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Urge to Buy as Mediator in Lawson Consumers' Impulse Buying

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A B S T R A C T

This study examines how store environment and shopping enjoyment tendency influence Impulse buying behaviour at Lawson convenience stores in Jakarta, using urge to buy as a mediating variable. Guided by the Stimulus-Organism-Response (S-O-R) framework, this research explores the drivers behind unplanned retail purchases. Methodologically, primary data were collected through online questionnaires from 200 consumers who had transacted at Lawson at least twice in the past three months. The data were then analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The structural analysis shows that both store environment and shopping enjoyment tendency have positive and statistically significant direct impacts on the urge to buy. In turn, the urge to buy has a highly significant direct effect on Impulse buying behaviour. In contrast, the direct paths from store environment and shopping enjoyment tendency to Impulse buying behaviour are statistically non-significant. These results confirm that the urge to buy functions as a full mediator in this model. Therefore, external store environment and personal traits do not directly cause unplanned purchases; they depend entirely on triggering an immediate emotional urge to buy.

INTRODUCTION

Indonesia's retail sector has demonstrated strong growth and resilience, supported by a population of over 280 million and a retail market projected to reach IDR 3,323 trillion in 2025 [1], [2], [3]. This expansion is driven by the rising middle class, rapid urbanization, and evolving consumer preferences that increasingly emphasize convenience, hygiene, and time efficiency. Consequently, modern retail formats, particularly minimarkets and convenience stores, have expanded to approximately 78.1 thousand outlets and account for 57% of consumer preference, surpassing supermarkets (27%) and hypermarkets (14%) [3]. Their strategic accessibility and ability to meet immediate household needs have made them integral to daily consumption patterns, particularly in urban communities [4], [5].

Despite this flourishing market background, a highly contrasting phenomenon is observed in the performance of specific industry players, notably Lawson Indonesia. Operating under a franchise agreement via PT Midi Utama Indonesia Tbk (MIDI) and the Alfamart Group since 2011, Lawson positioning itself uniquely as a hybrid Japanese convenience store specializing in Ready-to-Eat (RTE) and Ready-to-Drink (RTD) products [6]. However, recent Top Brand Index data (2024–2026) show that Lawson remains the lowest-ranked convenience store brand in Indonesia. Although its index increased slightly from 2.20% in 2024–2025 to 2.54% in 2026, its performance remains substantially below that of its major competitors [7]. Simultaneously, Google Trends data from 2023 to 2026 shows a continuous decline in search volume for the keyword “Lawson,” highlighting a substantial shrinkage in digital brand relevance [8].

This operational crisis is further reflected financially; Lawson's revenue contribution to PT Midi Utama Indonesia Tbk dropped sharply from 6.8% at the end of 2024 to 4.3% in the first quarter of 2025, leading to a drastic strategic downsizing involving the closure of 300 non-feasible physical outlets and subsequent stock divestment to AMRT [9]. This contrast highlights the importance of examining store environment and consumer behavior factors that may explain Lawson's decline.

In convenience retail environments, impulse buying is considered a significant driver of sales volume, as profitability depends heavily on high-impulse consumption and unplanned purchases [10]. Given this dependency, Lawson's decline in sales performance may be partly attributed to its inability to stimulate impulse buying among modern urban consumers. Previous studies have reported inconsistent findings regarding the effect of store environment on impulse buying behaviour. While several studies found a significant positive relationship [11], [12], others reported non-significant effects [13]. These inconsistencies indicate the need for further investigation.

While numerous previous studies have extensively investigated impulse buying behavior within the retail sector, the majority of this research has predominantly focused on large-scale environments such as shopping malls, hypermarkets, and department stores [12], [13], [14], leaving a significant gap regarding consumer behavior in convenience stores. Furthermore, although earlier literature has identified various direct antecedents of impulsive purchases, many of these studies have overlooked the complex underlying psychological mechanisms by excluding mediating variables from their theoretical frameworks [15]. Therefore, this study aims to fill these gaps by examining the phenomenon of impulse buying specifically within the context of convenience stores, while concurrently incorporating mediating variables such as the urge to buy impulsively or shopping enjoyment to provide a more comprehensive understanding of the consumer's decision-making process.

To address the identified gaps in existing literature, this research article sets out a twofold objective. First, it seeks to profile the characteristics of impulsive buyers at Lawson. Second, it aims to quantitatively evaluate how an external factor, namely the store environment [16], and an internal consumer factor, specifically the shopping enjoyment tendency [17], affect impulse buying behavior among Lawson consumers in Jakarta, mediated by the 'urge to buy'. From a consumer cognitive modeling perspective, this urge serves as the immediate psychological bridge converting external cues and internal tendencies into actual transactions [18]. Ultimately, without a strong internal urge, external store stimuli frequently fall short of triggering actual purchasing behavior [19].

Consequently, the outcomes of this research are projected to yield significant contributions to both academia and retail management. In addition to closing the theoretical gaps in consumer behavior literature, this study endeavors to generate robust strategic formulations. These insights will serve as a practical guideline for Lawson, as well as other convenience store enterprises, in designing environments that effectively stimulate impulsive consumer behavior.

Literature Review

This research implements the S-O-R theory to explore the drivers behind unplanned purchases within a modern hybrid convenience store context, specifically focusing on low-involvement and high-frequency products like snacks and beverages [20]. Applied to Lawson stores, the Stimulus (S) is the Store Environment, encompassing multisensory elements such as lighting, distinctive store aromas, and store layout. The Organism (O) represents the consumer's internal psychological processes, embodied by their inherent Shopping Enjoyment Tendency and an immediate Urge to Buy. Ultimately, when these stimuli successfully foster a positive emotional state, it triggers the Response (R) in the form of Impulse buying behaviour, leading consumers to make unplanned purchases [12].

