



**THE EFFECT OF VISUAL MERCHANDISE ON IMPULSE BUYING WITH
EMOTIONAL RESPONSE AS AN INTERVENING VARIABLE
IN THE MARKETPLACE**

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Abstract

This study aims to analyze the effect of visual merchandise on impulse buying, with emotional response serving as a mediating variable among Shopee marketplace users in Medan City. The research employs a quantitative method using the Structural Equation Modeling–Partial Least Squares (SEM-PLS) approach. Data were collected through questionnaires distributed to 91 active Shopee users. The results indicate that visual merchandise has a positive effect on impulse buying, both directly and indirectly through emotional response. Visual elements such as page design, product image quality, interactive promotions, and digital store navigation are proven to evoke positive emotions, including pleasure, urgency, and self-confidence. These emotional responses strengthen the tendency toward spontaneous purchasing without rational consideration. The findings confirm that emotional experience plays a crucial role in linking visual strategies to consumers' impulsive buying behavior. Therefore, visual strategies function not only as aesthetic elements but also as effective psychological tools for enhancing consumer engagement and impulsive purchase decisions in the marketplace.

Keywords: Visual Merchandise; Emotional Response; Impulse Buying; Shopee



INTRODUCTION

The development of the e-commerce industry in Indonesia has shown highly significant growth over the past decade, along with the increasing adoption of digital technology and the expansion of internet penetration. According to a survey conducted by the Indonesian Internet Service Providers Association (2024), the national internet penetration rate has continued to increase steadily from 2019 to 2024. This phenomenon has not only expanded public access to digital platforms but has also transformed consumption patterns and shopping preferences among the Indonesian population.

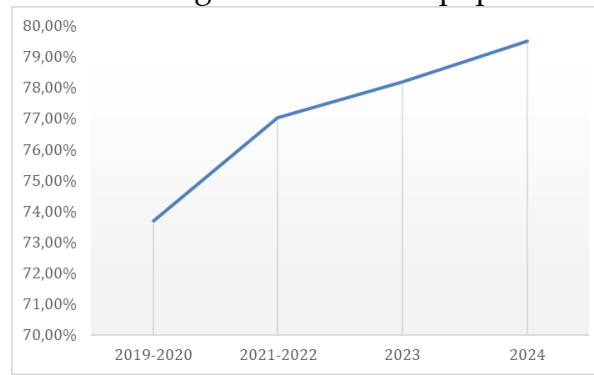


Figure 1.
Internet Penetration
Source: APJII (2024)

Smith and Brown (2022) state that the accelerated adoption of digital services in the post-COVID-19 pandemic period has become a crucial momentum driving the global growth of the e-commerce sector. This digital transformation has had a significant impact on trade, education, and modern consumer lifestyles. In developing countries, digitalization has increased access to services by more than 60% compared to the pre-pandemic period (Lutfiani et al., 2023). The increasingly digitalized behavior of society encourages companies to innovate by creating online services that are faster, more convenient, and more responsive to market needs.

According to Google, Temasek, and Bain & Company, the value of e-commerce transactions in Indonesia is projected to reach USD 95 billion by 2025, making it one of the largest digital markets in Southeast Asia (Lutfiani et al., 2023). This increase in transaction value is closely related to the shift in consumers' shopping habits from offline to online channels, further reinforced by the ease of access to digital technology (Trihudyatmanto, 2020). Shopee, Tokopedia, Bukalapak, and Lazada have emerged as the dominant marketplace platforms in Indonesia. Competition among marketplaces has become increasingly intense, as

each platform strives to attract consumer attention through visual strategies, large discounts, and loyalty programs. Consumers are now more selective in assessing marketplace credibility based on reviews, pricing, and the quality of product visual displays. A study by Kusmayadi and Fitriani (2025) shows that visual appeal and ease of navigation on e-commerce platforms significantly contribute to users' purchasing decisions in Indonesia.

