THE INTERPLAY OF CONSUMER MOOD AND IMPULSE BUYING: UNVEILING INSIGHTS AND STRATEGIES FROM ORGANIZED RETAIL STORES

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ABSTRACT

This study investigates the impact of consumer mood on impulse buying behavior in organized retail stores in Varanasi, considering factors such as promotions, store layout, and perceived cash availability. Data were collected from 160 shoppers across major retail outlets including Jiomart, Spencers, Zudio, Vishal Mega Mart, and V2Kart, of which 140 valid responses were analyzed using IBM SPSS 26 and SmartPLS 4. The findings reveal that the store environment significantly influences consumer emotions, which subsequently affect shopping experience and perceived cash availability. However, promotions and discounts were found to have no significant impact on consumer mood, indicating that while they attract customers, they do not necessarily enhance emotional states during shopping. Importantly, consumer mood acts as a key moderator of impulse buying behavior, with positive moods increasing the likelihood of impulsive purchases. The study suggests that retailers can improve sales by designing favorable store environments that positively influence shoppers' emotional experiences.

KEYWORDS: Impulse Buying Behavior, Consumer Mood, Store Layout, Promotions and Discounts, Cash Availability

INTRODUCTION

In marketing and retail studies, consumer behavior has been a theme of research, paying much attention to the factors influencing impulse buying, that is, unplanned purchases that occur at the spur of the moment, influenced by emotional and environmental stimuli (Rook, 1987)[1]. For retailers, this behavior is extremely relevant, as losses can be very large for sales and profits. For the retailer to optimize its strategy and improve the customer experience, it is first and foremost necessary to know what psychological and situational factors encourage impulse buying. It is generally believed that consumer mood, a fleeting emotional state that could affect a consumer's decision-making process

(Verplanken & Herabadi, 2001)[2], is one of the most critical psychological factors influencing impulse buying. It has been found that positive moods are related positively to higher levels of creativity, openness to experience and likelihood of acting on an impulse, e.g., by engaging in spontaneous behaviours such as impulse buying (Isen, 2001)[3]. On the other hand, it has been shown that negative mood tendencies cause more cautious decision-making and decrease the likelihood of making unplanned purchases (Gardner, 1985)[4]. Research also indicates that a positive consumer mood can markedly improve the shopping experience, resulting in greater satisfaction and loyalty (Babin et al., 1994)[5]. For example, Mattila and Wirtz (2001) [6] reported that in a positive mood, consumers are more likely to explore and get involved with, as a consequence of which impulse buying rates are higher. This implies that retailers may capitalize from setting up an environment of feelings of prosperity. Besides mood, different environmental factors influence impulse buying behavior. Each one of those factors, like store layout, can significantly impact consumer navigation and product exposure. A well-laid-out store layout can improve the shopping experience by giving shoppers the ease to find their products, which heightens the probability of an impulse purchase (Geetha Mohan et al., 2013)[7]. Baker et al. (2002)[8] have demonstrated that free-flowing store layouts, which encourage exploration, can raise impulse buying rates. Furthermore, the installation of promotional displays and merchandise will lure customer attention and cause impromptu acquisitions (Apiradee Wongkitrungrueng et al., 2018)[9]. Consumer behaviour also includes promotions and discounts. While typically used to lure in customers, the effect of luxury brands on consumer mood is not such a given. And some research supports the idea that promotions may crank up excitement, which, in turn, boosts mood and may compel impulse buying. Other research, however, shows that consumers might not always get a positive mood while being exposed to promotions; in fact, if they observe the discounts as manipulative or deceitful (Chandon et al., 2000)[10]. Cash availability is a factor that is yet another environmental factor that impacts impulse buying. However, the way in which consumers can access cash or payment means has the potential to impact shopping behaviour. Research concludes that consumers will tend to make a spontaneous purchase if they have the cash on them, which removes a psychological barrier to spending (Raghubir & Srivastava, 2002)[12]. Whereas, in the case of the credit or digital payment modes, the consumers who tend to depend on them may be less involved in impulse buying as the action is more abstract. Beyond the 'less tangible' of store visits, cash not just feels but can be more physical: it creates a tangible connection between purchase and handover, making it easier for them to rationalize unplanned spending (Prelec & Simester, 2001)[11]. Considering the interaction between consumer mood, environmental factors, and impulse buying behavior, it is of interest to ponder the mediating effect of mood. For impulse buying, there are store layout, promotions and cash availability as direct influences, but the effects can be subjectively moderated by consumers' emotional states. This exemplifies how learning more about how these factors play into creating a favorable shopping environment where things can be bought on impulse is so essential. Research has shown that mood in fact acts as a mediator between environmental stimuli and buying behavior. For

instance, Beatty and Ferrell (1998)[13] found positive moods increased the chance of impulse buying in retail settings that are visually appealing and organized. Which means retailers can gain an edge by not only tending to their physical store needs but also improving the emotional side of their stores for consumers. This study is dedicated to exploring the relationship between consumer mood and impulse buying behavior in organized retail stores, taking into account the influence of store layout, promotions, as well as cash availability. Study them through these factors and provide some valuable information to retailers who want to improve their marketing and customer experience.