Impulse Buying Behaviour

Impulse buying behaviour is a rapid, emotionally driven consumer decision-making phenomenon. Impulse buying behaviour defines as a sudden, persistent urge to buy immediately, which reduces cognitive evaluation and ignores long-term consequences [21]. Impulse buying refers to consumers' spontaneous purchasing behavior that occurs without prior shopping planning [22]. Furthermore, impulse buying is defined as a consumer's tendency to make unplanned purchases spontaneously [23]. These purchasing decisions are generally triggered by sudden emotional urges and feelings, with limited cognitive deliberation regarding the consequences of the purchase [24]. To measure this construct, four indicators were utilized: unnecessary purchases (Y1.1), spontaneous purchases (Y1.2), purchases made without a clear reason (Y1.3), and unplanned purchases (Y1.4) [14], [25]. These indicators capture the tendency of consumers to engage in impulse buying behavior driven by momentary urges rather than prior planning. Previous literature has reported a positive relationship between impulse buying antecedents and impulse buying behavior [18], [19], [26], [27]. Several studies found that consumers who experience stronger emotional responses and purchasing urges are more likely to engage in impulse buying behavior [16], [28]. These findings provide empirical support for the notion that impulse buying is predominantly driven by spontaneous and unplanned purchase decisions.

Store Environment

Store Environment represents the comprehensive physical and atmospheric conditions within a retail setting that collectively influence consumer behavior [29]. Store Environment encompasses the systematic arrangement of the physical building, including elements like music, lighting, store layout, and human resources [13]. Baker further categorizes this environment into environmental factors (such as lighting, scent, and music), design factors (functional layout), and social factors (employee presence), highlighting that consumer comfort relies heavily on both sensory stimulation and in-store social interactions [29]. Furthermore, these elements do not act in isolation; rather, they work collectively to shape the psychological perception of the consumer during their visit [29].

To operationalize the measurement of the store environment construct, this study employed five indicators: lighting (X1.1), cleanliness (X1.2), scent (X1.3), design and layout (X1.4), and employees (X1.5) [30], [31]. Previous literature identifies store environment as a primary catalyst for unplanned purchases. An engaging retail atmosphere provides a strong, direct push toward impulse buying decisions [11], while other study found that attractive store designs effectively capture visual attention and weaken

consumer self-control [31]. Even in an online shopping context, the store environment plays an important role in influencing consumer behavior. The online store environment serves as a stimulus that influences consumers' internal responses and ultimately affects their purchase intention [32]. Crucially, before resulting in an actual purchase, the store environment acts as a precursor to the emotional urge to buy [19]. Sensory stimulations within the store directly trigger a spontaneous internal urge [14]. Positive physical environment significantly enhances a consumer's positive affect, which ultimately culminates in an impulsive urge to buy [33].

H1, H3: "Store environment (X1) positively and significantly influences the urge to buy (Z) and impulse buying behavior (Y)."

Shopping Enjoyment Tendency

Shopping Enjoyment Tendency is defined as the enjoyment or satisfaction that a person gains during the shopping process [34]. Individuals who derive pleasure from shopping are more inclined to experience psychological rewards during the shopping process, which increases their tendency to make impulsive or unplanned purchases [35]. The literature indicates that individuals who view shopping as a pleasurable activity are likely to gain enjoyment from the shopping experience and derive psychological benefits from the process itself [36]. To measure this psychological tendency, this study synthesizes the indicators developed by Baker, including shopping as a favorite activity (X2.1), shopping as leisure time (X2.2), time allocation for shopping (X2.3), and shopping for fun (X2.4) [29]. The indicator shopping for fun captures an individual's tendency to view shopping as an enjoyable and entertaining activity. This suggests that consumers derive pleasure from the shopping experience itself, beyond the utilitarian value of the products purchased [14].

Prior research heavily positions shopping enjoyment as a crucial internal driver of unplanned purchases. Consumers who derive pleasure from searching for products exhibit a significant positive relationship with impulse buying behavior [11]. Similarly, enjoyable shopping experiences create positive affect and a diminished awareness of time, encouraging consumers to spend more time engaging with the retail environment and make unplanned buying decisions [11]. Crucially, this inherent tendency primarily operates by sparking a spontaneous internal urge. Shopping enjoyment tendency significantly elevates the urge to buy, acting as a critical mediator; higher levels of enjoyment lead individuals to become more immersed in the store atmosphere, thereby intensifying the sudden, pressing impulse to execute a transaction [37].

H2, H4: "Shopping enjoyment tendency (X2) positively and significantly influences the urge to buy (Z) and impulse buying behavior (Y)."

Urge To Buy

The urge to buy can be defined as an immediate desire experienced upon exposure to a product, which precedes impulsive purchasing behavior and is characterized by spontaneity and abruptness [37]. Earlier studies have found that consumers often experience recurring urges to buy impulsively while browsing products in stores [21]. It is defined as an intense and spontaneous purchasing desire that arises prior to the execution of impulse buying behavior, functioning as a significant intermediate stage before the completion of a transaction [34]. Furthermore, structurally position this urge as a mediating variable that connects the influence of extrinsic environmental factors such as visual merchandising and store atmosphere to the final impulsive purchasing action [38].

