

Visitors' impulse shopping behavior at Kuala Lumpur International Airport (KLIA) 2

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Abstract

Visitors' impulse shopping behavior is widely happening throughout the daily routine without anyone realizing it. The objective of the paper is to examine the relationship between store environmental characteristics, namely, ambient, design, and social and the visitors' impulsive shopping behavior. Apart from that, the mediating effect of visitors' emotional responses on the relationship between store environmental characteristics and the visitors' impulse shopping behavior was also examined. Findings indicated that store environmental characteristics have a significant relationship with the visitor's impulse shopping behavior. The higher the store environmental characteristics effects such as ambient characteristics, design characteristics and social characteristics, the higher the rate of visitor's impulse shopping behavior will be. It was also revealed that store environmental characteristics have a significant relationship with the visitors' emotional responses. The better the store environmental characteristics effects such as ambient characteristics, design characteristics and social characteristics, the better the conditions of visitors' emotional responses. Results also indicated that visitors' emotional responses have a significant relationship with the visitor's impulse shopping behavior. The better the visitors' emotional responses, the higher the possibilities of visitor's impulse shopping behavior will be. And finally, the finding revealed that the visitors' emotional responses mediate the relationship between store environmental characteristics and the visitors' impulse shopping behavior.

Keywords:

Impulse shopping behavior, store environmental characteristics, emotional responses

1 Introduction

The improvement of shopping tourism can be seen as a phenomenon, policy makers, academics and business pioneers all over the world are attracted to have a thought on it (World Tourism Organization, 2014). Impulse shopping behavior is defined as an enigma in the marketing world, for here is a behavior which the literature and consumers both state is normatively wrong, yet which accounts for a substantial volume of the goods sold every year across a broad range of product categories (Cobb & Hoyer, 1986; Rook & Fisher, 1995). Impulse shopping behavior studies have pulled in academic researcher consideration because there appears to be a disagreement between what individuals say and what individuals do (Lin & Chen, 2013). They also stated that visitors' commercial activities at airports leads to the findings that time pressure and impulse-shopping tendencies play moderating roles on the connections between passengers' shopping inspirations and commercial activities including luxuries and travel products. Most visitors infrequently take part in impulse shopping. More than half of shopping mall visitors were found to shop on impulse (Nichols, Li, Roslow, Kranendonk & Mandakovic, 2001), indicating that impulse shopping is really crucial for the retailers' revenue. Impulse shopping may thus be activated by unconscious memories of advertising reaching visitors through a few of promotional channels (Shapiro & Krishnan, 2001). Impulse shopping is normal behavior among shoppers across the globe. Research to the extent indicates that almost anything may be shopped on impulse (Kacen & Lee, 2002; Rook & Fisher, 1995). Thus, this paper will discuss on the relationship between store environmental characteristics and the visitors' impulsive shopping behavior.

2 Literature Review

Based on the aforesaid background of study, Figure 1 below provides the theoretical framework along with brief discussion on the related hypotheses.

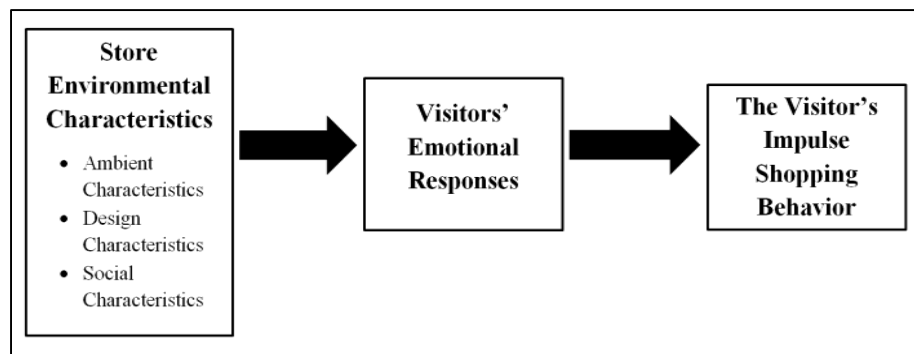


Figure 1. Theoretical framework

The theoretical framework has been adapted from Chang, Yan & Eckman (2014). Also, the literature review of the significant relationship between the relevant variables and impulse shopping behavior is being discussed.