1.2 Literature Review

Impulse buying behavior has been a significant area of research within consumer behavior, as it provides critical insights for retailers to optimize their strategies. Various studies have explored the interplay between individual, environmental, and technological factors in influencing impulse buying behavior across different contexts.

i) Role of Retail Environment and Stimuli

The retail environment, including physical and digital atmospherics, plays a crucial role in triggering impulse purchases. Zhou and Wong (2004)[24] highlighted the influence of in-store stimuli, such as layout and sensory cues, in encouraging impulse buying in Chinese supermarkets. Similarly, Atulkar and Kesari (2018)[16] emphasized the role of situational factors, such as organized retail settings, in shaping impulsive behaviors, with gender differences playing a moderating role. In the online context, Balaji and Babu (2016)[21] demonstrated how e-store environments and online advertisements influence impulse buying, while Hashmi et al. (2019)[15] revealed that interactive features and personalized recommendations in online shopping platforms stimulate impulsive behaviors, particularly among hedonic consumers. These findings align with Pereira et al. (2022)[25], who applied the stimulus-organization-response (SOR) model to examine how omnichannel retail environments integrate online and offline stimuli to evoke impulse buying.

ii) Cultural and Regional Influences

Several studies have delved into the cultural and regional dimensions of impulse buying. Mittal, Chawla, and Sondhi (2016)[18] developed a culturally relevant scale to measure impulse buying tendencies among Indian consumers, addressing the need for localized research tools. In Andhra Pradesh, India, Balaji and Babu (2016)[21] investigated how specific environmental and advertising factors impacted consumer behavior in organized retail stores, demonstrating regional differences in purchasing patterns.

iii) Emotional and Psychological Factors

The emotional state of consumers significantly impacts their propensity for impulse buying. Srivastava

(2023)[17] found that music, with or without fragrance, positively influenced consumer purchases, store visits, and repeat business, particularly in emerging markets. Ryu (2011)[19] similarly emphasized the importance of positive consumer attitudes towards novel retail formats, such as pop-up fashion stores, in fostering unplanned purchases. Building on emotional influences, Bellini and Aiolfi (2020)[14] highlighted the impact of digital distractions, such as smartphone use, on increasing impulse buying in physical stores, suggesting that mobile technology fosters emotional impulsivity. This is consistent with Cao, Meadows, and Ma's (2023)[20] findings, which revised the SOR model to examine the role of marketing stimuli in luxury retail environments, emphasizing the emotional triggers of impulse buying.

iv) Impulse Buying at Organized Retail

In their study, Jaiswal and Jha (2024)[37] examined that the format of the stores and promotions contribute positively to product awareness, and consumer temperament and the amount of money in the pockets increase the likelihood of impulse buying. In particular, the impulse buying was not statistically significant between male and female participants. It is proposed that the development of the communication effectiveness afterthought by adjusting the retail marketing tactics helps in providing appropriate dynamics to the sparkling shopping environments for encouraging impulse buying behavior and enhancing the overall level of retail customer satisfaction.

v) Impact of Promotional Activities

While promotional activities are commonly assumed to drive impulsive purchases, their effectiveness varies. Kacen, Hess, and Walker (2012)[23] found that product-specific attributes and retail environment cues play a more significant role than standalone promotions in influencing spontaneous purchases. Hashmi et al. (2019)[15] also noted that online promotional activities are more effective when combined with stimulating atmospherics, highlighting the interplay between marketing and environmental factors.

vi) Innovative Retail Strategies

Retailers adopting innovative strategies to enhance the shopping experience also influence consumer behavior. Joy et al. (2014)[22] explored how luxury brand stores position themselves as art institutions, showing that consumers perceive these spaces as more than just shopping venues, potentially leading to unplanned purchases. Pereira et al. (2022)[25] similarly emphasized the integration of omnichannel strategies to create seamless shopping experiences, thereby driving impulse buying.

1.3 Objectives of the Study

1. To examine how consumer mood affects the likelihood of impulse purchases in organized retail settings.

2. To assess how the design and arrangement of retail spaces influence consumers' emotional states during shopping.
3. Explore how the availability of cash impacts consumers' feelings and their subsequent shopping behavior.
4. Determine whether promotional strategies and discounts have a significant effect on enhancing consumers' emotional states while shopping.
5. Investigate how consumer mood serves as a mediator between environmental factors (such as store layout and cash availability) and impulse buying behavior.
6. Offer recommendations for retailers on how to optimize store environments and marketing strategies to enhance consumer mood and encourage impulse buying.

1.4 Methodology

The study uses a quantitative research design to investigate how customer mood impacts impulsive purchasing behavior related to organized retail establishments. A total of 250 respondents were approached, out of which 160 initially responded across different retail outlets in Varanasi City, including Jiomart, Spencers, Zudio, Vishal Mega Mart, and V2Kart. After data screening and cleaning, 140 samples were found suitable for analysis. Data was gathered through structured questionnaires administered to consumers, designed to capture information on consumer mood, impulse buying behavior, and specific factors such as store layout, cash availability, and promotions. The collected data underwent rigorous cleaning to ensure accuracy and reliability, involving checks for incomplete responses and inconsistencies. Preliminary statistical analyses were conducted using IBM SPSS 26, followed by "Structural Equation Modeling" (SEM) with SmartPLS 4 to test the proposed relationships among variables, including the mediating effect of consumer mood on "Impulse Buying Behavior". The study identified store layout, cash availability, and promotions as independent variables; consumer mood as a mediating variable; and impulse buying behavior as the dependent variable. Hypotheses related to the impact of these independent variables on consumer mood and the mediating role of mood in impulse buying were tested using SEM. The results were interpreted to derive insights regarding consumer behavior in organized retail settings. The study acknowledges potential limitations, such as its geographical focus on Varanasi City and the sample size, which may affect the generalizability of the findings. Ethical approval was obtained, ensuring participants were informed about the study's purpose and their confidentiality was maintained (American Psychological Association, 2020)[26].