To evaluate the depth of this momentary buying desire, the present study adopts four indicators: sudden urges to buy (Z1.1), desire for non-listed items (Z1.2), strong urge intensity (Z1.3), and unplanned purchases (Z1.4) [38]. Among these indicators, strong urge intensity reflects the extent to which consumers experience a powerful and compelling desire to purchase a product immediately after encountering it. A stronger urge indicates a higher likelihood that consumers will act on their impulses and engage in purchasing behavior without extensive deliberation.

Extensive empirical research highlights the urge to buy as a critical proximal predictor and mediator of unplanned purchases. Positive store environments and inherent shopping enjoyment significantly stimulate this immediate emotional urge [33]. Furthermore, previous research asserts that the transformation of external retail stimuli into actual purchasing behavior largely depends on the emergence of a strong and spontaneous urge to buy, without which a transaction may not occur [37], [38]. Furthermore, a highly significant positive relationship between the urge to buy and actual impulse buying behavior has been reported in [15], [33], suggesting that this emotional impulse constitutes a vital bridge between external stimuli and purchasing decisions.

H5: Urge to buy (Z) positively and significantly influences impulse buying behavior (Y).

H6, H7: Urge to buy (Z) mediates the positive relationship between store environment (X1) and impulse buying behavior (Y), as well as between shopping enjoyment tendency (X2) and impulse buying behavior (Y).

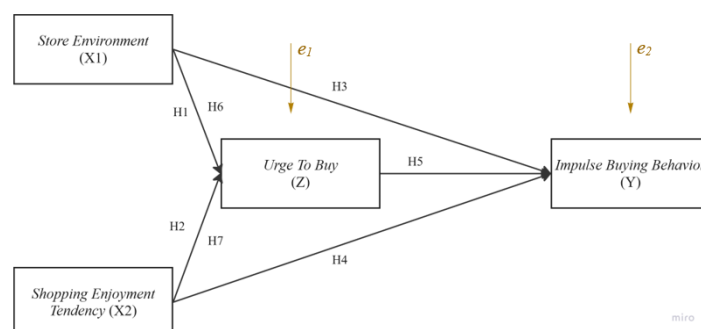


Figure 1. Research Framework

METHODS

This study is structured as a quantitative explanatory research design aimed at investigating the structural relationships among store environment, shopping enjoyment tendency, urge to buy, and impulse buying behavior. The research chronological progression is strictly divided into three sequential phases: data acquisition and instrumentation design, field sampling procedures, and structural equation modeling analysis.

Data Acquisition and Sampling Design

The population targeted in this empirical study consists of retail consumers who have conducted direct, brick-and-mortar purchases at Lawson convenience stores located in Jakarta's metropolitan area. Primary data collection was carried out digitally using Google Forms, with questionnaires disseminated systematically through various social media platforms, including WhatsApp, Instagram, Telegram, X, Facebook, and TikTok. To meet the statistical requirements for multivariate data analysis, the minimum sample size was determined using the formula proposed by Hair [39], which recommends an ideal ratio of 10:1 per parameter indicator: $n = 17 \times 10 = 170$. Based on Hair et al.'s rule of thumb, the minimum required sample size was 170. A total of 215 responses were collected, and after data screening, 200 valid responses were retained for analysis. Thus, the final sample size exceeded the minimum threshold, ensuring adequate statistical power for subsequent SEM-PLS analysis [39].

Sampling employed a non-probability purposive approach [39]. To ensure the data accurately reflected genuine high-impulse consumer experiences, respondents were required to meet two strict criteria: they must have completed at least two physical transactions at a Lawson Jakarta outlet within the last three months, and they must currently reside, work, or study within the DKI Jakarta region.

Operational Variables and Instrumentation

The structural framework of this study comprises four latent variables measured using a five-point Likert scale ranging from "Strongly Disagree" (1) to "Strongly Agree" (5) [40]. The construct Store Environment (X_1) was assessed through five indicators adapted from Baker's dimensions, namely lighting, cleanliness, scent, design and layout, and employee attributes [29]. Shopping Enjoyment Tendency (X_2) was measured with four indicators reflecting shopping as a favorite activity, shopping as leisure, time allocation, and shopping for fun [41]. Urge to Buy (Z) was operationalized through four indicators capturing sudden buying impulses, desire for unlisted items, intensity of urges, and unplanned desires [38]. Finally, Impulse Buying Behaviour (Y) was evaluated using four indicators that highlight unnecessary purchases, spontaneous actions, unexplained buying, and unplanned transactions [25].

Data Analysis Procedure

SmartPLS is a statistical software application specifically designed for Partial Least Squares Structural Equation Modeling (PLS-SEM). It is widely used in social sciences and business research because it allows for the analysis of complex models with latent variables, even when data distribution assumptions are not strictly met [39]. The software was chosen in this study due to its ability to handle relatively small sample sizes, its robustness in exploratory research, and its comprehensive features for evaluating both measurement and structural models.

To scientifically process the collected data, a two-stage SEM-PLS procedure was implemented using SmartPLS. The measurement model (outer model) was examined for convergent validity through Average Variance Extracted ($AVE > 0.50$), construct reliability using Cronbach's Alpha and Composite Reliability (> 0.70), discriminant validity based on the Fornell-Larcker criterion, and multicollinearity using the Variance Inflation Factor (VIF) [42]. The structural model (inner model) was then evaluated by calculating the R^2 coefficient of determination, Q^2 predictive relevance, and f^2 effect size to assess explanatory and predictive power. Finally, path coefficients and specific indirect mediation effects were tested using a non-parametric bootstrapping algorithm to verify the statistical significance of the hypothesized relationships at the 5% confidence level [43].

