

## THE INFLUENCE OF VISUAL MERCHANDISING, PRICE DISCOUNTS, AND SHOPPING LIFESTYLE ON IMPULSE BUYING BEHAVIOR OF GENERATION Z AT MINISO STORE GALAXY MALL SURABAYA



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### Abstract

Business competition in today's globalized era is increasingly tight and dynamic. Local and multinational companies are competing to seize market share, especially in the highly promising retail sector. One of the retail stores in Indonesia that is currently popular among Generation Z is Miniso, which often becomes a destination for Generation Z to browse or purchase unique and cute items. This research aims to determine the influence of visual merchandising, price discounts, and shopping lifestyle on impulse buying among Generation Z at the Miniso store in Galaxy Mall Surabaya. This research uses a quantitative approach. The population of this study is Generation Z, aged 17-27, residing in Surabaya. This study uses a sample of 150 respondents using a non-probability sampling method and a purposive sampling technique. Multiple linear regression analysis was employed to analyze the data, which was processed using SPSS version 27. The results of this study indicate that visual merchandising, price discounts, and shopping lifestyle simultaneously influence impulse buying. Partially, however, visual merchandising does not have a significant effect on impulse buying, while price discounts and shopping lifestyle do have significant effects on impulse buying.

**Keywords:** Visual Merchandising, Price Discount, Shopping Lifestyle, Impulse Buying

## INTRODUCTION

Business competition in the current era of globalization is becoming increasingly fierce and dynamic. Numerous large-scale companies, both local and multinational, are striving to gain and maintain market share. In response to this intense industrial competition, businesses must formulate and implement appropriate strategies to remain competitive (Mark & Kristanto, 2020). This situation is largely driven by the rapid advancement of information and communication technology, which has significantly influenced consumer behavior, making it more sophisticated and diverse. As a result, businesses are now faced with new challenges, particularly the need to swiftly adapt to dynamic and often unpredictable shifts in consumer preferences (Musyarrofah & Susyanti, 2024).

Globalization has also triggered the emergence of various types of businesses, with the retail sector standing out as one of the most promising and potentially profitable industries (Aksa et al., 2023). According to the 2021 Global Kearney data, China ranked first in the Global Retail Development Index (GRDI) with a score of 72.8, followed by India (64.4), Malaysia (54.1), and Indonesia (53.0) (Goodstats.id, 2022). The retail boom in these countries is primarily supported by sustained economic growth, rising income levels, large population bases, and lifestyle changes that favor increased consumer spending.

Generation Z, in particular, has a strong affinity for technology and social media. Offline retail outlets that feature visually appealing interiors, aesthetic product arrangements, and attractive displays are often favored by this generation, not just for shopping but also for creating shareable content on social media. Retailers can leverage these preferences by using popular social media trends to promote their brands and products.

One effective strategy to compete in the retail industry is by understanding consumers' impulse buying behavior (Putra Pratama et al., 2024). Impulse buying refers to spontaneous purchasing decisions triggered by external stimuli while in-store, without prior planning. It involves a sudden and compelling urge to make a purchase, often driven by emotions rather than rational decision-making (Salsabila & Suyanto, 2022).

A key tactic to stimulate impulse buying is the strategic use of **visual merchandising**, including attractive product displays, eye-catching color schemes, and efficient store layouts. These elements can entice consumers to enter a store and enjoy the shopping experience (N.

E. Putri et al., 2024). According to Sari and Alit, as cited by Fatmawati & Zaini (2023), visual merchandising shapes consumers' perceptions of a product's physical appeal, often encouraging purchases even when the consumer lacks full understanding of the product's use. Consumers drawn to well-designed displays may visit a store without initially intending to make a purchase (Seno Anjanarko & Mardikaningsih, 2022).

Another commonly used strategy is offering **price discounts** as a promotional tool. As stated by Kasimin (cited in Y. E. Sinaga & Marpaung, 2023), a price discount refers to a reduction in the selling price, often provided for early or cash payments. Discounts can serve as a strong incentive for customers to make immediate purchases. As a flexible component of the marketing mix, price discounts can be easily adjusted to suit market dynamics. According to Kotler and Armstrong (quoted by Miranda & Sudaryanto, 2022), price discounts can take various forms, such as cash discounts for prompt payments, volume discounts for bulk purchases, and time-limited discounts for purchases within a specific period.

