

IMPULSE BUYING IN HEALTH AND BEAUTY RETAIL: PRICE DISCOUNT, STORE LOCATION, AND STORE ATMOSPHERE

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Abstract

This study examines whether price discount, store location, and store atmosphere influence impulse buying among consumers of Guardian Madiun, a modern health and beauty retail outlet, both partially and simultaneously. A quantitative causal-associative design was applied. Data were collected through a structured questionnaire distributed to 385 respondents who had previously purchased at Guardian Madiun; the sample size was determined using the Lemeshow formula for an unknown population and respondents were selected through purposive sampling. All items were measured on a four-point Likert scale and analysed using multiple linear regression with SPSS 25. The instrument satisfied the validity and reliability requirements and the model met the classical assumptions. The results show that price discount has a positive and significant effect on impulse buying, store location has a positive and significant effect and is the strongest predictor in the model, and store atmosphere also has a positive and significant effect. Simultaneously, the three variables significantly affect impulse buying with an adjusted coefficient of determination of 39.0 per cent. Retailers are advised to protect location visibility, communicate discount information more clearly, and improve in-store lighting.

Keywords: price discount, store location, store atmosphere, impulse buying, health and beauty retail

A. INTRODUCTION

The modern retail sector in Indonesia has grown rapidly, particularly in the health and beauty category. A lifestyle shift in which appearance and personal wellbeing receive greater attention has raised demand for personal care products and has attracted a growing number of retail players competing for the same consumers. Modern retailers no longer compete on merchandise alone; they compete on the shopping experience they are able to create (Kotler & Keller, 2016). Success in modern retailing is therefore determined not only by the products

offered but also by the ability of the firm to build a comfortable and satisfying store environment (Berman & Evans, 2022).

One of the most interesting outcomes of that environment is unplanned purchasing, or impulse buying. Impulse buying is a purchase that occurs suddenly, without prior planning, and is frequently triggered by external in-store stimuli (Verplanken & Sato, 2021). The behaviour is particularly relevant in health and beauty retail because the products sold there tend to be low-involvement items that are easily influenced by visual display, promotion, and store atmosphere (Sohn & Lee, 2022). Consumers often add items beyond their original plan after noticing a price reduction, an attractive display, or a pleasant store environment (Vieira et al., 2022).

Guardian is one of the largest health and beauty retail chains in Indonesia, offering skincare, cosmetics, body care, hair care, fragrances, vitamins, and health supplements. Secondary data on the Madiun market indicate that Guardian records the highest share of store visits among health and beauty retailers in the city at 47 per cent, followed by Sociolla at 29 per cent and Watsons at 24 per cent. Sales in the same market also grew between 2025 and 2026, with Guardian rising from IDR 165 billion to IDR 190 billion, Sociolla from IDR 110 billion to IDR 140 billion, and Watsons from IDR 175 billion to IDR 200 billion. The figures show a growing market in which visit volume does not translate directly into sales leadership, so the way each outlet converts visits into purchases becomes a decisive competitive question.

A pre-survey of 30 Guardian Madiun consumers was conducted to confirm the phenomenon at the store level. Within price discount, the clarity of discount information recorded the lowest score (79.33 per cent), suggesting that some consumers do not fully understand the amount, terms, or period of the promotions on offer. Within store location, store visibility recorded the lowest score (78.00 per cent), indicating that the presence of the outlet does not always capture the attention of passing shoppers. Within store atmosphere, in-store lighting recorded the lowest score (78.67 per cent), implying that the display is not yet fully optimised to make products stand out. Within impulse buying, buying without much consideration recorded the lowest score (69.33 per cent), showing that impulsive tendencies are

present but uneven across consumers. These four weak points frame the variables examined in this study.

Empirically, the effects of the three antecedents remain inconsistent. Suyaman and Herlina (2023) and Rusdianto and Aprilia (2023) report that price discount has a positive and significant effect on impulse buying, whereas Jiang and Chen (2021) find that frequent discounting may lower perceived product quality and weaken the effect. Kariani and Rusni (2021) report a positive and significant effect of store location on purchase behaviour, while Budhi (2021) finds no significant effect. Ayuningsih and Hukama (2025) report a positive and significant effect of store atmosphere, whereas Suryani (2023) finds the effect positive but dependent on consumer characteristics and product category. A meta-analytic review confirms that the antecedents of impulse buying still vary considerably across settings (Amos et al., 2023).