RESULTS AND DISCUSSION

Respondent Demographics

Table 1. Characteristics of Respondents

Classification		Frequency	Percentage
Gender	Male	45	23%
	Female	155	78%
	Total	200	100%
Age (Years)	>45 Years	1	1%
	17-25 Years	184	92%
	26-35 Years	15	8%
	Total	200	100%
Current Status (In Jakarta)	Working	23	12%
	Working and Studying	6	3%
	Residing	74	37%

	Residing and Working	8	4%
	Residing, Working, and Studying	10	5%
	Residing and Studying	20	10%
	Studying	59	30%
	Total	200	100%
Purchase Frequency	> 6 times	20	10%
	2–3 times	115	58%
	4–6 times	65	33%
	Total	200	100%
Shopping Duration	10 - 30 Minutes	120	60%
	31 - 60 Minutes	38	19%
	Less than 10 Minutes	26	13%
	More than 1 Hour	16	8%
	Total	200	100%

Table 1 shows that the majority of respondents were female (78%), indicating that Lawson's consumer base in Jakarta is predominantly women. In terms of age, the sample was overwhelmingly concentrated in the 17–25 years group (92%), reflecting that young adults constitute the primary demographic segment. Regarding current status, the largest proportion were students (30%), followed closely by those who were simply residing in Jakarta (37%), suggesting that Lawson's customers are mainly young residents and students. For purchase frequency, most respondents reported shopping 2–3 times (58%), highlighting moderate but consistent engagement with Lawson stores. In terms of shopping duration, the dominant category was 10–30 minutes (60%), which indicates that consumers typically spend a short amount of time per visit, consistent with the convenience store format.

Evaluation of Measurement Model (Outer Model)

Table 2. Construct Reliability and Validity

Construct	Item	Loading	AVE	Cronbach's Alpha	Composite Reliability
Store Environment (X1)	X1.2	0.819	0.650	0.823	0.823
	X1.3	0.785			
	X1.4	0.809			
	X1.5	0.811			
Shopping Enjoyment Tendency (X2)	X2.1	0.762	0.574	0.752	0.762
	X2.2	0.824			
	X2.3	0.703			
	X2.4	0.738			
Urge To Buy (Z)	Z1.1	0.874	0.667	0.833	0.839
	Z1.2	0.783			
	Z1.3	0.802			
	Z1.4	0.805			
Impulse Buying Behaviour (Y)	Y1.1	0.843	0.681	0.844	0.845
	Y1.2	0.813			
	Y1.3	0.805			
	Y1.4	0.839			

Table 2 presents the results of the measurement model evaluation for four constructs: Store Environment (X1), Shopping Enjoyment Tendency (X2), Urge to Buy (Z), and Impulse Buying Behaviour (Y). Prior to the final evaluation, indicator X1.1 (Lighting) was removed from the model because its outer loading value in the initial measurement model was 0.668, which did not meet the recommended threshold of 0.70 [39]. After the elimination of X1.1, all remaining indicators achieved outer loading values above the recommended threshold of 0.70, indicating that each indicator contributes significantly to its respective construct. The lowest loading value (0.703 for X2.3) remains acceptable since the construct's overall AVE exceeds the minimum criterion of 0.50. Therefore, the measurement model demonstrates satisfactory convergent validity and confirms that all retained indicators adequately represent their corresponding latent constructs [42].

Convergent validity is confirmed as all constructs achieve AVE values above 0.50 ranging from 0.574 to 0.681 demonstrating that more than half of the variance in the indicators is explained by their latent constructs [42]. Reliability is also well established, with Cronbach's Alpha values between 0.752 and 0.844 and Composite Reliability values between 0.762 and 0.845, all exceeding the recommended threshold of 0.70 [44]. These results indicate strong internal consistency across all constructs. Overall, the measurement

model satisfies the criteria for convergent validity and reliability, confirming that the indicators used are both consistent and representative of their underlying constructs [39]. This provides a solid foundation for subsequent structural model analysis.

Table 3. Discriminant Validity (Fornell-Larcker Criterion)

Construct	Fornell Larcker				VIF			
	(1)	(2)	(3)	(4)	(1)	(2)	(3)	(4)
(1) Impulse Buying Behaviour	0.825							
(2) Shopping Enjoyment Tendency	0.402	0.758			1.402			
(3) Store Environment	0.333	0.438	0.806		1.301			
(4) Urge To Buy	0.795	0.450	0.374	0.817	1.317			1.238

Table 3 displays the discriminant validity assessment using the Fornell-Larcker criterion. The bold diagonal values represent the square roots of the Average Variance Extracted (AVE) for each construct, while the off-diagonal values indicate the correlations among constructs. Discriminant validity is confirmed when each construct's diagonal value is higher than its correlations with other constructs.

As shown, the square roots of AVE 0.825 for Impulse buying behaviour, 0.758 for Shopping Enjoyment Tendency, 0.806 for Store Environment, and 0.817 for Urge to Buy are all greater than their respective inter-construct correlations [42]. Furthermore, the Variance Inflation Factor (VIF) values ranged from 1.238 to 1.402, which are well below the recommended threshold of 3.3 [45]. Therefore, the measurement model satisfies both discriminant validity and collinearity requirements, supporting the robustness of the model estimation.

