a significance value of $0.20 > 0.05$; therefore, it can be concluded that the data are normally distributed. The multicollinearity test results showed tolerance > 0.10 , and VIF calculations indicated that the independent variables had VIF values < 10 , as shown in Table 2.

Table 2. Multicollinearity test results

Variable	Tolerance	VIF	Description
X_1	0,430	2,327	No multicollinearity
X_2	0,497	2,012	No multicollinearity
X_3	0,377	2,652	No multicollinearity

Based on the heteroscedasticity test, the results indicate that there are no symptoms of heteroscedasticity. The test conducted showed that the significance values were greater than $\alpha = 0.05$, as shown in the following Table 3.

Table 3. Heteroscedasticity test results

Variable	t	Sig.
X_1	-1,198	0,234
X_2	-1,441	0,153
X_3	1,510	0,134

Based on the F-test results, the significance obtained was 0.001. Since the significance is < 0.05 , it can be concluded that the variables Price discount, Product variety, and Interior display simultaneously have a significant effect on Impulse buying. This is shown in the following Table 4.

Table 4. F-test results

ANOVA ^a						
Model		Sum Of Squares	df	Mean square	F	sig
1	Regression	1779.561	3	593.187	32.092	<,001
	Residual	1774.439	96	18.484		
	Total	3554.000	99			

A t-test was conducted to determine the effect of each independent variable on the dependent variable. The test results are listed in Table 5.

Table 5. t-test results

Variable	t count	Sig.	Description
X_1	1,987	0,050	Has an effect
X_2	3,555	0,001	Has an effect
X_3	1,819	0,072	Does not have an effect

Based on the t-test results, X_1 sig. = 0.050 and X_2 sig. < 0.001, which means they have a significant effect on Y because sig. < 0.05. Meanwhile, X_3 sig. = 0.072 does not have a significant effect because sig. > 0.05.

Table 6. Coefficient of determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,708	0,501	0,485	4,299

Based on the regression analysis results, the coefficient of determination (R Square) obtained was 0.501. This indicates that 50.1% of the variation in variable Y can be explained by X_1 , X_2 , and X_3 simultaneously. The remaining 49.9% were influenced by other factors.

Table 7. Regression equation

Model		Unstandardized Coefficients		Unstandardized Coefficients Beta	t	Sig.
		B	Std. Error			
1	(Constant)	3,213	4,021		0,799	0,426
	X_1	0,271	0,136	0,219	1,987	0,050
	X_2	0,427	0,120	0,364	3,555	<0,001
	X_3	0,211	0,116	0,214	1,819	0,072

Based on the results of the multiple linear regression analysis, the equation obtained is as follows:

$$Y = 3,213 + 0,271 X_1 + 0,427 X_2 + 0,211 X_3 \quad (1)$$

This equation shows that if there is no effect from price discount, product variety, and interior display (all $X=0$), the value of impulse buying is 3.213. The coefficient of X_1 is 0.271, meaning that each one-unit increase in price discount increases impulse buying by 0.271, assuming other variables remain constant. The coefficient of X_2 is 0.427, indicating that product variety has the largest effect on impulse buying, and a one-unit increase in X_2 increases Y by 0.427. Meanwhile, the coefficient of X_3 is 0.211, indicating a positive effect, but based on the t-test, its effect is not statistically significant (sig. > 0.05).

4.2 The Effect of Price Discount on Impulse Buying

The analysis results show that the price discount variable (X_1) has a significant effect on impulse buying (Y). This reinforces consumer behavior theory, which states that purchase decisions are often driven by emotional impulses and perceived value. [Kottler and Keller \(2016\)](#); [Rook and Fisher \(1995\)](#). This finding aligns with the study by [Surveyandini \(2021\)](#), which stated that price discounts have emotional appeal and create urgency, encouraging consumers to make impulse purchases. The study explained that many consumers make purchases because they see a price reduction and feel attracted, even though the purchase was not planned.

This finding shows that price discounts can generate spontaneous interest in a product, which then triggers sudden purchases without a long consideration process. Psychologically, price discounts can create the perception of a “rare opportunity” (scarcity effect), which in turn triggers positive emotions such as happiness and satisfaction, prompting consumers to buy immediately without long consideration. [Arianty et al. \(2024\)](#) also found that price discounts positively affect consumer emotions, which then encourage impulse buying.

This result is also supported by the findings of [Iyer et al. \(2020\)](#) who concluded that price discounts are one of the most effective marketing stimulators for triggering impulse buying. The study also emphasized that price discounts are often perceived as temporary opportunities, encouraging consumers to buy immediately to avoid missing the chance. Price discounts generate positive emotions, such as

happiness and satisfaction, which ultimately encourage consumers to engage in impulse buying. The study explains that positive emotions act as an important intermediary in strengthening the relationship between marketing stimuli and impulse-buying behavior.