In the digital environment, visual merchandise plays a crucial role in shaping consumers' perceptions of product quality and triggering unplanned purchasing behavior (impulse buying). Visual merchandise in marketplaces includes aspects such as product page design, color schemes, lighting, image composition, and supporting graphic elements designed to capture users' attention. Febriyanti and Pantawis (2023) found that attractive visual displays in e-commerce can increase customer engagement by up to 40% and enhance the likelihood of spontaneous purchases. Visual merchandise serves as a key psychological factor influencing consumers' aesthetic perceptions and positive emotions. Recent research by Sijabat (2024) also confirms that consistency in visual elements across products enhances digital store credibility and prolongs user interaction time. Companies that are able to present products with high-quality visuals have a greater opportunity to drive sales conversion through effective emotional stimuli.

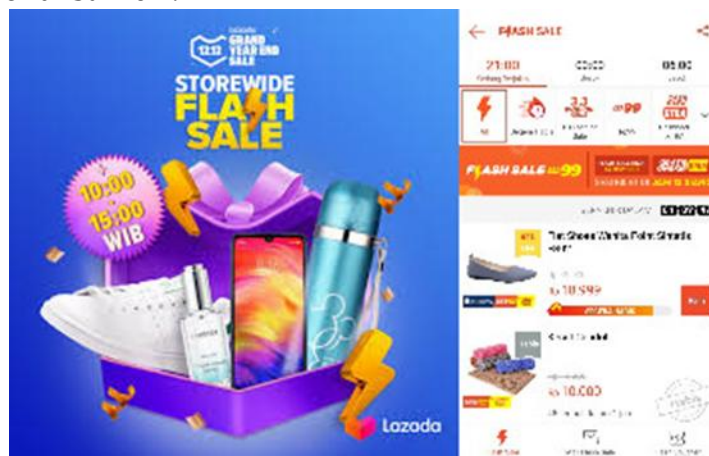


Figure 2.

Flash Sale Marketplace

Source: Shopee (2025)

Product visual quality, particularly in photographic aspects, has become one of the main indicators of the effectiveness of digital marketing strategies. According to Ali and Sukendra (2020), product photos with optimal lighting, clean backgrounds, and appealing shooting angles can significantly enhance



perceived product value. In addition, the presentation of information through infographics, animations, and interactive videos is increasingly applied to simplify visual communication with consumers. Hidayah (2025) found that three-dimensional visualizations and infographics are more effective in increasing user trust compared to textual descriptions alone. This trend reflects a shift in consumer preferences from merely reading descriptions toward more intuitive visual experiences. Attractive visual strategies not only emphasize aesthetics but also serve as persuasive tools for building consumer confidence and loyalty. Consistent and informative visual elements create strong brand identities amid intense competition in the online marketplace.

Modern marketplaces now implement visual merchandising strategies as a key element in creating engaging and comprehensive digital shopping experiences. Features such as “Brand Store” and “Official Shop” on Shopee and Tokopedia allow sellers to customize storefront displays in alignment with brand identity. Suryana and Sari (2021) as well as Sifdasani (2024) emphasize that color selection, banner design, and page layout directly influence perceptions of store professionalism. Consumers who perceive visual appearance as an indicator of credibility tend to exhibit higher levels of trust. Digital aesthetic elements not only enhance visual appeal but also reflect reliability and service quality. Ali and Sukendra (2020) further add that responsive and consistent page design can increase user retention by up to 30%, highlighting the importance of visual strategies in maintaining marketplace competitiveness in Indonesia.

The integration of video content and live-streaming features further strengthens the role of visual merchandise in building emotional closeness with consumers. Karimah & Rahayu (2024) highlight the importance of alignment between images, videos, and live broadcasts to create authentic shopping experiences. Demonstrative videos and user testimonials, according to Lutfiani (2023), provide a sense of product authenticity that enhances buyer confidence. Rahmania and Sari (2025) found that short videos combined with flash sale promotions can trigger emotional urgency that drives spontaneous purchasing decisions. Dynamic audio-visual elements create stronger emotional engagement compared to static visual media. As a result, video-based marketing has become a core component of the modern marketplace ecosystem.

The phenomenon of impulse buying in e-commerce has increased alongside the presence of algorithmic recommendation features, flash discounts, and product personalization. Dhamera (2024) explains that impulsive purchasing is influenced by external stimuli and individuals’ emotional states.