Evaluation of Structural Model (Inner Model)

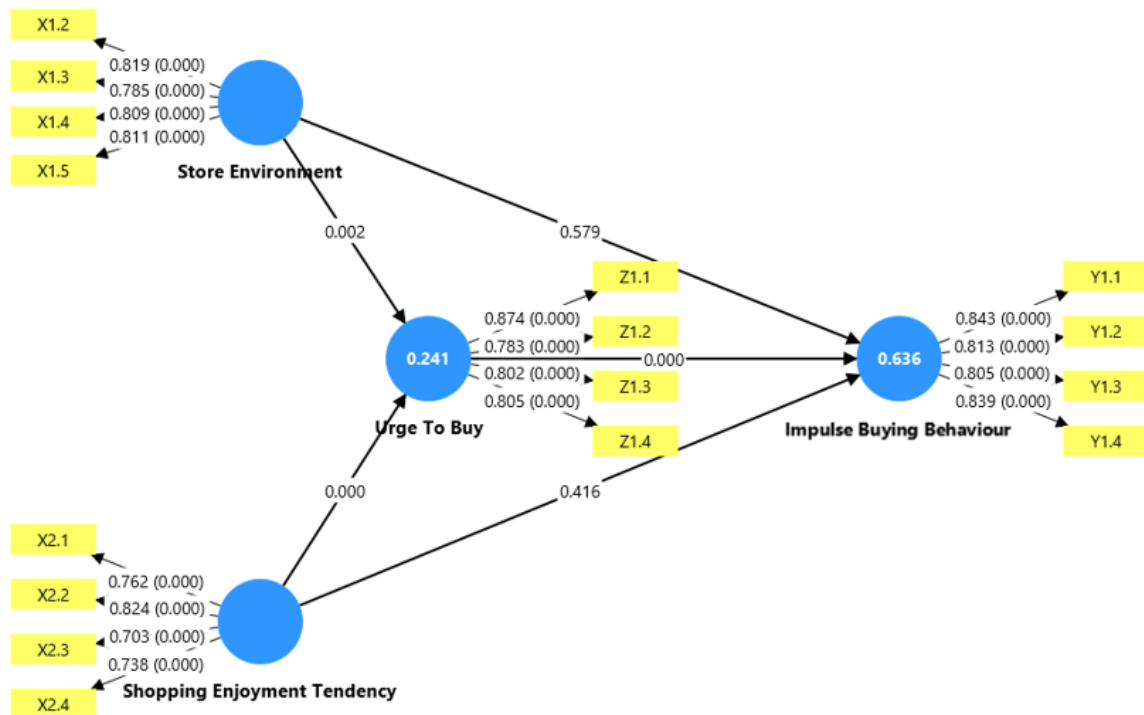


Figure 2. Output of Inner Model (Structural Model)

Based on Figure 2, the most dominant indicators for each construct can be identified through their highest outer loading values. For Store Environment (X1), the indicator X1.2 (loading = 0.819) is the most influential, signifying that aspects related to store layout or atmosphere play the strongest role in shaping consumers' perceptions of the store environment. Within Shopping Enjoyment Tendency (X2), X2.2 (loading = 0.824) emerges as the most dominant, indicating that the enjoyment derived from the shopping experience is primarily driven by emotional satisfaction and pleasure during shopping activities. For Urge to Buy (Z), Z1.1 (loading = 0.874) stands out as the most powerful indicator, showing that the spontaneous desire to make a purchase is the key element defining this construct. Lastly, in Impulse buying behaviour (Y), Y1.1 (loading = 0.843) is the strongest indicator, suggesting that immediate and unplanned purchase actions are the most representative behavior of impulse buying tendencies among respondents.

Table 4. Results of R^2 , Q^2 Predictive Relevance, and F^2 Effect Size Tests

Construct	R^2	Q^2	F^2			
			(Z)	Effect	(Y)	Effect
Store Environment (X1)	-	-	0.051	Small	0.001	Small
Shopping Enjoyment Tendency (X2)	-	-	0.133	Moderate	0.004	Small
Urge To Buy (Z)	0.241	0.217			1.217	Large
Impulse Buying Behaviour (Y)	0.636	0.168				

Table 4 summarizes the explanatory power, predictive relevance, and effect size of each construct in the structural model. The R^2 value for Urge to Buy (Z) is 0.241, indicating that 24.1% of its variance is explained by Store Environment and Shopping Enjoyment Tendency [46]. Meanwhile, Impulse Buying Behaviour (Y) has an R^2 of 0.636, showing that 63.6% of its variance is accounted for by Urge to Buy and Shopping Enjoyment Tendency. These values demonstrate moderate to substantial explanatory power, suggesting that the model effectively captures consumer impulse buying tendencies. The Q^2 values (0.217 for Urge to Buy and 0.168 for Impulse Buying Behaviour) are positive, confirming that the model possesses predictive relevance [46].

Regarding F^2 effect sizes, Store Environment (X1) exerts a small influence on both Urge to Buy (0.051) and Impulse Buying Behaviour (0.001). Shopping Enjoyment Tendency (X2) shows a moderate effect on Urge to Buy (0.133) but only a small effect on Impulse Buying Behaviour (0.004). In contrast, Urge to Buy (Z) demonstrates a large effect (1.217) on Impulse Buying Behaviour (Y), signifying its dominant role as a mediator in the model [39], [47].

Table 5. Direct and Indirect Effect Test

Hypotheses	Path	O	M	SD	t	p	Decision
H1	X1 → Z	0.219	0.222	0.072	3.046	0.002	Accepted
H2	X2 → Z	0.354	0.357	0.069	5.113	0.000	Accepted
H3	X1 → Y	0.026	0.028	0.047	0.555	0.579	Rejected
H4	X2 → Y	0.047	0.047	0.058	0.814	0.416	Rejected
H5	Z → Y	0.764	0.765	0.040	19.210	0.000	Accepted
H6	X1 → Z → Y	0.167	0.170	0.056	3.000	0.003	Accepted
H7	X2 → Z → Y	0.270	0.273	0.055	4.903	0.000	Accepted

Note: O = Original sample; M = Sample Mean; X1 = Store Environment, X2 = Shopping Enjoyment Tendency, Z = Urge To Buy, and Y = Impulse Buying Behaviour.