A second gap is contextual. Most prior studies have been conducted in supermarkets, minimarkets, and general shopping centres, while studies that test price discount, store location, and store atmosphere simultaneously in health and beauty retail remain limited, especially in medium-sized cities such as Madiun whose market characteristics differ from those of metropolitan areas. This study therefore aims to analyse the partial and simultaneous effects of price discount, store location, and store atmosphere on impulse buying among Guardian Madiun consumers. Theoretically it extends the empirical evidence on consumer behaviour in the health and beauty retail sector; practically it offers modern retailers a basis for prioritising marketing investment among promotion, location, and store environment.

Consumer Behaviour Theory

The grand theory used in this study is consumer behaviour theory. Kotler and Keller (2018) define consumer behaviour as the study of how individuals, groups, and organisations select, buy, use, and evaluate goods, services, ideas, or experiences to satisfy their needs and wants. Purchase decisions are shaped both by internal characteristics such as motivation, perception, learning, and lifestyle, and by external factors such as culture, reference groups, promotion, business location, and the store environment. Schiffman and Wisenblit (2019) add that consumer behaviour covers the whole sequence of searching, buying, using, evaluating,

and disposing of products. The theory is relevant here because it accommodates purchases that are not fully rational: a consumer who enters Guardian only to browse may still buy after encountering a discount, an attractive display, or a comfortable atmosphere. In this framework price discount, store location, and store atmosphere act as marketing stimuli, while impulse buying is the behavioural response.

Price Discount

Price discount is a sales promotion strategy in which a firm reduces the normal price for a defined period in order to raise purchase interest (Tjiptono, 2019). A discount creates a perception of gain because the consumer obtains the product below its reference price, and that perception often accelerates the decision to buy (Lins et al., 2021). In health and beauty retail, discount programmes commonly take the form of direct price cuts, buy-one-get-one offers, product bundling, and member-only promotions. Following Kotler and Keller (2018), this study measures price discount through three indicators: interest in buying because of a price reduction, the size of the discount offered, and the clarity of the discount information received by the consumer.

Store Location

Store location refers to the place of business that determines how easily consumers can reach the products or services a firm offers. A strategic, accessible site located within a centre of activity increases the probability of both store entry and unplanned purchase (Mehta & Chugan, 2020). Location influences not only the decision to enter but also the traffic volume a store can convert, which is why retail management literature treats it as a long-term structural decision rather than a tactical one (Levy & Weitz, 2019; Utami, 2018). Following Kotler and Armstrong (2018), store location is measured here through three indicators: ease of access, visibility of the outlet, and how strategic and well-visited the location is.

Store Atmosphere

Store atmosphere is the environment a retailer creates through layout, lighting, colour, scent, music, cleanliness, and other physical elements that shape the shopping experience (Hussain & Ali, 2021). An engaging atmosphere lengthens the time consumers spend inside the store and increases their exposure to merchandise, which in turn raises the likelihood of

unplanned purchase (Basu et al., 2022; Shi & Joo, 2023). Following Berman and Evans (2022), store atmosphere is measured through three indicators: store layout, in-store lighting, and the perceived comfort of the store environment.

Impulse Buying

Impulse buying is a purchase made spontaneously, without prior planning, driven by a strong emotional urge that arises when a consumer encounters a product (Rook, 1987). In health and beauty retail the behaviour appears when consumers add unplanned items to a basket assembled for a different purpose. Drawing on Rook (1987) and Vieira et al. (2022), impulse buying is measured here through four indicators: spontaneous purchase, fast purchase decisions, purchase without prior planning, and purchase without extensive consideration.

Hypotheses Development

Price discount creates a perception of economic gain that encourages consumers to buy without prior planning. At Guardian Madiun, direct price cuts, buy-one-get-one offers, and bundling are used routinely to attract attention, although the pre-survey shows that the clarity of discount information is the weakest indicator of the construct. Rusdianto and Aprilia (2023) and Lins et al. (2021) both report that discounts raise the tendency towards spontaneous purchase.