Ali and Sukendra (2020) found that visual merchandising and store atmosphere contribute up to 52% to consumers' impulsive behavior. However, most previous studies have focused more on physical retail stores than online platforms. Novita (2024) demonstrates that emotional factors such as fear of missing out (FOMO) and instant gratification trigger impulse buying in live shopping contexts. Meanwhile, Miftachul Munir (2023) identifies Generation Z as the group most vulnerable to impulsive behavior due to hedonistic lifestyles and low self-control. These findings confirm the simultaneous relationship between visual and emotional factors in shaping impulsive behavior among marketplace consumers.

Shopee represents a relevant case for examining the relationship between visual merchandise, emotional response, and impulse buying in Indonesia. Based on reports from iPrice and SimilarWeb (2024), Shopee has been the marketplace with the highest number of visitors since 2021. Khalifatus (2019) states that dynamic visual stimuli such as interactive banners and countdown timers can increase emotional engagement and accelerate purchasing decisions. A preliminary survey conducted by the researcher involving 30 active Shopee users indicates that 86.7% of respondents had made spontaneous purchases due to attractive visuals, while 93.3% were influenced by promotional elements such as discount banners and flash sale notifications. These data reinforce the view that visual design interacts significantly with emotional responses in driving unplanned purchasing behavior. Therefore, Shopee serves as an ideal empirical setting to examine the effect of visual merchandise on impulse buying through emotional response as an intervening variable.

The increasing phenomenon of impulse buying has economic and social implications that warrant attention. Irnawati and Saputra (2025) report that 65% of online consumers experience regret after making unplanned purchases, often triggered by momentary emotions. Seven out of ten consumers in Indonesia experience post-purchase regret, particularly in fashion and cosmetic categories (Suryana & Sari, 2021). This condition highlights the importance of a deeper understanding of the visual and emotional factors influencing impulsive behavior. This study aims to examine the effect of visual merchandise on impulse buying with emotional response as an intervening variable among Shopee users in Indonesia. The research seeks to contribute to the development of digital marketing and consumer behavior literature. Furthermore, the findings are expected to serve as a foundation for businesses in designing ethical, effective visual strategies oriented toward sustainable consumer experiences.



LITERATURE REVIEW

Marketplace

A marketplace is a product of the development of digital commerce that connects sellers and buyers online through platforms equipped with integrated, secure, and efficient transaction systems (Cahyani & Purwanto, 2022; Fatmawati & Zaini, 2023). These platforms function as intermediaries that provide digital payment services, data security protection, and logistical support to facilitate non-face-to-face transactions. Based on their typology, marketplaces are categorized into horizontal marketplaces, such as Shopee and Tokopedia, which offer a wide range of product categories, and vertical marketplaces, such as Zalora, which focus on specific industry sectors.

The growth of marketplaces is further supported by advancements in electronic payment technologies and encryption-based security systems that enhance consumer trust (Hidiani & Rahayu, 2021). In addition, the implementation of Artificial Intelligence (AI) and product recommendation algorithms strengthens the role of marketplaces as innovative and adaptive digital ecosystems that contribute to the growth of the global digital economy (Irfandi, 2020)

Visual Merchandise

Visual merchandise functions as a visual communication strategy that organizes aesthetic and informational elements to attract consumer attention and enhance sales effectiveness (Amelia & Huda, 2021). This arrangement includes layout design, lighting, color schemes, and consistency in product displays, which collectively create an enjoyable and memorable shopping experience. In the digital context, visual merchandise is manifested through marketplace interface design, high-quality product images, promotional videos, and graphic elements that reinforce positive brand perceptions.

This approach enables brands to build emotional connections with consumers through integrated and engaging visualizations, which indirectly stimulate positive emotional responses and encourage purchase intentions (Putri et al., 2024). Effective implementation of visual merchandise acts as a “silent seller” that not only strengthens brand image but also increases sales conversion rates (Kotler et al., 2019). Along with technological advancements, visual merchandise is increasingly enriched by innovations such as augmented reality (AR) and virtual reality (VR), which provide interactive experiences, strengthen visual brand identity, and differentiate the competitive positioning of digital stores within the global e-commerce landscape (Sudarsono, 2017)



Impulse Buying

Impulse buying refers to spontaneous purchasing behavior that occurs without prior planning or rational consideration, influenced by internal factors such as emotions and external factors such as visual promotions, product arrangement, and the atmosphere of digital stores (Anggraini & Sulistyowati, 2020). In digital environments, consumers are often driven to make sudden purchases due to emotional impulses triggered by product visual displays and promotional strategies in marketplaces (Firdayanti et al., 2020). Attractive visuals can reduce psychological resistance and increase the desire to purchase products that were not initially planned. Technological advancements and the application of data-driven marketing algorithms further intensify this phenomenon through features such as flash sales, limited-time offers, and real-time notifications that create a sense of emotional urgency (Trifiyanto, 2019).