2.1 Relationship between store environmental characteristics and the visitor's impulse shopping behavior

There is an exaggerating flow of research on store environmental, which explores the usefulness of its numerous characteristics on shoppers' behavior such as the awareness about store employees may have significant effects on shoppers' behavior towards service quality and merchandises have been shown (Hu & Jasper, 2006). Correspondingly, quality, value convenience, and variety heads to good impressions towards store brands (Semeijn, van Reil & Ambrosini, 2004). Mohan, Sivakumaran and Sharma (2013) expected that effects of impulse shopping be related to store environmental characteristics such as music and light. Hence, shoppers' positive affect are definitely influenced.

Store environment characteristics also may affect the store likeliness, quantity of goods shopped, money and time spent, perceived quality of patronage and merchandise, sales, product interpretation, satisfaction, and the choice of the store (Darden, Erdem & Darden, 1983). Nonetheless, there is insufficient amount of consideration given to the impacts of store environment characteristics towards impulse shopping despite of the rising of importance in making the store "experience" a key of uniqueness (Hu & Jasper, 2006). Thus, the following hypothesis is proposed:

H₁: There is a positive relationship between store environmental characteristics and the visitors' impulse shopping behavior.

2.1.1 Relationship between ambient characteristics and the visitors' impulse shopping behavior

Non-visual conditions in the shopping area environment, such as lighting and cleanliness are the definition for ambient characteristics (Baker, Grewal & Parasuraman, 1994). For instance, examination of merchandise and store image can both be influenced by lighting (Areni & Kim, 1994). Yet, lighting levels influenced consumers' shopping behavior. Clean stores and painted ceilings ought to have effect on shoppers' response positively. Shoppers' emotional responses are influenced by ambient characteristics (Tai & Fung, 1997). Ambient characteristic of a retail store should have certain effects towards consumers' cognitive (beliefs or symbolic meaning), emotional (mood or attitude), and physiological (pain or comfort) responses. For example, shoppers' inferences about merchandise quality could be influenced by the store's physical attractiveness (Baker et al., 1994). Also, the levels of pleasure experienced in the store are positively related to inside store environmental motivation such as unique displays. Mohan, Sivakumaran and Sharma (2013) assumed that influences of impulse shopping are related to store environmental characteristics such as light and music.

2.1.2 Relationship between design characteristics and the visitor's impulse shopping behavior

Visual and physical elements of retail environments that include architecture, color, materials, and style and may differentiate one retailer from another are basically all about design characteristics (Baker et al., 1994). According to Tai and Fung (1997), shoppers' emotional states and shopping decisions was influenced by design characteristics, may be especially significant when product and price contrasts are in little scale or when the product mixture is targeted for particular social classes or lifestyle shopper crowds. Implicit or explicit signals that link messages to shoppers' served as one of the characteristics of the store environment. The example of explicit communicators is signs. Meanwhile, implicit signs like wall paintings of the shopping store are less obvious. The affection of the merchandise and shoppers' assessments of stores are especially the store's explicit signals that derived from design characteristics (Bellizzi & Hite, 1992).

2.1.3 Relationship between social characteristics and the visitor's impulse shopping behavior

Density, privacy, types of shoppers, and appearance of retail employees all are included in social characteristics (Turley & Milliman, 2000). One of the most influential factors in the shopping environment is reported to be the social interaction between a salesperson and a shopper. Furthermore, the likable salesperson makes the shopper feel reassured as a person whose tastes are about the same and who is perceived as convincing. Fairly warm personal relationships between shoppers and salespeople are similar to other friendships, which involve intimacy, affection, social support, loyalty, and reciprocal gift giving have been found in other research. The marketing aims like loyalty, satisfaction, and good word of mouth among shoppers' have also been supported by the relationships (Hu & Jasper, 2006).