H1: Price discount has a positive and significant effect on impulse buying among Guardian Madiun consumers.

Store location determines how easily consumers reach an outlet. Guardian Madiun is located inside a shopping centre, so consumers may enter spontaneously while passing by, even without an intention to buy health or beauty products. The pre-survey nevertheless shows visibility to be the weakest indicator. Kariani and Rusni (2021) report a positive and significant effect of location on purchase behaviour, while Budhi (2021) reports no significant effect, leaving the relationship open to further testing.

H2: Store location has a positive and significant effect on impulse buying among Guardian Madiun consumers.

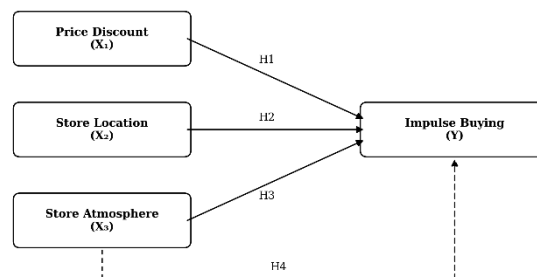
Store atmosphere creates positive affect that encourages consumers to stay longer and to browse more widely. Tidy layout, adequate lighting, and a clean environment are generally

evaluated favourably at Guardian Madiun, although lighting remains the weakest indicator. Ayuningsih and Hukama (2025) and Suryani (2023) both associate a comfortable store environment with stronger impulsive purchase behaviour.

H3: Store atmosphere has a positive and significant effect on impulse buying among Guardian Madiun consumers.

Impulse buying is rarely the product of a single stimulus. Price discount supplies the perception of gain, store location supplies access, and store atmosphere supplies comfort; together they form the marketing environment in which spontaneous decisions are made (Satrio et al., 2025; Windyaningrum & Sudarwanto, 2022).

H4: Price discount, store location, and store atmosphere simultaneously have a positive and significant effect on impulse buying among Guardian Madiun consumers.



Picture 1. Conceptual Framework
Source: Processed by the authors (2026)

B. METHOD

Research Design

This study uses a quantitative approach with a causal-associative design, which is appropriate when the objective is to measure the effect of one set of variables on another using numerical data and statistical techniques (Sugiyono, 2022). The research was conducted at Guardian Madiun, a modern health and beauty outlet located in a shopping centre in Madiun City, over a period of approximately three months from April to June 2026. Guardian Madiun was selected because it applies discounting, location, and atmosphere strategies simultaneously,

and because a pre-survey confirmed the presence of impulsive purchase behaviour among its consumers.

Population, Sample, and Sampling Technique

The population comprises all consumers who have purchased health or beauty products at Guardian Madiun. Because the store does not publish visitor or transaction records, the population size is unknown. The minimum sample size was therefore calculated using the Lemeshow formula for an unknown population, with a 95 per cent confidence level ($Z = 1.96$), an estimated proportion of 0.5, and a margin of error of 5 per cent, which yields 384.16 and was rounded to 385 respondents.

Respondents were selected using purposive sampling, a non-probability technique in which participants are chosen according to criteria set by the researcher (Sugiyono, 2022). The criteria applied were: a minimum age of 17 years, domicile in Madiun City or Regency, prior purchase experience at Guardian Madiun, and the ability to understand and answer all questionnaire items. These criteria ensure that respondents have genuinely experienced the discount programmes, the location, and the store environment being evaluated.

Variables and Operational Definitions

The study uses three independent variables, namely price discount (X_1), store location (X_2), and store atmosphere (X_3), and one dependent variable, impulse buying (Y). Each variable was measured with six statement items on a four-point Likert scale (1 = strongly disagree, 2 = disagree, 3 = agree, 4 = strongly agree). A four-point scale was used to avoid the central tendency associated with a neutral midpoint. The operational definitions and indicators are presented in Table 1.