Price discounts have been proven to create feelings of happiness, satisfaction, and temptation, which reinforce consumers' emotional drive to make impulsive purchases. The higher the discount intensity offered, the stronger the emotional reaction and the higher the likelihood of consumers making impulsive purchases. For MR. DIY management, planned discount strategies, such as seasonal discounts, bundled promotions, or limited-time price reductions, can increase store visit frequency and encourage additional purchases beyond consumers' primary needs. This strategy is effective because, psychologically, consumers feel they are gaining benefits rather than losing money, making it easier for them to make impulsive purchases. Thus H_1 , which states that price discounts have a positive effect on impulse buying, is accepted.

4.3 The Effect of Product Variety on Impulse Buying

The results show that product variety significantly affects impulse buying. This indicates that the more diverse the products offered, the higher the consumers' drive to make impulsive purchases is. Product variety provides more options and increases the likelihood that consumers will find items that attract their interest, even if they initially did not intend to buy them.

This finding aligns with the results of a meta-analysis by [Iyer et al. \(2020\)](#), who stated that merchandise, including product variation and attributes, is among the marketing stimuli that positively affect impulse buying. In this meta-analysis, product variety was identified as a situational factor that increases consumer exposure and involvement, thereby encouraging spontaneous purchase decisions. This finding is also supported by a meta-analysis conducted by [Amos et al. \(2014\)](#) who explained that product characteristics, including attributes such as price, features, and quality as part of product variety, are identified as situational factors that positively affect impulse buying. This means that product variety not only creates opportunities for consumers to buy impulsively but also strengthens the perceived value and attractiveness of the product.

Based on consumer behavior theory, product diversity can be associated with the Stimulus-Organism-Response (S-O-R) Theory [Karim, Chowdhury, Al Masud, and Arifuzzaman \(2021\)](#), where product variation acts as an external stimulus that triggers positive emotional responses in consumers, encouraging impulsive buying behaviors. Additionally, [Sarah, Goi, Chieng, and Taufique \(2021\)](#) showed that the design and navigation of online stores affect impulse buying differently, depending on the product category. This implicitly indicates that product variety plays an important role in triggering impulse buying in digital contexts, where purchase decisions are often driven by visually attractive exposure and enjoyable exploration experiences.

In other words, when consumers are presented with a variety of products with different colors, styles, sizes, or other features, they tend to spend more time exploring, which increases the likelihood of finding products that attract them. This result has implications for retail marketing strategies at MR. DIY. Management must regularly update product stock and layout to ensure that the product variety appears fresh and attractive. Providing various colors, sizes, or design options can strengthen consumers' perception that the store offers added value. Thus, strategies to increase product variety not only encourage impulse buying but also enhance positive shopping experiences and promote long-term customer loyalty.

4.4 The Effect of Interior Display on Impulse Buying

Based on the analysis results, the interior display did not have a significant effect on impulse buying in the context of this study. Although theoretically, elements such as lighting, layout, and decoration can create an attractive store atmosphere and encourage unplanned purchases, the findings show that not all visual elements have a direct effect on consumers' impulse-buying behavior. This finding aligns with [Wijaya and Setyawan \(2020\)](#) study, which stated that store atmosphere, with interior display as part of it, does not significantly affect buying.

Static or general interior displays may not be sufficiently attention-grabbing or provide strong enough emotional stimuli to drive impulse purchases. This can be explained by [Han, Chandukala, and Li \(2022\)](#), who studied in-store displays as part of the store presentation elements. They found that the effectiveness of store displays depends on the visibility and location of the displayed product. This means that while interior displays contribute to creating a comfortable and attractive atmosphere, their impact on impulsive behavior may be weaker than that of product displays (in-store displays) that are directly exposed to and interact with consumer attention. Another study by [Hussain and Siddiqui \(2019\)](#) also found that store environment elements, including interior displays, do not significantly affect impulse buying.

These findings show that although store environment elements are assumed to create conditions that support impulse buying, in practice, their effect does not always appear significantly. This may occur because visual and store atmosphere stimuli are passive and not strong enough to create immediate emotional or psychological impulses among consumers. This is further reinforced by [Iyer et al. \(2020\)](#), whose meta-analysis showed that merchandise displays, as part of the interior display, have the weakest effect compared to other marketing stimuli.

According to the Stimulus-Organism-Response (S-O-R) Theory [J. Zhang, Jiang, Turner, and Pahlevan-Sharif \(2022\)](#), the interior display functions as an external stimulus that triggers positive emotional responses in consumers (organism), which then leads to impulsive buying behavior (response). However, in this study, passive visual stimuli may not have been strong enough to generate emotional activation and therefore did not result in a response in the form of impulsive behavior. Thus, the effectiveness of interior displays depends on the extent to which visual elements can evoke consumer affective engagement in the store.