2.2 Relationship between store environmental characteristics and visitors' emotional responses

Shoppers react to music behaviorally and psychologically (Yalch & Spangenberg, 1990). Music is a crucial, most often and usually researched variable that have impacts on the states of affective (Bruner, 1990). It is a main ingredient variable leading to shoppers' behavior in store environments (Yalch & Spangenberg, 1990). The help from good music generates positive response (Garlin & Owen, 2006). Lighting systems that are well-designed could create an extra element towards the interior, control the shoppers' eyes to the key sales points, establish an environment of motivation and generate positive influence (Smith, 1989). Both music and lighting arouse positive response (Yoo, Park & MacInnis 1998).

Positive emotions evoke if the retail store makes it simple for the shoppers to search the goods they are searching for, by granting a fantastic layout of the store and ample signage (Spies, Hesse & Loesch, 1997). A great layout may enhance and produce positive response by helping the shoppers search what they need quickly (Spies et al., 1997). A great layout also may lead the shopping experience more pleasurable, by decreasing the stress that perceived in shopping (Baker, Parasuraman, Grewal & Voss, 2002) and by arousing positive response (Yoo et al., 1998). Store employees provide service leading to enjoyable store experiences (Jones, 1999). Frequently, exquisite elements in the shoppers' behavior contribute to positive emotional responses, such as being easily available or a smile for shoppers. Even in concise and simplest encounters the employee evokes positive response (Mattila & Enz, 2002). Store stimuli biases influence assessment in an affect congruent course way. Hence, the following hypothesis is suggested:

H₂: There is a positive relationship between store environmental characteristics and visitors' positive emotional responses.

2.3 Relationship between visitors' emotional responses and the visitors' impulse shopping behavior

Post academicians have demonstrated a positive impact between positive emotion and impulse shopping. A delightful environment eventually leads to unplanned and extra time shopping (Donovan, Marcoolyn & Nesdale, 1994). Beatty & Ferrell (1998) also found a positive relationship between positive emotional responses and impulse shopping behavior. Shoppers acquire pleasure and joy from shopping (Babin, Darden & Griffin, 1994). Individuals shop for both utilitarian and hedonic reasons (Jones, 1999), Shoppers who love shopping believed to involve more in unplanned shopping, and obtain psychological compensation from the shopping process again and again. Thus, the following hypothesis is suggested:

H₃: There is a positive relationship between visitors' positive emotional responses and the visitors' impulse shopping behavior.

2.4 Relationship between visitors' emotional responses and the visitors' impulse shopping behavior

Positive emotional responses from shoppers are elicited through shopping environmental characteristics. Shopper conducts like impulse shoppers, shopping rates, and time used at the store appears to be influenced by amusing feelings, color, store and merchandise image, arousal, and ability to draw attention of shoppers toward a store environment (Bellizzi & Hite, 1992). Hence, tempting pattern characteristics of store retail environment could influence shoppers' positive emotional responses. Shopping behavior is affected by a shopper's emotional state. Specifically, impulse shopping behavior may be positively influenced by positive emotion, such as delightful. Positively emotions shoppers will employ more impulse shopping because of the wish

to reward themselves, high energy levels, and the feeling of less restrained (Rook & Gardner, 1993). Hence, the following hypothesis is proposed:

- H₄: Visitors' emotional responses mediate the relationship between store environmental characteristics (ambient characteristics, design characteristics, social characteristics) and the visitors' impulse shopping behavior.