Emotional Response

Emotional response refers to individuals' affective reactions to external stimuli, such as visual displays and shopping atmospheres, which influence consumptive behavior tendencies (Sinaga & Marpaung, 2023). This response encompasses three primary dimensions—pleasure, arousal, and dominance—which describe the level of consumers' emotional involvement in shopping experiences (Paul, as cited in Trihudiyatmanto, 2020). When consumers experience pleasure, interest, and a high sense of control over visual experiences, the likelihood of impulse buying increases significantly (Hidiani & Rahayu, 2021)

Emotional response serves as a crucial mediating variable that links visual stimuli to purchasing decisions, whereby design elements such as warm colors, soft lighting, and dynamic animations can enhance positive moods and brand perceptions (Fatmawati & Zaini, 2023). Moreover, strong emotional experiences have been shown to reinforce brand image and long-term consumer loyalty, making the management of affective aspects a primary strategy in building psychological attachment between consumers and marketplaces (Cahyani & Purwanto, 2022)

This research model is grounded in the Stimulus–Organism–Response (SOR) theory, which explains that human behavior results from interactions between external stimuli, internal reactions, and behavioral responses (Suryana & Sari, 2021). Within this framework, visual merchandise acts as a stimulus that evokes emotional responses as psychological reactions, which subsequently drive impulse buying behavior (Irnawati & Saputra, 2025). To analyze the relationships among these variables, this study employs the Structural Equation Modeling–



Partial Least Squares (SEM-PLS) (Khalifatul S, 2019). This approach effectively illustrates how visual elements in digital marketplaces influence consumer emotions and spontaneous purchasing decisions, thereby providing empirical insights into the psychological mechanisms shaping modern consumer behavior (Miftachul Munir, 2023)

RESEARCH METHOD

This study employs a quantitative approach aimed at analyzing the relationships among variables through numerical data that can be statistically processed. This approach emphasizes hypothesis testing using structured instruments that generate measurable data (Sudaryana & Agusiady, 2022). The variables in this study consist of independent variables, dependent variables, and an intervening variable that bridges the causal relationship between them. The independent variable is Visual Merchandise (X1), the intervening variable is Emotional Response (Z), and the dependent variable is Impulse Buying (Y). These three variables are analyzed using a causal model estimated through the Structural Equation Modeling–Partial Least Squares (SEM-PLS) method. This approach is selected due to its capability to analyze complex relationships among latent variables with a moderate sample size (Novita, 2024)

The research was conducted on the Shopee marketplace platform during the period from June 1 to September 31, 2025, focusing on consumer behavior in Medan City. The selection of this location is based on the high level of e-commerce penetration and the intensity of impulsive shopping activities influenced by product visual design. The study population includes all Shopee users in Medan, while the sample was determined using a purposive sampling technique, resulting in 91 respondents. The respondent criteria include active users aged 18–40 years who have made at least two impulsive purchases within the past six months and possess an understanding of marketplace visual features (Sugiyono, 2020). Data were collected using a questionnaire employing a five-point Likert scale to measure respondents' perceptions of the research variable indicators. Data analysis involved validity and reliability testing, as well as structural model evaluation using SmartPLS version 3.0 to obtain accurate and reliable results (Ghozali, 2018)

RESULTS AND DISCUSSION

The analysis of the effects of visual merchandise, emotional response, and impulse buying among Shopee marketplace users in Medan City was conducted

using the Structural Equation Modeling–Partial Least Squares (SEM-PLS) approach. The research framework is grounded in the Stimulus–Organism–Response (SOR) theory, which explains that visual stimuli can trigger emotional responses and ultimately encourage impulsive purchasing behavior. Data analysis was carried out through two main stages, namely the evaluation of the outer model and the inner model, in order to assess the validity, reliability, and causal relationships among latent variables. Validity testing was conducted through convergent and discriminant validity, while reliability was assessed by examining Composite Reliability and Cronbach’s Alpha values. Once the model met the required adequacy criteria, the next stage involved testing the structural relationships using the bootstrapping method to identify both direct and indirect effects among the research variables.