Table 5 presents the results of the direct and indirect effect testing among Store Environment, Shopping Enjoyment Tendency, Urge to Buy, and Impulse Buying Behaviour. The significance of each hypothesis was evaluated based on the t-statistic and p-value criteria. The following discussion explains the findings for each hypothesis.

H1: Effect of Store Environment on Urge to Buy

Store Environment has a positive and significant effect on Urge to Buy ($\beta = 0.219$, $t = 3.046$, $p = 0.002$); therefore, H1 is supported [42]. This finding suggests that a favorable store environment enhances consumers' immediate desire to purchase products while visiting Lawson stores. This result implies that consumers do not develop purchase urges solely because they need a product, but also because the environment surrounding the shopping experience can stimulate their desire to buy. When consumers enter a well-organized and appealing retail setting, they tend to become more emotionally engaged and attentive to the products available. This heightened engagement increases the likelihood of consumers noticing products that they had not previously considered, which may trigger an immediate desire to own or try them. Consequently, a positive store environment functions as an external stimulus that activates consumers' psychological readiness to purchase, thereby strengthening their urge to buy during the shopping experience.

This finding is consistent with prior research demonstrating that a favorable retail environment can stimulate consumers' urge to buy [38]. Furthermore, positive store atmospherics have been reported to generate emotional responses that enhance consumers' purchasing desires [19], [33]. According to the Stimulus–Organism–Response (S-O-R) framework, environmental cues within the store function as stimuli that influence consumers' internal psychological states, thereby increasing their propensity to develop purchase urges [20]. The present result supports this theoretical perspective by showing that a positive store environment can strengthen consumers' urge to buy while shopping at Lawson stores.

H2: Effect of Shopping Enjoyment Tendency on Urge to Buy

Shopping Enjoyment Tendency significantly influences Urge to Buy ($\beta = 0.354$, $t = 5.113$, $p < 0.001$); thus, H2 is accepted. The magnitude of the coefficient indicates that Shopping Enjoyment Tendency is the strongest predictor of Urge to Buy among the antecedent variables examined in this study. This finding suggests that consumers who perceive shopping as an enjoyable and pleasurable activity are more likely to develop a strong urge to buy while shopping. When consumers derive enjoyment from the shopping experience itself, they tend to become more immersed in the process of browsing, exploring products, and interacting with the retail environment. As their attention shifts from merely fulfilling planned needs to enjoying the shopping experience, they become more receptive to products encountered during the trip. This increased involvement can intensify feelings of desire toward attractive products, ultimately triggering a stronger urge to buy. Therefore, consumers who enjoy shopping are naturally more susceptible to experiencing spontaneous purchase urges because the shopping activity itself provides emotional satisfaction and psychological rewards.

Consumers who perceive shopping as an enjoyable and recreational activity are more likely to experience purchase urges when exposed to retail stimuli. This finding is consistent with previous research showing that shopping enjoyment significantly enhances consumers' urge to buy [37]. Furthermore, consumers with higher levels of shopping enjoyment tend to be more susceptible to emotional purchase impulses, which in turn increase their tendency toward spontaneous buying [14]. These results imply that hedonic shopping motives play a crucial role in generating purchase urges in the convenience-store context.

H3: Effect of Store Environment on Impulse Buying Behaviour

Store Environment does not significantly affect Impulse Buying Behaviour ($\beta = 0.026$, $t = 0.555$, $p = 0.579$); therefore, H3 is rejected. This finding indicates that a positive store atmosphere alone is insufficient to directly trigger impulse buying behaviour among Lawson consumers. Although consumers may appreciate the physical environment, such appreciation does not automatically translate into unplanned purchases. While a favorable store environment can create a comfortable and engaging shopping experience, impulse buying behaviour appears to require a stronger internal psychological drive before consumers decide to make an unplanned purchase. In this study, the significant effect of Store Environment on Urge to Buy, coupled with its insignificant direct effect on Impulse Buying Behaviour, indicates that the influence of the store environment is more likely to operate through consumers' psychological responses rather than directly leading to impulsive purchases. Therefore, a pleasant store atmosphere may increase consumers' purchasing desire, but such desire must first develop into a stronger buying urge before resulting in actual impulse buying behaviour.

Interestingly, this result contradicts the findings reported in previous studies [19], [28], which found that the store environment directly influences impulse buying behaviour. A possible explanation is that consumers at Lawson primarily visit the store with specific purchasing intentions, particularly to purchase ready-to-eat products. Consequently, environmental stimuli may only enhance impulse buying after first generating an emotional urge to buy. Thus, the effect of the store environment appears to operate indirectly rather than directly.

H4: Effect of Shopping Enjoyment Tendency on Impulse Buying Behaviour

Shopping Enjoyment Tendency does not significantly affect Impulse Buying Behaviour ($\beta = 0.047$, $t = 0.814$, $p = 0.416$); consequently, H4 is rejected. The result suggests that enjoying shopping is not sufficient to encourage consumers to make impulsive purchases. While shopping enjoyment reflects an individual's favorable attitude toward shopping activities, actual impulse buying requires a stronger emotional trigger. Although individuals with a high shopping enjoyment tendency tend to derive pleasure from browsing products and spending time in retail environments, such enjoyment does not automatically lead to purchasing decisions. Consumers can still maintain control over their spending, evaluate product necessity, and adhere to their original shopping intentions. Therefore, enjoying the shopping process appears to be insufficient to directly stimulate impulse buying behaviour. Instead, the positive emotions generated through shopping enjoyment may first need to develop into a more immediate and compelling desire to purchase before resulting in an actual impulsive purchase.