3 Methodology

The study is descriptive in nature with questionnaire being used as the means of data collection, which related to impulse shopping behavior. In order to gather the data, self-administered questionnaires were used as the survey method. A structured questionnaire is a predetermined set of questions designed to obtain data from the respondents whereby they can also complete a questionnaire without using the help from the researcher. This study was conducted at Kuala Lumpur International Airport (KLIA) 2. The total populations at Kuala Lumpur International Airport (KLIA) 2 based on Gateway KLIA2 Monthly Customer Counting Checklist 2015 were 2,451,909 visitors. The monthly customer counting checklist consists of both local and international visitors respectively. Based on Table 1, the monthly customer counting checklist 2015 comprises of all the gateway@klia2, terminal airport, and airlines visitors respectively. Hence, the study will go for the total data statistic of 2015 with 2,451,909 persons in determining the sample size.

Table 1: Monthly customers counting checklist 2015

Month	Total
Jan	221,063
Feb	141,638
Mar	194,420
Apr	195,414
May	199,425
Jun	203,743
Jul	192,504
Aug	213,030
Sep	197,138
Oct	228,137
Nov	222,875
Dec	242,522
Grand Total	2,451,909

Source: Gateway KLIA2 monthly customer counting checklist (2015)

The researcher has decided to use convenience sampling as the sampling procedures. The respondents were approached whenever and wherever the researcher feels suitable. The target sample for this study was the visitors of KLIA 2. It is recommended that sample sizes larger than 30 and less than 500 are appropriate for

most of studies (Roscoe, 1975). According to Krejcie and Morgan (1970) sample size table, the minimum number of respondents for the study should be 384. Thus, the researcher has proceeded to have 400 respondents as the sample size in order to avoid any misfortune of invalid questionnaires returned. Table 2 shows the survey questions and source of instrument.

Table 2: Survey questions and source of instruments

No.	Items	Source
SECTION A: THE VISITORS' IMPULSE SHOPPING BEHAVIOR		
1.	I often feel a sudden urge to go out and buy something.	Adapted from Kim (2014)
2.	Sometimes I feel like buying things on the spur of the moment.	
3.	When I need to buy something, I usually get it without thinking.	
4.	I want to buy the product even though it was not in my list of shopping.	
5.	I felt like won't be able to get it off my mind until I buy it.	
6.	I was impulsive in decision to shop.	
SECTION B: STORE ENVIRONMENTAL CHARACTERISTICS		
PART I: AMBIENT CHARACTERISTICS		
7.	The store display influences me to make purchase.	Adapted from Lee (2008)
8.	The store cleanliness attracts me to visit.	
9.	The store lighting was appropriate.	
10.	The store temperature was comfortable.	
11.	The store played music that I like.	
12.	Store music was played at an appropriate volume.	
PART II: DESIGN CHARACTERISTICS		
13.	The store environment was comfortable.	Adapted from Lee (2008))
14.	The store's architecture gave it an attractive character.	
15.	The store was decorated in an attractive fashion.	
16.	The interior wall and floor color schemes were attractive.	
17.	Store layout made it easy to get to the merchandise I wanted.	
18.	Overall, the design layout made it easy to get around.	
PART III: SOCIAL CHARACTERISTICS		
19.	I go shopping to watch other people.	Adapted from Lee (2008)
20.	I was influenced to make purchases by a helpful or friendly salesperson.	
21.	Sales associates that are attractive influence me.	
22.	Sales associates that are dependable influence me.	
23.	Sales associates that are trustworthy influence me.	
24.	Shopping satisfies my sense of curiosity.	
SECTION C: THE VISITORS' EMOTIONAL RESPONSES		
25.	I buy things according to how I feel at the moment.	Adapted from Lee (2008)
26.	I tend to have positive emotion when impulse shopping.	
27.	I tend to have negative emotion when impulse shopping.	
28.	I enjoy looking for discounts when I shop.	