Table 1. Operational Definition of Variables

Variable	Operational Definition	Indicators	Source
Price Discount (X_1)	Consumer perception of the price reduction programmes offered by Guardian Madiun to raise purchase interest.	1. Interest in buying due to a price reduction 2. Size of the discount offered 3. Clarity of discount information	Kotler & Keller (2018)
Store Location (X_2)	Consumer perception of how easily the outlet can be reached, seen, and visited within the shopping centre.	1. Ease of access 2. Store visibility 3. Strategic and well-visited location	Kotler & Armstrong (2018)

Variable	Operational Definition	Indicators	Source
Store Atmosphere (X ₃)	Consumer perception of the physical store environment created through layout, lighting, and comfort.	1. Store layout 2. In-store lighting 3. Comfort of the store	Berman & Evans (2022)
Impulse Buying (Y)	The tendency of consumers to purchase at Guardian Madiun spontaneously, without prior planning.	1. Spontaneous purchase 2. Fast purchase decision 3. Purchase without planning 4. Purchase without much consideration	Rook (1987); Vieira et al. (2022)

Source: Processed by the authors (2026)

Data Collection and Research Instrument

Primary data were collected through a questionnaire distributed directly at the outlet and through online media to consumers who met the sampling criteria. The instrument was compiled from the indicators of each variable and was tested for validity and reliability before being used for hypothesis testing.

Data Analysis Technique

Data were analysed with SPSS 25. Instrument validity was assessed using the Pearson product-moment correlation, with an item declared valid when the calculated r exceeds the table r at a 5 per cent significance level; for $n = 385$ and $df = 383$ the table r is 0.100. Reliability was assessed using Cronbach's alpha, with a construct declared reliable at a value above 0.70 (Ghozali, 2021). The classical assumptions were then examined through the Kolmogorov-Smirnov test for normality, tolerance and variance inflation factor values for multicollinearity, and the Glejser test for heteroscedasticity. Hypotheses were tested using multiple linear regression with the model specified as $Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$, followed by the partial t test, the simultaneous F test, and the coefficient of determination.

C. RESULTS AND DISCUSSIONS

Descriptive Analysis of Research Variables

Questionnaires were completed by 385 respondents who met the sampling criteria. The descriptive results in Table 2 show that all four variables fall in the high category on the four-point scale.

Table 2. Descriptive Statistics of Research Variables

Variable	Mean	Category	Highest-scoring item	Lowest-scoring item
Price Discount (X ₁)	3.38	High	Special promotions encourage me to buy more products (3.47)	Discount information is communicated clearly (3.30)
Store Location (X ₂)	3.38	High	Guardian is easy to reach when I am in the shopping centre (3.42)	Ease of access makes me prefer Guardian to similar stores (3.34)
Store Atmosphere (X ₃)	3.27	High	The atmosphere makes me comfortable shopping longer (3.30)	Lighting helps me see the quality of displayed products (3.20)
Impulse Buying (Y)	3.30	High	I sometimes buy spontaneously because I am attracted at that moment (3.36)	I often buy items that were not on my shopping list (3.25)

Source: Primary data processed (2026)

The pattern is informative. Price discount and store location record the same mean, but the weakest items differ in kind: for price discount the weakness lies in communication rather than in the offer itself, while for store atmosphere the weakest item is lighting, the same element flagged in the pre-survey. Impulse buying is highest on spontaneous, moment-driven purchase and lowest on purchase outside a shopping list, which suggests that unplanned buying at Guardian Madiun is largely triggered inside the store rather than carried in from outside.

Validity and Reliability Testing

All 24 items produced calculated r values above the table r of 0.100, and all four constructs produced Cronbach's alpha values above 0.70. The instrument is therefore valid and reliable, as summarised in Table 3.

Table 3. Validity and Reliability Test Results

Variable	Items	Range of r-count	r-table	Cronbach's Alpha	Description
Price Discount (X ₁)	6	0.625 - 0.769	0.100	0.794	Valid and reliable
Store Location (X ₂)	6	0.675 - 0.719	0.100	0.795	Valid and reliable
Store Atmosphere (X ₃)	6	0.660 - 0.753	0.100	0.811	Valid and reliable
Impulse Buying (Y)	6	0.640 - 0.705	0.100	0.756	Valid and reliable

Source: SPSS 25 output (2026)

Classical Assumption Testing

The Kolmogorov-Smirnov test produced a test statistic of 0.040 with an asymptotic significance of 0.175, which is above 0.05, so the residuals are normally distributed. Tolerance values for all three predictors exceed 0.10 and all variance inflation factors are below 10, so

multicollinearity is not present. The Glejser test produced significance values above 0.05 for price discount and store atmosphere; the value for store location is 0.020 and therefore borderline, although the scatterplot of standardised residuals shows no systematic pattern. The results are summarised in Table 4.