This finding differs from previous research [31], which found a significant relationship between shopping enjoyment and impulse buying. However, the present study suggests that shopping enjoyment functions primarily as a psychological predisposition rather than a direct behavioral determinant. Therefore, consumers who enjoy shopping may browse products and spend more time in the store, yet they will not necessarily engage in impulsive purchases unless they experience a strong urge to buy.

H5: Effect of Urge to Buy on Impulse Buying Behaviour

Urge to Buy has a strong positive effect on Impulse Buying Behaviour ($\beta = 0.764$, $t = 19.210$, $p < 0.001$); therefore, H5 is accepted. Among all structural relationships, this path exhibits the largest coefficient and strongest statistical significance. This finding indicates that Urge to Buy is the most critical determinant of impulse buying behaviour among Lawson consumers. When consumers experience a sudden and compelling desire to purchase products, they are substantially more likely to engage in unplanned buying.

This result suggests that impulse buying behaviour is primarily driven by consumers' immediate purchasing urges rather than by external stimuli or general shopping preferences alone. Once consumers develop a strong desire to purchase a product, they tend to focus on satisfying that desire immediately, often with limited deliberation or evaluation of alternatives. In such situations, the urge to buy serves as a powerful motivational force that reduces the gap between intention and action, increasing the likelihood that consumers will make spontaneous purchase decisions. Therefore, the stronger the urge experienced by consumers, the greater their tendency to engage in impulse buying behaviour.

The prominence of this relationship also highlights the central role of urge to buy as a psychological mechanism linking antecedent factors to actual purchasing behaviour. While factors such as store environment and shopping enjoyment tendency may create favorable conditions for purchasing, they do not necessarily translate directly into impulse buying. Instead, these factors appear to exert their influence by first stimulating consumers' urge to buy, which subsequently drives impulsive purchasing behaviour. This finding emphasizes that the emergence of a strong buying urge is a crucial prerequisite for the occurrence of impulse buying.

The result is consistent with previous studies [14], [18], [37], [48], [49], which identified the urge to buy as a significant predictor of impulse buying behaviour. These findings support the S-O-R framework, suggesting that emotional responses serve as the primary mechanism through which environmental stimuli are translated into behavioural outcomes.

H6: Indirect Effect of Store Environment on Impulse Buying Behaviour through Urge to Buy

Store Environment significantly affects Impulse Buying Behaviour through Urge to Buy ($\beta = 0.167$, $t = 3.000$, $p = 0.003$); therefore, H6 is supported. The finding indicates that Store Environment contributes to Impulse Buying Behaviour indirectly through

consumers' Urge to Buy. In other words, a favorable store environment enhances consumers' purchase urges, which subsequently increase the likelihood of impulse buying behaviour.

The significant indirect effect indicates that the store environment functions as an external stimulus that shapes consumers' internal psychological states before influencing their purchasing behaviour. A pleasant shopping atmosphere can increase consumers' involvement with the shopping experience, encouraging them to pay more attention to products that they may not have initially intended to purchase. This increased attention can gradually develop into a strong desire to buy, which subsequently motivates consumers to make spontaneous purchase decisions. Thus, the impact of the store environment on impulse buying behaviour occurs through the emergence of an urge to buy rather than through a direct behavioural response.

The finding is consistent with the research [38], who found that store-related stimuli influence impulse buying through consumers' purchase urges. The result also supports the Stimulus-Organism-Response (S-O-R) framework, where Store Environment represents the stimulus, Urge to Buy reflects the organism, and Impulse Buying Behaviour represents the behavioral response [23]. Therefore, Urge to Buy serves as an important mechanism through which environmental stimuli are transformed into actual purchasing behaviour.

H7: Indirect Effect of Shopping Enjoyment Tendency on Impulse Buying Behaviour through Urge to Buy

Shopping Enjoyment Tendency significantly affects Impulse Buying Behaviour through Urge to Buy ($\beta = 0.270$, $t = 4.903$, $p < 0.001$); therefore, H7 is accepted. This finding indicates that consumers who enjoy shopping are more likely to develop a stronger Urge to Buy, which subsequently increases their tendency to engage in impulse buying behaviour.

The significant indirect effect indicates that the influence of Shopping Enjoyment Tendency on Impulse Buying Behaviour operates through a psychological process rather than through a direct behavioural response. Consumers who enjoy shopping often become more engaged in the shopping experience and derive emotional satisfaction from product exploration. As they spend more time interacting with products and browsing available options, they become increasingly receptive to products that attract their attention. This heightened receptiveness can translate into a strong urge to buy, which subsequently motivates consumers to make impulsive purchasing decisions. Consequently, the effect of Shopping Enjoyment Tendency on impulse buying behaviour depends largely on its ability to generate an immediate purchasing urge.

This finding supports previous studies [19], [37], which highlighted the important mediating role of Urge to Buy in connecting shopping-related psychological tendencies with actual impulse buying behaviour. The result further suggests that emotional desire plays a crucial role in transforming consumers' hedonic shopping orientation into real purchasing actions. Therefore, Urge to Buy can be considered a key psychological pathway linking Shopping Enjoyment Tendency and Impulse Buying Behaviour among Lawson consumers in Jakarta.