29. I felt somewhat guilty after buying something, because it seemed unreasonable.

30. Shopping offers new experiences.

SECTION D: SITUATIONAL CHARACTERISTICS

PART I: MONEY AVAILABILITY

31. I shop with my own money.

Adapted from

32. I tend to go shopping as soon as I have money.

Youn (2000)

33. I still shop with awareness of little money left.

34. I keep close track of where my money goes.

35. I believe that having more money would solve most of my problems.

36. Most of the things I bought were on promotion or discount.

PART II: TIME AVAILABILITY

37. There are certain times when I have a strong urge to shop.

Adapted from

38. I have limited time available for shopping.

Youn (2000)

39. I am likely to spend time looking around the malls.

40. I spend some time looking at items that I have no intention to buy.

41. I am more likely to be fast and precise than to be slow and careless.

42. When faced with a decision, I usually take time to consider and weight all aspects.

PART III: TASK DEFINITION

43. I carefully plan most of my purchases.

Adapted from

44. I will not buy until I make sure that I am getting a real bargain.

Youn (2000)

45. I generally do not like to have detailed plans.

46. I often start planning with only a vague idea of what the end result will be.

47. I sometimes experienced a sudden urge to buy the product.

48. I only buy items that can be useful for me myself.

SECTION E: BACKGROUND INFORMATION

49. Age.

50. Gender.

51. Marital Status.

52. What kind of visitor are you?

53. What is your approximate income for a month?

54. What is your education achievement?

55. How many times do you visit KLIA 2 in a year?

For this study, the questionnaires were divided into five sections (Section A until Section E). The first section of the questionnaire gathered the store environmental characteristics information, which consists of three parts, namely, ambient characteristics, design characteristics, and social characteristics. Meanwhile, the second section consists of the visitors' emotional responses information. Then, the third section consists of situational characteristics divided into three parts: money availability, time availability, and task definition. Next, the fourth section consists of the visitor's impulse

shopping behavior information. The last section was on the information of respondents' background information. All sections consisted of items that utilized a 5-point Likert type scale. Exception was made for the last section that was on demographic profile section. The guides for the 5-point Likert scale ranked from 1 "Strongly Disagree" to 5 "Strongly Agree".

4 Results

4.1 Survey response

From the total of 400 questionnaires distributed, only 389 sets of questionnaires were valid for use and another 11 sets of questionnaires were not valid for use due to incomplete responses. Thus, 97.25% response rate was successfully gained. The survey data revealed that male respondents fall behind the survey by contributing 42.7% of the overall respondents with the frequency of 166. Meanwhile, female respondents contributed an amount of 57.3% with the frequency of 223 only. The survey data also showed that local visitor respondents dominated the survey by contributing 69.4% of the overall respondents with the frequency of 270. Meanwhile, international visitor respondents contributed an amount of 30.6% with the frequency of 119 only.

4.2 Hypotheses testing

Table 3: Results of store environmental characteristics on the visitor's impulse shopping behavior using multiple regression analysis

Hypothesis	R	R ²	Adj. R ²	Std. Error	F Change
H ₁ : There is a positive relationship between store environmental characteristic and the visitor's impulse shopping behavior	0.201	0.040	0.033	0.81981	5.414

Notes: n=389

Predictors: (Constant), Store Environmental Characteristics (SEC)

Dependent Variable: Impulse Shopping (IS)

According to the results of correlation between store environmental characteristic and the visitor's impulse shopping behavior in Table 3, the R-value was 0.201, which means there is a moderate positive relationship between the two variables. Besides, in regression analysis, the p-value was 0.001, which was less than 0.05, indicates that the correlation is relevant and the set of variables is linearly related. The main hypothesis (H₁) was statistically significant.

Hypothesis (H₁) dealt with the relationship between store environmental characteristics and the visitors' impulse shopping behavior. It is proven that ambient characteristic of a retail store should have certain effects towards consumers' cognitive (beliefs or symbolic meaning), emotional (mood or attitude), and physiological (pain or