1.5 Conceptual Framework

The conceptual framework for this study is grounded in the understanding that "Consumer Mood" significantly influences "Impulse Buying behavior" in organized retail environments. The framework posits that specific retail factors, namely store layout, cash availability, and promotions, affect consumer mood, which in turn mediates impulse buying behavior. This approach is supported by

existing literature that highlights the psychological aspects of consumer decision-making in retail settings (Verplanken & Herabadi, 2001)[2].

I) Store Layout: The arrangement and design of a retail space can significantly impact consumer emotions and behaviors. A well-organized store layout can enhance the shopping experience, leading to a more positive mood, which is likely to increase impulse buying (Baker, Grewal, & Parasuraman, 1994)[8]. Therefore, the first hypothesis is formulated as follows:
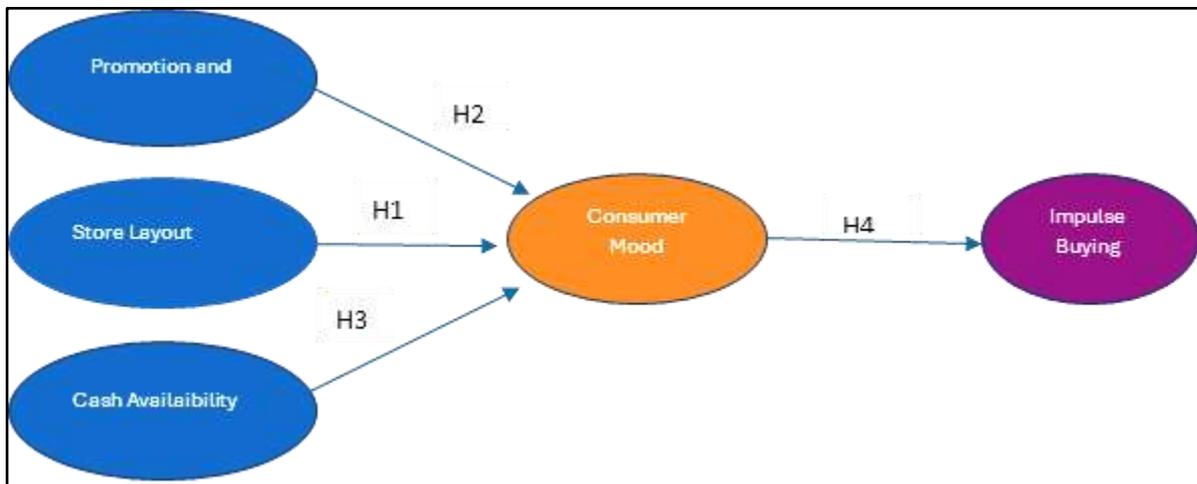
Source: Researcher's Own

H1: An attractive store layout significantly enhances consumer mood.

II) Cash Availability: The availability of cash can influence consumers' feelings of security and freedom during the shopping process. When consumers perceive they have sufficient cash, they may experience a more positive mood, which can lead to an increased likelihood of impulse purchases (Rook, 1987)[1]. Thus, the second hypothesis is proposed:

H2: Higher cash availability positively affects consumer mood.

III) Promotions: While promotions and discounts are commonly employed strategies to attract consumers, their impact on mood may not be as significant as anticipated. Previous studies suggest that while consumers are drawn to promotions, these incentives do not necessarily enhance their emotional state (Dhar & Simonson, 2003)[27]. Therefore, the third hypothesis is articulated as:

H3: Promotions and discounts have a significant positive effect on consumer mood.

IV) Mediating Role of Consumer Mood: Consumer mood is expected to play a critical mediating

role between the independent variables (store layout, cash availability, and promotions) and impulse buying behavior. Positive consumer mood enhances the likelihood of making unplanned purchases (Isen, 2001)[3]. Hence, the final hypothesis is stated as:

H4,5,6 : Consumer mood mediates the relationship between store layout, cash availability, promotions, and impulse buying behavior.

Other Hypotheses:

H7: An attractive store layout positively influences" Impulse Buying".

H8: Cash availability with consumers positively influences their "Impulse Buying".

H9: Greater promotional activities positively influence "Impulse Buying".

H10: Good consumer mood positively influences "Impulse Buying".

This conceptual framework and the associated hypotheses provide a structured approach to understanding the interplay between consumer mood and impulse buying behavior in organized retail settings, offering valuable insights for retailers aiming to optimize their marketing strategies.