Generation Z's purchasing behavior is not solely driven by functional needs, but also by the desire to express identity, follow trends, and enhance self-image. Possessing popular products becomes a way for them to signal their status and enjoy lifestyle experiences. According to Levy & Weitz, as cited by Yulinda et al. (2022), **shopping lifestyle** refers to how individuals allocate their time and money, their purchasing activities, and their attitudes toward consumption. This lifestyle is influenced by a tendency toward impulsive consumption driven by emotions, leading individuals to seek pleasure in shopping and potentially triggering unplanned purchases (Liska & Nur Utami, 2023).

One prominent retail brand in Indonesia that appeals to Generation Z is **Miniso**, known for offering visually attractive and unique products. As noted by Saputri & Jalari (2023), Miniso is frequently visited by Generation Z customers, particularly for its cute and aesthetically pleasing items. Research by Wulandari & Harsoyo (2023) supports this, showing that Miniso's product appeal resonates strongly with Generation Z. Isabella et al. (2021) further found that the majority of Miniso Surabaya shoppers are between 20–30 years old.

Miniso originated in China and incorporates a Japanese-inspired design concept. Established in Guangzhou in 2013, the brand in Indonesia is operated by PT Miniso Lifestyle Trading Indonesia. Miniso falls under the fast fashion category and offers a wide range of daily necessities, including fashion items, accessories, beauty products, household goods, and electronics. Its colorful product arrangements, affordable prices, and alignment with modern lifestyle trends are central to its appeal.

While many customers have praised Miniso's products and services, some have also expressed dissatisfaction. For instance, Hendri Wijaya appreciated the store's cute items and stationery offerings, and Fajar Cahyono complimented the variety of products available, although he noted some empty shelves. Conversely, Wahyuningsih Indah K expressed disappointment regarding promotional inconsistencies, specifically a 70% discount and 20% OVO cashback that were not honored. These reviews indicate that while product quality, service, and presentation at Miniso Galaxy Mall 3 Surabaya are generally satisfactory, issues with promotional transparency and consistency remain a concern.

Based on the discussion above, this research aims to examine the influence of visual merchandising, price discounts, and shopping lifestyle on **impulse buying behavior among Generation Z consumers** at Miniso Galaxy Mall 3 Surabaya. Despite Generation Z's potential as a major consumer segment, their shopping behaviors and the factors that trigger impulsive purchases remain underexplored. Miniso Galaxy Mall 3 was chosen as the research site due to its status as a prominent retail location in East Surabaya, frequently visited by Generation Z shoppers

## **REVIEW OF LITERATURE**

### **Visual Merchandising**

Visual merchandising is a strategic combination of product arrangement, graphic design, and interior aesthetics aimed at stimulating consumer interest and creating a specific in-store atmosphere—whether cheerful, energetic, warm, or relaxing. This approach is designed to enhance the overall shopping experience and encourage purchase decisions (Sumampouw et al., 2023). Sari and Alit, as cited in Fatmawati & Zaini (2023), describe visual merchandising as the consumer's perception of a product's physical appearance, which

can influence purchasing decisions even when the consumer lacks full understanding of the product's utility. Furthermore, Pancaningrum (in Rahmawati, 2024) identifies four primary indicators of visual merchandising: **product display, color, lighting, and product assortment.**

### **Price Discount**

Price discounts represent a common promotional strategy employed in both physical and online retail formats. These discounts are directed toward end consumers and are typically applied as a percentage or nominal reduction from the regular price. The primary objective of offering price discounts is to attract consumer attention and stimulate purchase interest within a limited promotional timeframe (Sonata, 2019). According to Isnaini et al. (2022), discounts not only enhance consumer attraction but also contribute to increasing a company's sales volume and brand visibility. Sutisna, as referenced by H. L. Sinaga et al. (2023), outlines three core indicators of price discounts: **the magnitude of the discount, the duration of the discount, and the types of products offered at a discounted price.**

### **Shopping Lifestyle**

According to Philip Kotler, as cited in Sucidha (2019), shopping lifestyle refers to a pattern of individual behavior encompassing various activities, preferences, and opinions in relation to consumption. It reflects how individuals allocate time and financial resources to purchase goods, services, fashion, entertainment, and technology. Anggreani & Suciarto (2020) emphasize that shopping lifestyle is a manifestation of consumption patterns embedded in daily routines, while Muslimatul & Rahayu (2019) argue that this behavior often reflects personal identity, even at the expense of other needs. Wahyuni & Zuhriyah (2020) identify four key indicators of shopping lifestyle: a) shopping as a routine activity to meet various needs; b) shopping as a social activity; c) shopping preferences that reflect social status; and d) consistent planning in shopping behavior.