SEM-PLS Analysis

Prior to analyzing the results of the structural model testing, this study presents the conceptual model design that serves as the basis for examining the relationships among the research variables. This model was developed based on the Stimulus Organism Response (SOR) theory and visualized using the Structural Equation Modeling–Partial Least Squares (SEM-PLS) approach to illustrate both direct and indirect relationships among the constructs.

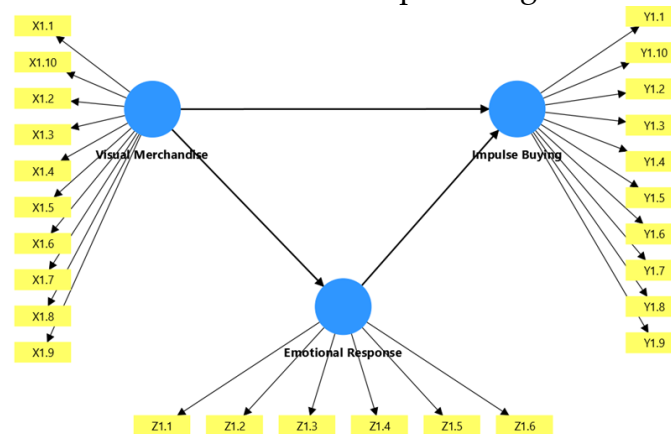


Figure 3
Model SEM-PLS

Source: Processed by SmartPLS Researchers, 2025

This research model was analyzed using the Structural Equation Modeling–Partial Least Squares (SEM-PLS) approach with three main constructs: Visual Merchandise (X), Emotional Response (Z), and Impulse Buying (Y). Visual Merchandise was represented by ten indicators assessing the effectiveness of visual elements such as display design, layout, and digital promotions in



attracting consumer attention, while Emotional Response was measured through six indicators reflecting affective reactions such as pleasure and enthusiasm toward the online shopping experience. The analysis results indicate that Visual Merchandise influences Impulse Buying both directly and indirectly through Emotional Response as a mediating variable, confirming that visual elements play a crucial role in shaping emotional impulses and impulsive purchasing behavior in digital marketplaces.

Discriminant Validity (Fornell–Larcker Criterion)

Table 1 presents the correlations among the research constructs— Emotional Response, Impulse Buying, and Visual Merchandise— which represent the linear relationships among latent variables for the purpose of evaluating discriminant validity as well as the strength of the associations between constructs.

Table 1.
Discriminant Validity – Fornell–Larcker Criterion

Construction	Emotional Response	Impulse Buying	Visual Merchandise
Emotional Response	0.838		
Impulse Buying	0.791	0.828	
Visual Merchandise	0.859	0.752	0.786

Source: Processed results by SPSS researchers, 2025

The analysis results indicate that all constructs exhibit high internal consistency, with correlation values for Emotional Response (0.838), Impulse Buying (0.828), and Visual Merchandise (0.786), demonstrating the reliability and validity of the research instruments. The relationships among constructs also show strong positive correlations, where Visual Merchandise correlates at 0.859 with Emotional Response and 0.752 with Impulse Buying, while Emotional Response has a correlation of 0.791 with Impulse Buying. These findings confirm that the quality of visual presentation not only influences consumers’ emotions but also drives impulsive purchasing behavior, thereby supporting the validity of the theoretical model proposed in this study.

Construct Reliability (Cronbach’s Alpha)

Table 2 presents the Cronbach’s Alpha values for each research construct, namely Emotional Response, Impulse Buying, and Visual Merchandise. These values are used to assess the level of internal consistency among indicators in measuring latent variables, ensuring that each construct demonstrates good and



reliable measurement properties.