comfort) responses. For example, shoppers’ inferences about merchandise quality could be influenced by the store’s physical attractiveness. Also, the levels of pleasure experienced in the store are positively related to inside store environmental motivation such as unique displays. Additionally, visual and physical elements of retail environments that include architecture, color, materials, and style and may differentiate one retailer from another are basically all about design characteristics. Implicit or explicit signals that link messages to shoppers served as one of the characteristics of the store environment. The example of explicit communicators is signs. Meanwhile, implicit signs like wall paintings of the shopping store are less obvious. The affection of the merchandise and shoppers’ assessments of stores carried are especially the store’s explicit signals that derived from design characteristics. It is also convinced that density, privacy, types of shoppers, and appearance of retail employees all are included in social characteristics. One of the most influential factors in the shopping environment is reported to be the social interaction between a salesperson and a shopper. Furthermore, the likable salesperson makes the shopper feel reassured as a person whose tastes are about the same and who is perceived as convincing.

Table 4: Results of store environmental characteristics on the visitors’ emotional responses using multiple regression analysis

Hypothesis	R	R ²	Adj. R ²	Std. Error	F Change
H ₂ : There is a positive relationship between store environmental characteristic and the visitors’ emotional responses	0.320	0.103	0.096	0.61925	14.684

Notes: n=389

Predictors: (Constant), Store Environmental Characteristics (SER)

Dependent Variable: Emotional Response (ER)

Table 4 depicts the results of correlation between store environmental characteristic and the visitors’ emotional responses. The R-value was 0.320, which means there is a moderate positive relationship between the two variables. Besides, in regression analysis, the p-value was 0.000, which was less than 0.05, indicates that the correlation is relevant and the set of variables is linearly related. The main hypothesis (H₂) was statistically significant. Based on the result, store environmental characteristic had a moderate positive relationship with the visitors’ emotional responses. Thus, it can be concluded that H₂ was supported and the null hypothesis was rejected.

Shoppers’ emotional responses are influenced by ambient characteristics. Clean stores and painted ceilings affect the shoppers’ response positively. On top of that, lighting systems that are well designed could create an extra element towards the interior, and generate positive influence. Next, positive emotions evoke if the retail store makes it simple for the shoppers to search the goods they are searching for, by granting a fantastic layout of the store and ample signage. A great layout may enhance

and produce positive response by helping the shoppers search what they need quickly. A great layout also may lead the shopping experience more pleasurable, by decreasing the stress that perceived in shopping. Then, store employees provide service leading to enjoyable store experiences. Frequently, exquisite elements in the shoppers' behavior contribute to positive emotional responses, such as being easily available or a smile for shoppers. Even in concise and simplest encounters the employee evokes positive response. Fairly warm personal relationships between shoppers and salespeople are similar to other friendships, which involve intimacy, affection, social support, loyalty and reciprocal gift giving.

Table 5: Results of Visitors' Emotional Responses on the Visitor's Impulse Shopping Behavior using Multiple Regression Analysis

Hypothesis	R	R ²	Adj. R ²	Std. Error	F Change
H ₃ : There is a positive relationship between visitors' emotional responses and the visitor's impulse shopping behavior	0.623	0.388	0.387	0.65293	245.571

Notes: n=389

Predictors: (Constant), Visitors' Emotional Responses (ER)

Dependent Variable: Visitor's Impulse Shopping Behavior (IS)

Table 5 reveals the results of correlation between visitors' emotional responses and the visitor's impulse shopping behavior. The R-value was 0.623, which means there is a moderate positive relationship between the two variables. Besides, in regression analysis, the p-value was 0.000, which was less than 0.05, indicates that the correlation is relevant and the set of variables is linearly related. The main hypothesis (H₃) was statistically significant. The finding revealed that visitors' emotional responses had a positive relationship with the visitors' impulse shopping behavior. Thus, shopping behavior was impacted by a shopper's state of emotion. Specifically, impulse shopping behavior may be positively influenced by positive emotion, such as excitement. Positively emotions shoppers will exhibit more impulse shopping because of the high energy levels, wish to reward themselves, and the feeling of less restrained. On the other hand, persons that having anxiety, sadness, irritability, moodiness and emotional instability were to display negative impulse shopping behavior.