### **Impulse Buying**

Impulse buying is defined as a spontaneous purchase decision made within a store, typically without prior intention or planning. Clover, as quoted by Setiawardani (2019), explains that such behavior is emotionally driven and occurs without conscious deliberation before entering the store. This unplanned act often results in immediate satisfaction.

According to Karapinar Celik (in Putu et al., 2021), various stimuli can trigger impulse purchases, including visual displays, product arrangements, scents, color schemes, and background music. Wahyuni & Setyawati (2020) propose four indicators to measure impulse buying behavior: **spontaneity in purchasing, haste in decision-making, emotional influence, and lack of consideration regarding consequences**

## RESEARCH METHOD

This study employed a **quantitative research approach**, which is characterized by a systematic, planned, and well-structured process from the formulation of the research problem to the development of the research plan. Quantitative research is concerned with the collection and analysis of numerical data, which in this study were processed using statistical techniques with the assistance of SPSS software.

According to Sugiyono (2019:17), the quantitative method is rooted in the **positivist paradigm** and is used to examine specific populations or samples. Data collection is conducted using structured research instruments, and the resulting data are analyzed using quantitative or statistical procedures to test predefined hypotheses.

The data in this study were obtained through a **survey** method using a **questionnaire** administered to a sample of the population. The research focused on **impulse buying behavior among Generation Z consumers** who shop at Miniso Galaxy Mall Surabaya. The target population comprised individuals aged **17 to 27 years** who reside in Surabaya.

The sample size for this study was determined using the **Cochran formula**, resulting in a total of **150 respondents**. The sampling technique used was **non-probability sampling**, specifically **purposive sampling**, where respondents were deliberately selected based on specific criteria aligned with the research objectives.

The data analysis procedure involved several stages:

1. Instrument testing, including validity and reliability tests;
2. Classical assumption testing, which included the normality test, multicollinearity test, and heteroscedasticity test;
3. Multiple linear regression analysis to determine the relationship between variables;
4. Hypothesis testing, including the F-test (simultaneous test), t-test (partial test), and

5. The coefficient of determination test ( $R^2$ ) to measure the model's explanatory power.

## RESULTS AND DISCUSSION

The results of the questionnaire via Google Form have collected a sample of 100 respondents which shows the characteristics of respondents based on gender, 24,67% female and 75,33% male. Characteristics of respondents based on age, 17-20 years 16%, 21-24 years 75,67%, 25-27 years 7,33%. Characteristics of respondents based on domicile: East Surabaya 73,33%, West Surabaya 5,33%, Central Surabaya 7,33%, South Surabaya 5,33%, and North Surabaya 8,67%. And characteristics of respondents based on occupation, 88% student, 7,33% employee, 4,67% entrepreneur, and 0% others.

### Validity Test

The validity test functions to assess the validity of the questionnaire. The purpose of this test is to ensure that each statement in the questionnaire produces accurate data by comparing the correlation value between  $r_{count}$  (correlated item-total correlation) with the values that have been set, that is,  $r_{table}$ . If  $r_{count} > r_{table}$ , then the statement is considered valid.

**Table 1**  
**Validity Test**

No.	Variabel/Butir Pernyataan	Korelasi	rtabel	Keterangan
Visual Merchandising				
1.	X1.1	0.664	0.1603	Valid
2.	X1.2	0.742	0.1603	Valid
3.	X1.3	0.708	0.1603	Valid
4.	X1.4	0.641	0.1603	Valid
Price Discount				
1.	X2.1	0.826	0.1603	Valid
2.	X2.2	0.769	0.1603	Valid
3.	X2.3	0.839	0.1603	Valid
4.	X2.4	0.790	0.1603	Valid
Shopping Lifestyle				
1.	X3.1	0.793	0.1603	Valid
2.	X3.2	0.775	0.1603	Valid
3.	X3.3	0.575	0.1603	Valid
4.	X3.4	0.765	0.1603	Valid
5.	X3.5	0.729	0.1603	Valid
Impulse buying				