Additionally, the composition of the respondents also affected the results. Based on the demographic data, 40.2% of the respondents were male. This is important because several previous studies, such as [L. Zhang, Shao, Li, and Feng \(2021\)](#) have shown gender differences in responding to impulse-buying. Men tend to be more rational and functional, focusing on practical benefits and efficiency when shopping, and are therefore less influenced by visual stimuli than women. In contrast, women have higher emotional involvement and are more easily persuaded by enjoyable shopping experiences [L. Zhang et al. \(2021\)](#). Men are more function- and efficiency-oriented in shopping and have lower emotional involvement.

Thus, the significant proportion of male respondents in this study may be one reason why the interior display did not show a significant effect on impulse buying. Visual stimuli may be less effective in triggering impulsive behavior among consumers with rational characteristics, such as men. MR. DIY can enhance the effectiveness of interior displays by implementing more dynamic point-of-purchase displays, such as brightly colored promotional areas, large discount signage, or seasonal product displays. These elements can strengthen the visual appeal and evoke spontaneous consumer emotions. This strategy aligns with consumer behavior theory, which emphasizes that positive emotional responses to retail stimuli can increase the likelihood of impulse buying, especially when consumers feel affectively engaged with the store.

4.5 The Effect of Price Discount, Product Variety, and Interior Display Simultaneously on Impulse Buying

Based on the F-test results, the variables price discount, product variety, and interior display simultaneously have a significant effect on impulse buying. This shows that, overall, the three independent variables studied contribute meaningfully to consumer impulse-buying behavior. Although not all variables show a significant effect, the simultaneous test results indicate that collectively, these factors still have a meaningful impact on impulse buying. This finding aligns with ([Hadiwijaya & Yustini, 2023](#)), who emphasized that marketing strategies aligned with consumer preferences can strengthen emotional engagement and increase the tendency for unplanned purchases.

This indicates that impulse-buying behavior is not only triggered by a single factor but also by a combination of several complementary marketing factors. The interaction between price discounts, product variety, and attractive interior displays can create an atmosphere that supports impulse buying. Thus, H_4 which states that price discount, product variety, and interior display simultaneously affect impulse buying, is accepted. These three variables act as external stimuli that can elicit positive emotional responses (organism), such as feelings of happiness, interest, and enthusiasm in consumers, which ultimately drive impulsive buying behavior (response).

The combination of attractive price discounts, diverse product variety, and pleasant store interior display strengthens visual and emotional stimuli for consumers during the shopping process. This finding has implications for retail marketing strategies, such as MR. DIY, to optimize the store stimulus mix. Planned price discounts, a wide product variety, and appealing interior displays arranged in an integrated manner can increase consumer emotional engagement. This integrated strategy not only encourages impulse buying but also strengthens the store's image as an enjoyable and valuable shopping destination.

5. Conclusions

5.1 Conclusion

This study demonstrates that price discounts and product variety are the primary drivers of impulse purchases in the retail context, particularly in MR. DIY stores in Palu City. The results emphasize the importance of retail managers focusing on these two strategies to increase impulse buying behavior. Retailers can enhance promotional effectiveness by optimizing short-term discount programs and expanding product offerings to meet spontaneous consumer needs. While the interior display plays a role in influencing purchases, a more functional approach such as improving store navigation could facilitate longer consumer interactions with products, leading to increased impulse buys.

5.2 Research Limitations

This study is limited by its scope, as it focuses only on MR. DIY consumers in Palu City. Therefore, the findings cannot be generalized to other regions or retail settings. Additionally, the relatively small sample size may have impacted the robustness of the results. The research also did not consider psychological variables (such as emotions, mood, or shopping enjoyment) or social influence, all of which may play an important role in impulse buying. These limitations suggest the need for broader studies to enhance the understanding of the factors influencing impulse buying.

5.3 Suggestions and Directions for Future Research

Future research should aim to broaden the scope of respondents, including participants from different geographic locations and various types of retail stores, to improve the generalizability of the findings. Expanding the sample size would also contribute to more accurate and reliable results. Additionally, investigating psychological and emotional factors, such as consumer mood or shopping enjoyment, would provide deeper insights into the impulse buying process. Exploring the role of social influences and online reviews in shaping consumer behavior could further enhance the understanding of impulse

purchases in both physical and online retail environments. Finally, longitudinal studies could examine the long-term impact of promotional strategies on consumer behavior, offering valuable insights for retailers seeking sustainable growth.

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Author Contributions

SNAN Conceptualization, study design, data collection, manuscript drafting, and final approval. MS Data collection, analysis, manuscript drafting, and revision. RM Data analysis, manuscript revision, and supervision. AA Manuscript revision and final approval.

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