Table 2.
Cronbach’s Alpha Reliability Testing

Variable	Cronbach’s Alpha
Emotional Response	0.915
Impulse Buying	0.948
Visual Merchandise	0.931

Source: Processed results by SPSS researchers, 2025

The analysis results show that all research constructs have Cronbach’s Alpha values above 0.70, indicating a very high level of reliability for each variable. The reliability values for Emotional Response (0.915), Impulse Buying (0.948), and Visual Merchandise (0.931) demonstrate that all indicators within each construct exhibit strong internal consistency and are capable of measuring their respective variable concepts consistently. Therefore, all three research constructs are considered reliable and suitable for further analysis, as the instruments used are proven to be consistent, accurate, and trustworthy in explaining the variables under investigation.

Hypothesis Testing

The results of the structural model testing using the Partial Least Squares Structural Equation Modeling (PLS-SEM) method produced estimates of path coefficients that represent the strength and direction of the relationships among the variables in the study. Hypothesis testing was conducted by considering the path coefficient values, t-statistics, and p-values as the basis for determining the significance of the relationships. A hypothesis is considered accepted when the p-value is below 0.05, and the direction of the path coefficient is consistent with the expected relationship direction specified in the research model.

Table 3.
Hypothesis Testing Results

	Hypothesis	Coefficient	P Value	Description
H1	Visual merchandising has a positive effect on impulse buying.	0.284	0.023	Accepted
H2	Visual merchandising has a positive effect on emotional response	0.862	0.000	Accepted
H3	Emotional responses have a positive effect on impulse buying.	0.555	0.000	Accepted



H4	Visual merchandising has a positive effect on impulse buying through emotional response as an intervening variable.	0.476	0.000	Accepted
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Source: Processed results by SPSS researchers, 2025

Based on the analysis results, all tested hypotheses show p-values below 0.05, indicating that each relationship among the variables is statistically significant. These findings suggest that visual merchandise, emotional response, and the mediating role between them exert a significant influence on consumers' impulse buying behavior on the Shopee marketplace platform in Medan City.

The Effect of Visual Merchandise on Impulse Buying

The analysis reveals that visual merchandise has a positive and significant effect on impulse buying among Shopee consumers in Medan City. Visual elements such as homepage layout, product presentation, ease of navigation, and interactive promotions are proven to increase consumers' tendency to make spontaneous, unplanned purchases (Ali & Sukendra, 2020). Attractive visuals create an initial appeal and generate perceptions of professionalism and store credibility, which in turn enhance emotional impulses to purchase. These findings are consistent with the Stimulus–Organism–Response (SOR) theory and are supported by Dhameria (2024), who demonstrates that digital visual factors function as primary stimuli in shaping impulsive behavior in e-commerce environments.

In addition, promotional displays such as flash sales, countdown timers, and interactive banners play a major role in creating a sense of urgency and time pressure that accelerates decision-making (Lutfiani et al., 2023; Rahmania & Sari, 2025). Simple navigation features further facilitate faster product access, reduce cognitive load, and increase the likelihood of spontaneous purchases (Karimah & Rahayu, 2024). Supporting media such as product videos and image-based reviews from previous buyers strengthen trust, particularly among younger consumers who are more responsive to visual content (Ali & Sukendra, 2020). Thus, visual merchandise functions not merely as an aesthetic enhancer but as a strategic instrument that influences consumer psychology and triggers impulse buying behavior (Sifdasani, 2024)

The Effect of Visual Merchandise on Emotional Response

The findings indicate that visual merchandise has a positive and significant effect on emotional response, with a path coefficient of 0.862, reflecting a very strong influence. Effective visual management of the



homepage, product displays, and interactive promotions is proven to evoke positive emotions such as pleasure, arousal, and confidence (dominance) (Hidayah, 2025; Suryana & Sari, 2021). This suggests that visual elements not only convey information but also play a crucial role in shaping emotional experiences that determine consumer behavior in digital marketplaces. The study by Ali and Sukendra (2020) further supports the view that well-structured visual merchandising can stimulate affective reactions that directly influence purchase intentions.