1.	Y.1	0.813	0.1603	Valid
2.	Y.2	0.897	0.1603	Valid
3.	Y.3	0.896	0.1603	Valid
4.	Y.4	0.799	0.1603	Valid

It can be seen that the value of  $r_{count} > r_{table}$  obtained through the formula degree of freedom  $(df) = n - 2$ ,  $\alpha = 5\%$  then the calculation is  $150 - 2 = 148$ . The value of  $r_{table}$   $df = 148$ ,  $\alpha = 5\%$  is 0.1603. Therefore, all indicators in the research variables are considered valid.

### Reliability Test

**Table 2**  
**Reliability Test**

Variabel	Cronbach's Alpha Count	Cronbach's Alpha Minimum	Information
Visual Merchandising ( $X_1$ )	0,627	0,60	Reliabel
Price Discount ( $X_2$ )	0,819	0,60	Reliabel
Shopping Lifestyle ( $X_3$ )	0,781	0,60	Reliabel
Impulse Buying (Y)	0,874	0,60	Reliabel

It can be seen that the reliability test output can be concluded that all variable indicators in the research have Cronbach's Alpha  $> 0.60$ , so the questionnaire used in this research is reliable, has good accuracy and is suitable for the next stage of analysis.

### Normality Test

The **normality test** is conducted to determine whether the residuals in the regression model are normally distributed. Assessing the normality of residuals is essential to meet one of the classical assumptions in linear regression analysis. In this study, the **Kolmogorov-Smirnov (K-S) test** was used to evaluate the normality of the data distribution.

The data is considered to be **normally distributed** if the **significance value (Asymp. Sig.)** obtained from the Kolmogorov-Smirnov test is **greater than 0.05**. A significance value above this threshold indicates that there is no statistically significant deviation from a normal distribution, thus satisfying the assumption of normality.

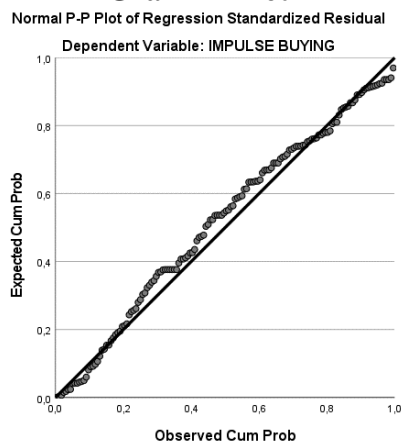
**Table 3**  
**Normality Test**

<b>One-Sample Kolmogrov-Smirnov Test</b>
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		Unstandardized Residual	
N		150	
Normal Parameters <sup>a,b</sup>	Mean	,0000000	
	Std. Deviation	2,60470496	
Most Extreme Differences	Absolute	,070	
	Positive	,051	
	Negative	-,070	
Test Statistic		,070	
Asymp. Sig. (2-tailed) <sup>c</sup>		,070	
Monte Carlo Sig. (2-tailed) <sup>d</sup>	Sig.	,072	
	99% Confidence Interval	Lower Bound	,066
		Upper Bound	,079
a. Test distribution is Normal.			
b. Calculated from data.			
c. Lilliefors Significance Correction.			
d. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 334431365.			

By referring to table 3 , it is known that the significance value is 0.070, which indicates  $0.070 > 0.05$  or a significance value  $> 0.05$ . It can be concluded that the normality test results use the method Kolmogrov-Smirnov shows a normal distribution. So, this research can be continued to the next testing stage process.

**Figure 1**  
**Grafik P Plot**



In addition, the normality test is also detected using the Normal Probability Plot formula, which is used to show that if the points on the graph are scattered not far from the diagonal line or follow the diagonal line, it can be said that the regression model in this study is normally distributed.