Table 4. Classical Assumption Test Results

Test	Variable	Value	Criterion	Conclusion
Normality (Kolmogorov-Smirnov)	Unstandardised residual	Sig. 0.175	Sig. > 0.05	Normally distributed
Multicollinearity	Price Discount (X ₁)	Tol. 0.438; VIF 2.283	Tol. > 0.10; VIF < 10	No multicollinearity
	Store Location (X ₂)	Tol. 0.674; VIF 1.485	Tol. > 0.10; VIF < 10	No multicollinearity
	Store Atmosphere (X ₃)	Tol. 0.450; VIF 2.224	Tol. > 0.10; VIF < 10	No multicollinearity
Heteroscedasticity (Glejser)	Price Discount (X ₁)	Sig. 0.985	Sig. > 0.05	No heteroscedasticity
	Store Location (X ₂)	Sig. 0.020	Sig. > 0.05	Borderline
	Store Atmosphere (X ₃)	Sig. 0.579	Sig. > 0.05	No heteroscedasticity

Source: SPSS 25 output (2026)

Multiple Linear Regression and Hypothesis Testing

The regression results in Table 5 produce the following estimated model:

$$Y = 5.076 + 0.168X_1 + 0.383X_2 + 0.178X_3 + e$$

The constant of 5.076 indicates the level of impulse buying when all three predictors are held constant. Each one-unit increase in price discount raises impulse buying by 0.168 units, each one-unit increase in store location raises it by 0.383 units, and each one-unit increase in store atmosphere raises it by 0.178 units, with the other variables held constant. All three coefficients are positive.

Table 5. Multiple Linear Regression and Partial (t) Test Results

Model	B	Std. Error	Beta	t	Sig.	Result
(Constant)	5.076	0.949		5.351	0.000	
Price Discount (X ₁)	0.168	0.061	0.167	2.772	0.006	H1 accepted
Store Location (X ₂)	0.383	0.050	0.373	7.683	0.000	H2 accepted
Store Atmosphere (X ₃)	0.178	0.055	0.194	3.271	0.001	H3 accepted

Source: SPSS 25 output (2026). Dependent variable: Impulse Buying

All three predictors are significant at the 5 per cent level, so H1, H2, and H3 are accepted. Store location produces the largest standardised coefficient (0.373), followed by store atmosphere (0.194) and price discount (0.167). The simultaneous test and the coefficient of determination are presented in Table 6.

Table 6. Simultaneous (F) Test and Coefficient of Determination

Test	Statistic	Value	Criterion	Result
F test (ANOVA)	F	82.847	Sig. < 0.05	H4 accepted
	Sig.	0.000		
Model summary	R	0.628	-	-
	R Square	0.395	-	-
	Adjusted R Square	0.390	-	39.0% explained
	Std. error of estimate	2.13396	-	-

Source: SPSS 25 output (2026)

The F value of 82.847 with a significance of 0.000 confirms that price discount, store location, and store atmosphere jointly affect impulse buying, so H4 is accepted. The adjusted coefficient of determination of 0.390 indicates that the three variables explain 39.0 per cent of the variation in impulse buying, while the remaining 61.0 per cent is explained by variables outside the model.

Discussion

The Effect of Price Discount on Impulse Buying

Price discount has a positive and significant effect on impulse buying ($t = 2.772$; Sig. = 0.006). The more attractive the discount, the higher the probability of a spontaneous purchase, because a price reduction produces a perception of saving that shortens deliberation. The descriptive results reinforce this reading: the highest-scoring item concerns special promotions encouraging larger baskets, while the lowest-scoring item concerns the clarity of discount information. The implication is that the offer itself is already persuasive and the remaining opportunity lies in communication. This finding is consistent with Rusdianto and Aprilia (2023) and Lins et al. (2021), and contrasts with Jiang and Chen (2021), who argue that repeated discounting may erode perceived quality. The difference suggests that the effect of discounting depends on how the promotion is framed rather than on its frequency alone.