1.6 Data Analysis Results and Discussion

A) Demographic profile and general information

Table 1: Demographic Profile of Respondent

Demographic Variable	Category	Frequency	Percent
Gender	Male	78	55.7
	Female	62	44.3
Age	18-24	42	30
	25-34	65	46.4
	35-44	17	12.1
	45-54	14	10
	55-64	2	1.4
Education	Higher Secondary	8	5.7
	Graduation	40	28.6
	Post Graduation	75	53.6
	Doctorate	17	12.1

Occupation	Student	54	38.6
	Homemaker	10	7.1
	Employed (Private)	42	30
	Employed (Government)	9	6.4
	Self-employed	25	17.9
Income	Less than 10000	22	15.7
	10000-20000	25	17.9
	20001-30000	57	40.7
	40001-50000	20	14.3
	50001 and above	16	11.4
Preferred Mode of Payment	Cash	48	34.3
	Credit/Debit Card	22	15.7
	Digital Wallets	66	47.1
	Bank Transfer	4	2.9

Source: Field Survey

B) Measurement Model (Outer Model) Results

A measurement model describes the way in which observed variables, or indicators, relate to the latent variables they measure. The measurement models in PLS-SEM can be formative or reflective. The reflective measurement models also presuppose that the change in the indicators results from the change in the indexes of the latent variable, and "Formative Measurement Models" argue that the indicators in fact define the existence of the latent variable, that is, that the changes in the indicators may cause changes in the latent variable (Hair et al., 2017)[31]. The measurement model plays an vital role in PLS-SEM because it aids in the validation of the measurement of the constructs. Validity is indeed the extent to which a tool captures the construct it intends to quantify, and validity, on the other hand, is the extent to which the tool yields coherent results across different uses (Chin, 1998)[30].

Figure 1.0: Measurement Model
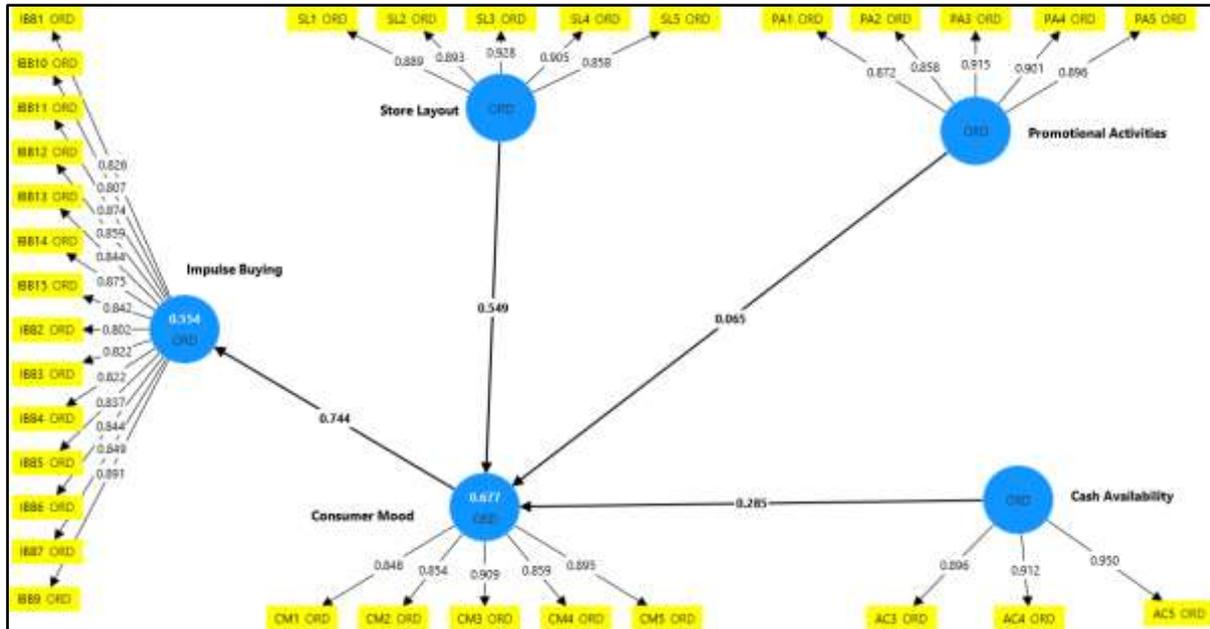
Source: Smart PLS 4

C) Model Validity and Reliability

Table 2: Model Validity and Reliability

Construct	Items	Factor Loading	Cronbach's alpha	CR (rho_a)	CR (rho_c)	AVE	VIF
"Impulse Buying"	IBB1	0.826	0.969	0.969	0.972	0.710	2.923
	IBB2	0.802					2.973
	IBB3	0.822					4.628
	IBB4	0.822					2.619
	IBB5	0.837					2.63
	IBB6	0.844					3.537

International Journal of Research in Commerce and Management Studies

ISSN 2582-2292

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	IBB7	0.849					3.025
	IBB9	0.891					3.592
	IBB10	0.807					3.569
	IBB11	0.874					3.216
	IBB12	0.859					4.577
	IBB13	0.844					3.859
	IBB14	0.875					3.465
	IBB15	0.842					4.116
Promotional Activities	PA1	0.872					3.755
	PA2	0.858					2.698
	PA3	0.915	0.933	0.935	0.949	0.789	3.796
	PA4	0.901					3.111
	PA5	0.896					3.655
Store Layout	SL1	0.889					3.637
	SL2	0.893					3.494
	SL3	0.928	0.938	0.938	0.953	0.801	4.434
	SL4	0.905					2.783
	SL5	0.858					2.682
Cash	AC3	0.896	0.909	0.912	0.943	0.846	3.984

International Journal of Research in Commerce and Management Studies

ISSN 2582-2292

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Availability	AC4	0.912					3.424
	AC5	0.95					3.318
Consumer Mood	CM1	0.848					3.535
	CM2	0.854					3.816
	CM3	0.909	0.922	0.924	0.941	0.762	4.607
	CM4	0.859					3.713
	CM5	0.895					2.881