The pleasure dimension is influenced by visual aesthetics and consistency in product design, while arousal is triggered by dynamic visual promotions such as limited stock notifications and flash sales (Sijabat, 2024). Meanwhile, dominance emerges when consumers feel a sense of control through clear navigation and the presence of visual reviews from other users (Febriyanti & Pantawis, 2023). Kusmayadi and Fitriani (2025) emphasize that positive emotions serve as a key mediator linking store atmosphere to impulse buying among digital consumers. Accordingly, these results extend the understanding that visual merchandise not only serves an aesthetic function but also forms the foundation of emotional engagement that strengthens the relationship between consumers and marketplace platforms.

The Effect of Emotional Response on Impulse Buying

The analysis demonstrates that emotional response significantly influences impulse buying among Shopee consumers in Medan City. Emotional states characterized by pleasure, urgency, and confidence are proven to affect unplanned purchasing behavior, even in the absence of rational consideration (Trihudiyatmanto, 2020). When consumers experience positive emotions triggered by appealing visual elements and intensive promotions, cognitive resistance is reduced, leading to spontaneous purchasing decisions. These findings align with the SOR model, which explains that the organism (emotion) acts as a behavioral trigger (response) after receiving stimuli from the digital visual environment (Lutfiani dkk., 2023)

The pleasure dimension enhances comfort and satisfaction that increase purchase intentions, while arousal generates emotional urgency that accelerates decision-making (Irfandi, 2020). Dominance strengthens consumers' confidence in conducting transactions, particularly when supported by intuitive navigation systems and credible user reviews (Amelia & Huda, 2021). Putri (2024) also confirms that interactive visual promotions increase the likelihood of impulse buying through deeper emotional engagement. Therefore, emotions act as an independent force that amplifies the influence of visual merchandise on impulse



buying, indicating that effective digital marketing strategies must focus on creating positive emotional experiences.

The Effect of Visual Merchandise on Impulse Buying through Emotional Response

The results indicate that the effect of visual merchandise on impulse buying operates more strongly through the mediating mechanism of emotional response. Attractive visual displays act as initial stimuli that activate consumers' emotional reactions in the form of pleasure and urgency, which subsequently drive spontaneous purchasing decisions (Sudarsono, 2017). Emotions serve as a catalyst that transforms visual elements into more meaningful psychological experiences, explaining why not all visual displays automatically result in impulsive behavior (Anggraini & Sulistyowati, 2020). This process illustrates that purchasing decisions in e-commerce are not merely the result of visual exposure, but rather the outcome of a complex interaction between aesthetic perceptions and affective responses (Firdayanti et al., 2020)

This mediating effect is reflected in the three emotional dimensions: pleasure derived from aesthetic design and harmonious layouts, arousal generated by urgent promotions such as flash sales, and dominance reinforced by intuitive navigation and user-generated visual reviews (Trifiyanto, 2019). These emotions act as the primary link between visual stimuli and impulse buying behavior, emphasizing the central role of affective aspects within the SOR theory. The findings reinforce the view that the success of visual strategies depends not only on aesthetic appeal but also on their ability to evoke authentic emotional experiences. Practically, this implies the need for visual designs oriented toward creating emotional engagement, ensuring that each visual element serves as an effective trigger for impulse buying in digital marketplaces.

CONCLUSION

This study demonstrates that visual merchandise plays a crucial role in influencing impulse buying, with emotional response serving as the primary mediating variable. The analysis results confirm that all hypotheses are significant, indicating that visual merchandise has a positive effect on impulse buying, although the indirect effect through emotional response is stronger. Visual elements such as page layout, product images, and interactive promotions are proven to evoke consumers' pleasure, urgency, and confidence, thereby strengthening the tendency toward spontaneous purchasing. Accordingly, visual strategies function dually as cognitive stimuli and affective triggers that shape



positive emotional reactions in the decision-making process within digital marketplaces.

The findings reinforce the application of the Stimulus–Organism–Response (SOR) theory in understanding digital consumer behavior, wherein visual merchandise acts as a stimulus that elicits emotional responses and results in impulse buying behavior. Emotional responses are shown to be the key mediator that transforms visual elements into psychological experiences that drive sudden purchasing decisions. Theoretically, these results affirm that consumer behavior is influenced not only by rational factors but also by emotional engagement arising from digital visual interactions. Practically, this study provides important implications for business practitioners and marketplace managers to design visual strategies that are not only aesthetically appealing but also capable of evoking positive emotions that enhance consumers' spontaneous purchase intentions.

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