The Effect of Store Location on Impulse Buying

Store location has a positive and significant effect on impulse buying ($t = 7.683$; $\text{Sig.} = 0.000$) and is the dominant predictor in the model. Guardian Madiun sits inside a shopping centre with high pedestrian traffic, so consumers may enter without a prior intention to buy health or beauty products and then purchase once inside. Descriptively, ease of reach within the shopping centre scores highest, while signage and shop front recognition also score well, indicating that visual identity supports the conversion of passing traffic into store entry. The result aligns with Kariani and Rusni (2021) and differs from Budhi (2021), who found no significant effect. The divergence indicates that the contribution of location is contingent on the retail format studied: in a destination format the site matters less, whereas in a shopping-centre format it becomes the principal driver of unplanned exposure.

The Effect of Store Atmosphere on Impulse Buying

Store atmosphere has a positive and significant effect on impulse buying ($t = 3.271$; $\text{Sig.} = 0.001$). Organised layout, adequate lighting, and a clean environment create positive affect that encourages consumers to browse longer, which increases exposure to unplanned merchandise. The lowest-scoring item, lighting quality, is also the weakest indicator in the pre-survey, marking it as the clearest improvement point for the outlet. The finding supports Ayuningsih and Hukama (2025) and Suryani (2023), and is consistent with reviews reporting that atmospheric cues operate through emotional response rather than through direct evaluation of the product (Basu et al., 2022; Vieira et al., 2022).

The Simultaneous Effect of the Three Variables

The three variables jointly affect impulse buying ($F = 82.847$; $\text{Sig.} = 0.000$), explaining 39.0 per cent of its variation. The result indicates that impulsive purchase is produced by a combination of complementary stimuli rather than by any single instrument: location brings the consumer into the store, atmosphere keeps the consumer there, and the discount converts attention into a transaction. The remaining 61.0 per cent points to variables outside the model, such as service quality, lifestyle, hedonic shopping motivation, brand image, positive emotion, and digital marketing activity, which is consistent with the range of antecedents reported in the meta-analytic evidence (Amos et al., 2023).

D. CONCLUSIONS

This study concludes that price discount, store location, and store atmosphere each have a positive and significant effect on impulse buying among consumers of Guardian Madiun, and that the three variables also affect impulse buying simultaneously. Store location is the strongest of the three, indicating that the ability of a health and beauty outlet to place itself in the path of everyday consumer movement is the single most important condition for unplanned purchase. Store atmosphere follows, operating by extending the time consumers spend with the merchandise, while price discount converts that attention into a decision. The findings support consumer behaviour theory, which holds that purchase decisions are not always rational and may be shaped by marketing stimuli present at the moment of shopping.

The study has several limitations. It covers a single outlet, so the results may not generalise to Guardian stores in other cities or to other health and beauty retailers with different consumer profiles. It examines only three antecedents, and a substantial share of the variation in impulse buying remains unexplained. Respondents were selected through purposive sampling, a non-probability technique whose representativeness is limited, and the data were collected cross-sectionally, which restricts inference about behavioural change over time. Finally, all constructs were measured through self-report, so the answers may be affected by social desirability bias.

E. SUGGESTIONS

For practitioners, health and beauty retailers operating in medium-sized cities should protect and strengthen their location advantage by maintaining a position within high-traffic areas and by improving signage and shop front visibility. Discount programmes should be sustained but communicated more clearly through price labels, in-store announcements, and social media, since the weakest element of the discount construct was information clarity rather than the offer itself. In-store lighting deserves particular attention because it was the lowest-scoring indicator of store atmosphere in both the pre-survey and the main survey.

For future research, subsequent studies are encouraged to add variables such as service quality, lifestyle, hedonic shopping motivation, brand image, positive emotion, and digital

marketing, which may account for the unexplained variation in impulse buying. Extending the object of study to several outlets or to other retail formats would improve generalisability, and applying structural equation modelling would allow mediating mechanisms such as positive emotion to be tested directly. Longitudinal or experimental designs would also strengthen causal inference beyond what a cross-sectional survey can establish.

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