Source: Smart PLS 4

In assessing the internal consistencies of each construct in the current analysis, the table shows that all the indicators have a sound measurement structure to support each of the constructs. In order to indicate reliability of the constructs, Cronbach's alpha and composite reliability (CR) were used, as these are two critical reliability coefficients for "Structural Equation Modeling" (Hair et al., 2019)[33]. The Cronbach's alpha coefficients estimated for all the constructed were higher than 0.70; therefore, the results are nearly perfect and reflect excellent internal consistency (Nunnally & Bernstein, 1994)[35]; impulse buying (0,969), promotional activities (0,933), store layout (0,938), cash availability (0,909), consumer mood (0,922). Also, the obtained high level of CR (all are above 0.90) confirms the reliability of these constructs and suggests that each set of items consistently assesses the intended concept, as suggested by Fornell & Larcker (1981)[32]. This implies that AVE averaged out exceeded the threshold of competing at 0.50, thus supporting convergent validity. AVE values greater than 0.50 mean that a construct accounts for more than half of the total variance of its manifestation, which also proves the adequacy of the construct as the measure of the area it is theorized to reflect (Fornell & Larcker, 1981)[32]. With an AVE of 0.710 for impulse buying, 0.789 for promotional activities, 0.801 for store layout, 0.846 for cash availability, and 0.762 for consumer mood, the above measures have met or exceeded the said standard, which provides support for the convergent validity of the proposed model. In addition, most of the factor loadings for each indicator are greater than 0.70, which is suitable for explaining their own constructs, which is an important convergent validity requirement suggested by Hair et al. (2019)[33]. Some of the indicators were excluded due to multicollinearity since this would enhance the model's readability. Although IBB8, AC1, and AC2 are significant, the variance inflation factor (VIF) values are above an acceptable limit of 5 (Kline, 2015)[34], indicating a

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ISSN 2582-2292

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ridge of collinearity that affects the model estimates; the rest of the VIFs are well below 5. In doing so, their removal stabilizes the model with no loss in reliability or validity, making the results easier to interpret. In conclusion, the high reliability and validity measures attained in this model make a good foundation on which subsequent analysis could be based. Since all the constructs provided evidence of both internal consistency and convergent validity, this model is suitable for subsequent analysis, such as hypothesis testing, within the framework of the given study. These findings are in concordance with the guidelines in psychometrics and CFA backing the model, specifically in the assessment of the constructs of focus here.

Discriminant Validity: In PLS-SEM, ensuring discriminant validity is essential to confirm that each construct in the model is distinct and measures unique aspects not captured by other constructs. Several established methods are utilized to evaluate discriminant validity.

Table 3: Fornell-Larcker Criterion

Construct	Consumer Mood	"Impulse Buying"	Promotional Activities	Store Layout	Store Layout
Cash Availability	0.920				
Consumer Mood	0.694	0.873			
Impulse Buying	0.731	0.744	0.843		
Promotional Activities	0.721	0.713	0.669	0.888	
Store Layout	0.658	0.789	0.706	0.806	0.895

Source: Smart PLS 4

One prominent approach is the Fornell-Larcker criterion, which involves comparing the square root of the average variance extracted (AVE) for each construct against its correlations with other constructs. Discriminant validity is affirmed when the square root of a construct's AVE exceeds its correlation with other constructs (Fornell & Larcker, 1981)[33]. The condition is satisfied in Table 3.

Table 4: HTMT Matrix

Construct	Cash Availability	Consumer Mood	Impulse Buying	Promotional Activities	Store Layout
Cash Availability	-				
Consumer Mood	0.754	-			
"Impulse Buying"	0.778	0.783	-		

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Promotional Activities	0.778	0.767	0.700	-	
Store Layout	0.712	0.848	0.736	0.863	-

Source: Smart PLS 4

Another method for assessing discriminant validity is the heterotrait-monotrait (HTMT) ratio, which provides insights into the relationships between constructs. Generally, an HTMT value below 0.85 indicates acceptable discriminant validity, while values exceeding 0.90 can signal potential issues. In this analysis, all construct pairs exhibited HTMT values below 0.85, such as the correlation between impulse buying and cash availability (0.778) and between impulse buying and consumer mood (0.783), suggesting these constructs are empirically distinct. However, some pairs raised concerns; for example, the HTMT values between consumer mood and store layout (0.848) and promotional activities and store layout (0.863) exceeded the 0.85 threshold, with the latter approaching 0.90. This indicates a potential overlap between these constructs, suggesting that promotional activities and consumer mood may share common dimensions with store layout. Consequently, while most constructs demonstrate clear discriminant validity, the notable correlations among specific pairs warrant further investigation to clarify their distinctiveness and interrelationships within

Table 5: Model Fit Indices

Fit Index	Value	Interpretation
SRMR	0.058	Good fit (below 0.08 is ideal)
d_ULS	1.757	Low discrepancy suggests a reasonable fit.
d_G	1.524	Minimal discrepancy indicates closeness to ideal fit.
NFI	0.795	Acceptable fit (close to 0.80, though below 0.90)

Source: Smart PLS 4

Overall, the model shows reasonable fit according to the SRMR, d_ULS, and d_G but shows somewhat reasonable fit in terms of NFI. However, there is some margin for enhancing and increasing the obtained NFI figure to be closer to 0.90 for the best fit.