Beyond the hypothesis testing results presented in Table 5, an important pattern emerges regarding the role of Urge to Buy within the proposed research model. The findings indicate that both Store Environment and Shopping Enjoyment Tendency significantly enhance consumers' Urge to Buy, while their direct effects on Impulse Buying Behaviour are not statistically significant. In contrast, Urge to Buy exhibits the strongest influence on Impulse Buying Behaviour ($\beta = 0.764$, $p < 0.001$). These findings suggest that environmental and individual factors do not directly translate into impulsive purchasing behaviour; rather, their influence operates through consumers' immediate emotional desire to make a purchase. This mechanism is closely aligned with the Stimulus-Organism-Response (S-O-R) framework, in which external stimuli affect behavioural outcomes through changes in consumers' internal psychological states. In the context of Lawson stores, atmospheric cues and personal shopping preferences become effective only when they successfully generate a strong urge to buy among consumers.

Another noteworthy finding is the dominant role of Shopping Enjoyment Tendency in shaping Urge to Buy. As shown in Table 5, Shopping Enjoyment Tendency has a stronger effect on Urge to Buy ($\beta = 0.354$) than Store Environment ($\beta = 0.219$). This result indicates that consumers who perceive shopping as an enjoyable, recreational, or stress-relieving activity are more likely to develop spontaneous purchase urges when visiting Lawson. Given that the majority of respondents belong to the younger generation and frequently visit Lawson for snacks, beverages, and ready-to-eat products, shopping may represent more than a functional activity; it also serves as a source of enjoyment and temporary escape from daily routines. Consequently, these consumers become more responsive to attractive products, seasonal menu offerings, and visual merchandising that stimulate immediate purchase desires.

The findings also highlight the importance of Store Environment in generating consumers' buying urges. Although Store Environment does not directly affect Impulse Buying Behaviour, its significant relationship with Urge to Buy supports the Stimulus-Organism-Response theory, where the store environment acts as a stimulus that influences consumers' internal state and subsequently shapes behavioral responses. This finding is particularly relevant given Lawson's current challenges. These issues may weaken consumers' purchase urges and reduce the likelihood of impulse buying. Therefore, enhancing the overall shopping experience is essential for strengthening consumer engagement and stimulating unplanned purchases.

CONCLUSIONS

This study investigated the relationships among Store Environment, Shopping Enjoyment Tendency, Urge to Buy, and Impulse Buying Behaviour among Lawson consumers in Jakarta. The findings provide several important insights regarding consumer behaviour in the convenience-store sector. First, the respondent profile indicates that Lawson's customers are predominantly young consumers, particularly Generation Z, who frequently visit the store to purchase ready-to-eat food and beverages. Most respondents reported relatively short shopping durations and moderate spending levels, suggesting that Lawson functions not only as a convenience store

but also as a casual destination for snacking and leisure activities. These characteristics indicate that impulse buying behaviour within Lawson is closely associated with consumers seeking convenience, enjoyment, and immediate consumption experiences.

Second, the study demonstrates that both Store Environment and Shopping Enjoyment Tendency have significant positive effects on Urge to Buy. Consumers who enjoy shopping as a recreational activity are more likely to experience spontaneous buying urges, while a favourable store environment enhances the emergence of such urges through sensory and atmospheric stimulation. In addition, Urge to Buy was found to have a strong positive effect on Impulse Buying Behaviour, confirming its role as the most influential predictor within the proposed model. Conversely, neither Store Environment nor Shopping Enjoyment Tendency directly influenced Impulse Buying Behaviour. These findings suggest that environmental and personal factors alone are insufficient to generate impulsive purchasing decisions without the presence of a strong internal purchasing urge.

Third, the indirect effect analysis reveals that both Store Environment and Shopping Enjoyment Tendency significantly influence Impulse Buying Behaviour through Urge to Buy. The results indicate that consumers' purchase urges serve as the key psychological pathway through which external retail stimuli and individual shopping tendencies are translated into actual impulsive purchasing behaviour. Therefore, impulse buying among Lawson consumers is primarily driven by emotional and affective processes rather than by environmental factors or shopping preferences alone.

From a theoretical perspective, this study provides empirical support for the Stimulus-Organism-Response (S-O-R) framework in the context of Japanese-style convenience stores in Indonesia. The findings confirm that consumers' internal psychological states play a crucial role in converting external stimuli into behavioural responses. From a managerial perspective, the results suggest that Lawson should focus on strengthening consumers' Urge to Buy by enhancing store cleanliness, product presentation, in-store comfort, store aroma, and overall shopping experience. Such efforts may increase emotional engagement and ultimately encourage higher levels of impulse buying behaviour among consumers.

Future research may extend the current model by examining consumers from different geographical areas beyond Jakarta to enhance the generalizability of the findings. However, the present study is limited by the dominance of Generation Z and female respondents in the sample, which may constrain the representativeness of the overall Lawson consumer population. Future studies should therefore incorporate a more diverse demographic profile to provide a more comprehensive understanding of impulse buying behavior. In terms of theoretical development, the variables of Store Environment, Shopping Enjoyment Tendency, Urge to Buy, and Impulse Buying Behaviour remain relevant and may continue to be explored in various retail contexts. Particular attention may be given to Urge to Buy, as the findings of this study demonstrate its central role in explaining impulsive purchasing behaviour. Furthermore, comparative studies involving different retail formats may provide valuable insights into whether the relationships identified in this study remain consistent across different consumption environments.

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