In this analysis, the predictor comprised the store environmental characteristics as independent variable and the visitors' emotional responses as mediator, while criterion referred to the visitors' impulse shopping behavior. The results of analysis using multiple regressions were exhibited in Table 6.

Table 6: Results of multiple regression

Predictors	Model 1 Std. β	Model 1 Std. β
Step 1: Model Variable		
Store Environmental Characteristics	0.189***	
Step 2: Model Variable		
Visitors' Emotional Responses		0.623***
R ²	0.036	0.388
Adj. R ²	0.033	0.387
R ² Change	0.036	0.388
F-Change	14.376***	245.571***

Note: * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$

Hypothesis (H₄) dealt with the mediating effect of visitors' emotional responses on the relationship between store environmental characteristics and the visitors' impulse shopping behavior. In the first step of hierarchical multiple regression, store environmental characteristics was able to explain the 3.6 percent ($R^2=0.036$, F-change=4.376, $p < 0.05$) of the variation on the visitor's impulse shopping behavior. The value of $\beta=0.189$, $p < 0.05$ demonstrated that store environmental characteristics had a small to moderate positive relationship with the visitor's impulse shopping behavior.

In the second step of hierarchical multiple regressions, visitors' emotional responses as mediator was entered as another independent variable to influence the dependent variable. The visitors' emotional responses is able to explain the 38.8 percent ($R^2=0.388$, R^2 Change=0.388) as a mediator for the relationship between store environmental characteristics and the visitors' impulse shopping behavior. The beta value ($\beta=0.623$, $p < 0.05$) of visitors' emotional responses mediates the relationship between store environmental characteristics and the visitors' impulse shopping behavior. Thus, it can be claimed that, visitors' emotional responses mediate the relationship between store environmental characteristics and the visitors' impulse shopping behavior.

The result was similar to the related past studies carried out by Lee (2008), Chang, Yan & Eckman (2014) and, Kim (2014). Positive emotional responses from shoppers are elicited through shopping environmental characteristics. Shopper conducts like impulse shoppers, shopping rates, and time used at the store appears to be influenced by amusing feelings, color, store and merchandise image, arousal, and ability to draw attention of shoppers toward a store environment. Shopping behavior affected by a shopper's emotional state. Specifically, impulse shopping behavior may be positively influenced by positive emotion, such as delightful. Positively emotions shoppers will employ more impulse shopping because of the wish to reward themselves, high energy levels, and the feeling of less restrained.

5 Limitations and Recommendations for Future Research

There were a few limitations concerning this study. Firstly, this study was a cross sectional study and the data was collected at one-time basis only. A longitudinal study can be conducted to verify this finding and get the data more precisely from the visitors as the impulse shopping behavior might change across time. As an example, the researcher can trace the respondents and see whether they will come back again to shop in the future. On the other hand, this study's respondents were comprised of both local visitors as well as international visitors. The researcher was confident that if the study were focusing on comparison of type of visitors between local visitor's perspective or international visitor's perspective, the results would produce different findings. Besides that, this study hopes to become a stepping-stone for future researchers to identify the overall findings based on both local and international visitors.

6 Conclusion

It can be concluded that store environmental characteristics significantly and positively related to the visitors' impulse shopping behavior. Nevertheless, it proves that visitors' emotional responses mediate the relationship between store environmental characteristics and the visitors' impulse shopping behavior. The stores available at Kuala Lumpur International Airport (KLIA) 2 that seek more visitors to improve their revenues must understand what the visitors want and expect from they themselves. They must foresee the vital indicator of the visitors' desire and they must at least try to cope with that. It is believed that each visitor has their own point of view on what makes them to submit to impulse shopping especially at Kuala Lumpur International Airport (KLIA) 2 itself. Thus, it can be concluded that this study helps in determining the store environmental characteristics that trigger the visitors to shop. As a result, this study should be able to help the Kuala Lumpur International Airport (KLIA) 2 management, gateway@klia2 shopping mall or any other parties to find out the best ways to improve the shopping behavior among the visitors.

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