D) Results of Structural Model (Bootstrapping)

Figure 2: Structural Model
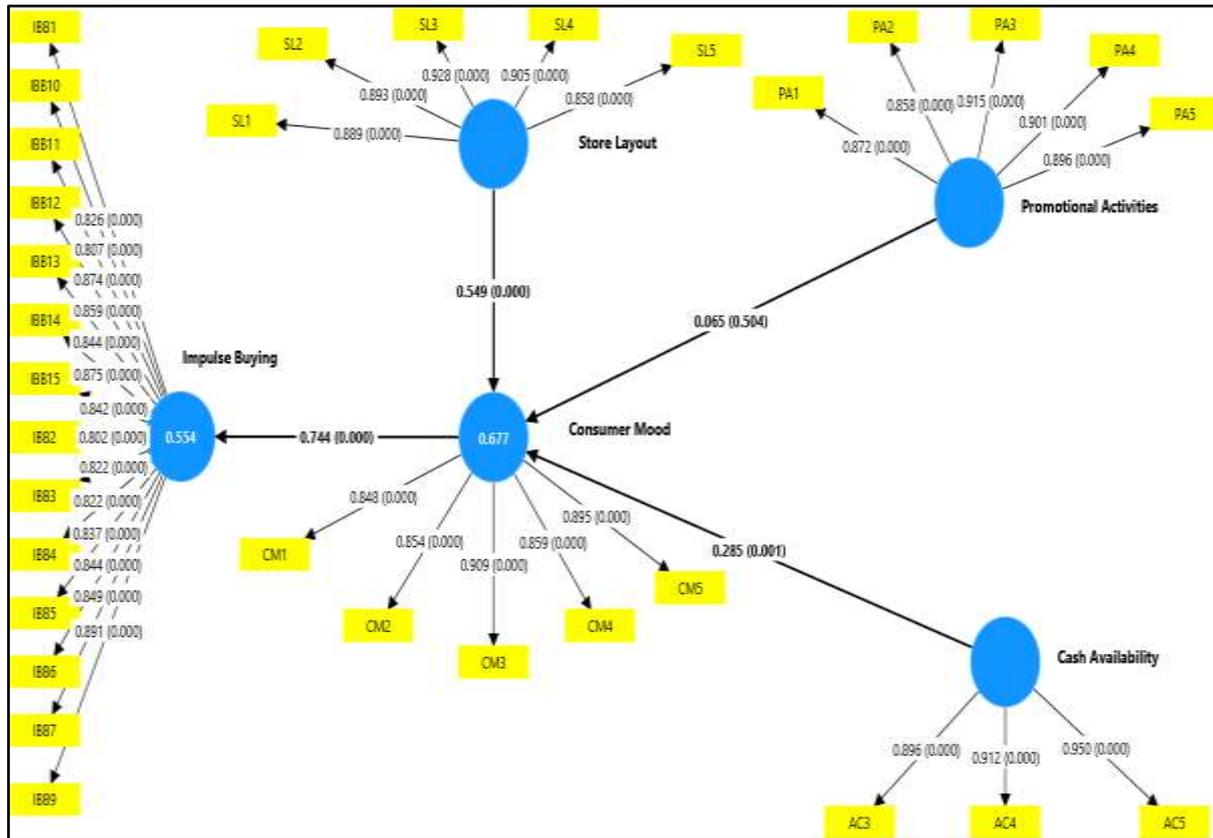
Source: Smart PLS 4

Table 6: Structural Model Results (Direct Effect, Bootstrapping: 5000 samples)

Path	O	M	SD	t-value	p-value	Results
H1: Store Layout -> Consumer Mood	0.549	0.552	0.087	6.296	0.000	Supported
H2: Cash Availability -> Consumer Mood	0.285	0.284	0.082	3.468	0.001	Supported
H3: Promotional Activities -> Consumer Mood	0.065	0.064	0.097	0.669	0.504	Not Supported
H4: Store Layout -> "Impulse Buying"	0.408	0.412	0.069	5.935	0.000	Supported
H7: Cash Availability -> "Impulse Buying"	0.212	0.212	0.065	3.269	0.001	Supported

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H8: Promotional Activities -> "Impulse Buying"	0.049	0.048	0.073	0.663	0.507	Not Supported
H9: Consumer mood->impulse buying	0.744	0.746	0.043	17.132	0.000	Supported

Source: Smart PLS 4

The findings on structural models' analysis offer clear and systematic disclosures amongst the set variables. The store layout also emerged as a strong predictor of the dependent variables: consumer mood (β = 0.549, t = 6.296, p < 0.001) and impulse buying (β = 0.408, t = 5.935, p < 0.001). Showing the importance of maintaining neat and attractive store surroundings for the consumer's emotional states and for indirect prompting for purchase. Likewise, there is a direct positive effect on consumer mood (β = 0.285, t = 3.468, p = 0.001) and impulse buying (β = 0.212, t = 3.269, p = 0.001), supporting the hypothesis that it is the financial liquidity that plays a vital role in determining both the mood and tendency to undertake impulse buying. The present findings reveal consumer mood as a robust antecedent of impulse buying ($\beta \approx$ .744, t $\approx$ 17.132, p < 0.001), suggesting that a positive effect is a requisite for impulsivity. The reported results are in line with research on the emotional factors that impact consumer behavior. However, the results show that promotional activities have no influence on consumer mood (β = 0.065, t = 0.669, p = 0.504) or impulse buying (β = 0.049, t = 0.663, p = 0.507). This implies that single promotional initiatives are not enough in eliciting the feelings or behaviors prompting alterations, suggesting that increasing and embracing customer-specific promotions. Provide, therefore, overall support for hypotheses relating store, cash availability, and mood to impulse buying and undermine the direct impact of promotional activities in these different variables. Impulse buying (β = 0.408, t = 5.935, p < 0.001), highlighting the pivotal role of a well-organized and visually appealing store environment in shaping consumer emotions and triggering impulsive purchases. Similarly, cash availability positively impacts consumer mood (β = 0.285, t = 3.468, p = 0.001) and impulse buying (β = 0.212, t = 3.269, p = 0.001), reinforcing the notion that financial liquidity significantly drives both emotional and behavioral responses. Consumer mood emerges as a strong predictor of impulse buying (β = 0.744, t = 17.132, p < 0.001), demonstrating that a positive emotional state is a critical catalyst for unplanned purchasing behavior. These findings align with existing literature on the emotional influences on consumer decisions. On the other hand, promotional activities do not significantly affect consumer mood (β = 0.065, t = 0.669, p = 0.504) or impulse buying (β = 0.049, t = 0.663, p = 0.507). This suggests that standalone promotional efforts are insufficient to evoke emotional or behavioral changes, potentially due to increasing consumer awareness or preference for personalized promotions. Overall, the model demonstrates strong support for hypotheses linking store, cash availability, and consumer mood to impulse buying while casting doubt on the direct efficacy of promotional activities in influencing these variables. This underlines the fact that issues such as the store atmosphere and shoppers' monetary consideration are more important to retailers than mass promotional tactics.

Table 7: Structural Model Mediation Results (Specific Indirect Effect, Bootstrapping: 5000 Samples)

Path	O	M	SD	t-value	P values	Results
H4: Cash Availability -> Consumer Mood -> "Impulse Buying"	0.212	0.212	0.065	3.269	0.001	Supported
H5: Store Layout -> Consumer Mood -> "Impulse Buying"	0.408	0.412	0.069	5.935	0.000	Supported
H6: Promotional Activities -> Consumer Mood -> "Impulse Buying"	0.049	0.048	0.073	0.663	0.507	Not Supported

Source: Smart PLS 4

The mediation study focuses on the mediating relationship between impulse buying and the various predictors using consumer mood as the moderator. The analyses show that there are mediation effects on two hypotheses. Historically significant and supported by the literature, cash availability was found to positively affect consumer mood, thus indirectly contributing to impulse buying ($\beta = 0.212$; t = 3.269; p < 0.001). Store layout has an indirect influence on impulse buying through mood ($\beta = 0.408$, t = 5.935, p < 0.001), highlighting the significance of an appealing store layout to boost mood and create impulse buying. However, the mediated relationship between promotional activities and impulsive buying through the consumer mood state is non-significant ($\beta = 0.049$, t = 0.663, p = 0.507). This suggests that other promotion techniques do not stir an adequate emotional response that can facilitate impulse consumption. These findings indicate that, albeit the study showed positive promotion effects, adjusting other external or emotional factors may not be sufficient to exert sufficient indirect power to influence the consumer psychologically. All in all, the results emphasize the significance of the consumer mood as a moderating variable that links cash availability and store layout with impulse buying and indicate a rather weak impact of the promotional activities. Marketing strategies related to impulse buying should direct retailers' attention to such mood-enhancing aspects as the store environment or its profitability.

Table 8: Collinearity statistics (VIF of Inner Model)

Cash Availability -> Consumer Mood	2.16
Consumer mood-> Impulse Buying	1
Promotional Activities > Consumer Mood	3.497
Store Layout -> Consumer Mood	2.963

Source: Smart PLS 4

Table 6 presents collinearity statistics that measure the level of multicollinearity within the inner model estimates based on the VIFs. Values less than 3-5 are considered acceptable while performing the multicollinearity test in the present case using VIF (Hair et al., 2017). [31]. In flow F1, Cass Availability->Consumer Mood, the VIF is 2.16, thus the result indicates that there is low multicollinearity and gives stable coefficient estimates. Based on the Consumer Mood->"Impulse Buying" path, a VIF of 1 shows no multicollinearity; hence, it is clear that Consumer Mood is a predictor of "Impulse Buying" (Hair et al., 2019)[33]. The Promotional Activities->Consumer Mood path has a VIF measure of 3.497, which, while high, is not abnormally high enough to hint at serious multicollinearity. Likewise, there is a VIF of 2.963 in the case of Store Layout -> Consumer Mood; it is possible to establish that Store Layout is not closely correlated with other variables affecting consumer mood (Ringle et al., 2015)[36]. In the same manner, the estimated VIF for all paths for those predictors amounts to less than 5, which indicates that multicollinearity is not a concern and that the predictors should be capable of estimating associations unique to the model.

Indicator	R-square	R-square adjusted
Consumer Mood	0.677	0.67
"Impulse Buying"	0.554	0.551

Table 9: R-square and R-square Adjusted

Source: Smart PLS 4

Such consideration has to do with assessing the extent to which the specified independent variables have explained the dependent variables, based on the R-square values of the structural model. An R-square of 0.677 for the model is interpreted to mean that 67.7 percent of the changes in consumer mood can be attributed to factors like the amount of cash available when consumers are shopping and the layout in the store, among other promotion factors. This shows that these predictors have a good ability to explain this dependent variable. The adjusted R-square of 0.670 holds that the model still

has high stability regardless of the number of predictor variables included in the model. Likewise, the R-Square for impulse buying is 0.554, which means 55.4% of fluctuations in impulse buying are attributed to the independent variables that include consumer mood as a mediator. The adjusted R-square value of 0.551 shows that the formulated model is well fit with a reasonably low likelihood of overfitting due to many predictors. The findings shown below illustrate that the predictors are meaningful in explaining the dependent variables, where consumer mood has a slightly higher variance explained than the other two variables. From these findings, retailers can use the factors that improve overall mood; when these are enhanced, they trigger impulsive buying. The findings also point to the need to get more variables, which can help reduce the variance of endogenization and PSLT.

Table 10: F-square (Effect Size)

Cash Availability -> Consumer Mood	0.117
Consumer mood -> Impulse Buying	1.243
Promotional Activities > Consumer Mood	0.004
Store Layout-> Consumer Mood	0.315

Source: Smart PLS 4

The F-square values indicate the strength of relationships between various factors influencing consumer impulse buying behavior. Cash availability has a moderate positive effect on consumer mood (0.117), suggesting that when consumers have more cash, their mood improves slightly. In contrast, consumer mood has a strong influence on impulse buying (1.243), indicating that a positive mood significantly increases the likelihood of impulsive purchases. Promotional activities have a negligible effect on consumer mood (0.004), suggesting that they do not substantially enhance mood. However, store layout has a moderate positive impact on consumer mood (0.315), implying that an effective store design can improve shoppers' feelings, potentially leading to increased spending. Overall, these factors interplay to shape consumer behavior, highlighting the importance of mood in driving impulse buying.

DISCUSSION

Based on the findings of the present study, it is possible to provide recommendations for the significance potentiation of consumer mood and the main motivational factors regarding impulsive buying within the framework of formalized retail spaces. These findings imply that the structural

model outcomes reflect how the store layout and the cash availability are increasingly important predictors of consumer buying behavior. This means that mood has a mediating role in enhancing the importance of consumer buying behavior, store layout, and cash availability relationships. The results also show that store layout has a positive effect on consumers' mood ($\beta = 0.549$, t = 6.296, p < 0.001) and impulse buying ($\beta = 0.408$, t= 5.935, p < 0.001). The findings imply that an overall positive mood enhances the tendency to make impulse purchases in an attractively designed and systematically arranged store. These results support earlier research emphasizing the importance of environmental stimuli in generating and reinforcing impulse purchasing behaviors (Bitner, 1992, p.180) [38]. Like with access, cash availability has a significant positive impact on mood ($\gamma = 0.285$, t = 3.468, p = 0.001) as well as impulse buying ($\gamma = 0.212$, t = 3.269, p = 0.001). This supports the assertion that financial liquidity is an essential success factor because it enables consumers to act when an impulse to buy occurs suddenly. These outcomes can be tied to works arguing that economic autonomy shapes the behavior of customers in retail contexts (Beatty & Ferrell, 1998) [13]. The role of consumer mood as the mediator between predictors and impulse buying is also well illustrated in the mediation analysis. For instance, store layout has a positive correlation with impulse buying through mood ($\beta = 0.408$, t = 5.935, p < 0.001), as is cash availability ($\beta = 0.212$, t = 3.269, p = 0.001), which underscores why consumer's emotions are crucial for understanding and designing retail interventions. In fact, it was observed that promotional activities do not seem to have a straight or indirect effect at the level of consumer affective tone or/and impulse purchase intention (p > 0.05). The outcome implies that while promotions are widely used as marketing communication instruments, they could not elicit intimate or experiential stimuli that affect attitude or emotional/impulsive purchase responses for consumers, as noted in present literature in consumer behaviour. The additional indications are the R-square values, which are 67.7% for consumer mood and % for impulse buying, indicating what percent of the variance each predictor explains. These strong explanatory abilities demonstrate the utility of the model; however, the remaining variances indicate potential to add more predictor variables, for instance, social or psychological factors. Therefore, this work stresses the need to develop integrated retailing concepts where focus is placed on store environment and check details to capture consumer mood for incidental purchases. It is important that retailers do not become engrossed in ordinary promotional efforts but rather aim at developing settings that foster positive affect.

CONCLUSION

This study provides valuable insights into the factors influencing impulse buying behavior, emphasizing the critical roles of store layout, cash availability, and consumer mood. The results highlight that a well-designed store layout significantly impacts consumer mood and directly drives impulsive purchases, underscoring the importance of a visually appealing and organized shopping environment. Similarly, cash availability positively affects consumer mood and impulse buying, reflecting the critical role of financial convenience in facilitating unplanned purchases. Consumer

mood emerges as a vital mediating factor, strongly influencing impulse buying behavior. This finding confirms the emotional nature of impulsive decisions, as a positive mood acts as a catalyst for such behavior. Retailers can leverage these insights by designing strategies that foster positive emotional states, such as enhancing the physical shopping environment and ensuring financial accessibility for consumers. Interestingly, promotional activities showed no significant direct or mediated effects on consumer mood and impulse buying. This suggests that standalone promotional efforts may not effectively drive emotional or behavioral changes, potentially due to increased consumer awareness of marketing tactics. Retailers must focus on integrated strategies that combine promotions with experiential and mood-enhancing elements to maximize their impact. The study also establishes the robustness of the proposed model, with high R-square values for consumer mood and impulse buying, indicating strong predictive power. These findings provide practical implications for retailers seeking to optimize the shopping experience and encourage impulse buying through targeted interventions in store layout and financial facilitation, while also highlighting the limited effectiveness of conventional promotional strategies. Future research could explore additional predictors, such as social influences or cultural factors, to explain the remaining variance and offer a more comprehensive understanding of impulse buying behavior.

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