**Multikolinearity Test**

The multicollinearity test is a process for testing the existence of correlation between independent (free) variables in the regression model. This test is expressed through the VIF (Variance Inflation Factor) value. Multicollinearity is considered absent if the VIF value is  $\leq 10$  and the tolerance value is  $> 0.10$ . The following are the results of the multicollinearity test:

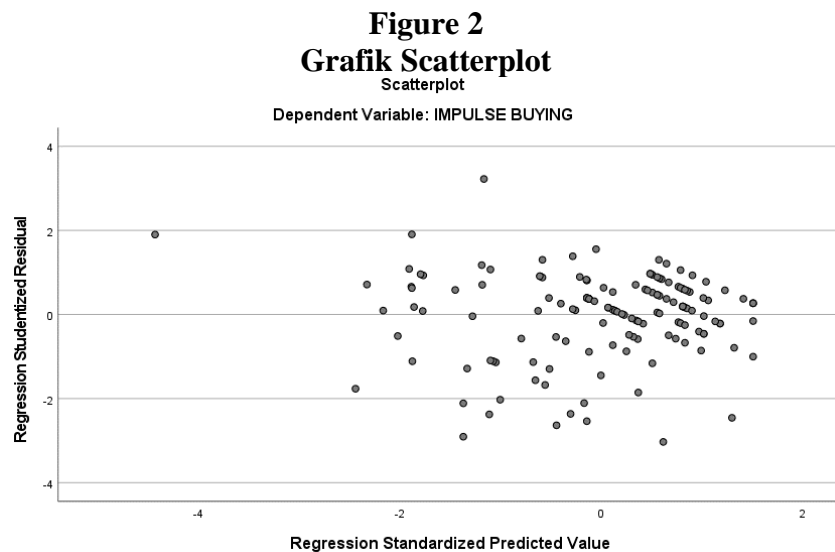
**Table 4**  
**Multikolinearitas Test**

Coefficients <sup>a</sup>			
Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Visual Merchandising	,803	1,245
	Price Discount	,520	1,923
	Shopping Lifestyle	,450	2,220
a. Dependent Variabel : Impulse Buying			

It can be seen in table 4 that the multicollinearity test results obtained from all independent (free) variables have a tolerance value  $> 0.10$  and also a VIF value  $< 10$ . Thus, it can be concluded that the regression model is considered good because no multicollinearity was detected.

**Heteroskedasticity Test**

The heteroscedasticity test aims to identify whether there are differences in variance in the residuals in the regression model. This testing process involves analyzing scatterplot charts between SPRESID and ZPRED to determine the presence of certain patterns. If there is no clear pattern visible, such as points distributed evenly above and below the number 0 on the Y axis, then it can be concluded that heteroscedasticity is not occurring. The following are the results of the heteroscedasticity test:



It was found that the Scatterplot graph shows that there is no particular pattern, it is clear that the data points are spread without a pattern and are around zero. Therefore, it is concluded that heteroscedasticity did not occur in this study.

**Multiple Linier Regression Analysis**

Multiple linear regression analysis is used to test how big the influence of Visual Merchandising, Price Discount, and Shopping Lifestyle as independent (free) variables is on Impulse Buying as the dependent (dependent) variable. The following are the results of multiple regression analysis carried out using SPSS 27 software:

**Table 5**  
**Multiple Linier Regression Analysis**

<b>Coefficients<sup>a</sup></b>						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	-1,895	2,066		-,917	,360
	Visual Merchandising	-,056	,124	-,028	-,455	,650
	Price Discount	,365	,101	,278	3,602	<,001
	Shopping Lifestyle	,604	,094	,532	6,409	<,001

a. Dependent Variable : Impulse Buying

It can be seen in table 7 that the multiple linear regression equation is obtained as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

$$Y = -1.895 - 0.056 X_1 + 0.365 X_2 + 0.604 X_3 + e$$

The following is the interpretation of the linear regression equation above:

- 1) The constant value for Impulse Buying (Y) is -1.895. This means that if the Visual Merchandising, Price Discount, and Shopping Lifestyle variables are equal to zero, the Impulse Buying value is -1,895.
- 2) The regression coefficient for the Visual Merchandising variable (X1) is -0.056. Indicates a negative relationship. This means that if the Visual Merchandising value increases by 1 point and the other values remain constant, the Impulse Buying value will decrease by 0.056. On the other hand, if the Visual Merchandising value decreases by one unit and the other values remain constant, the Impulse Buying value will increase by 0.056.
- 3) The regression coefficient for the Price Discount variable is 0.365. Indicates a positive relationship. This means that if the Price Discount value increases by 1 point and the other values remain constant, the Impulse Buying value will increase by 0.365. On the other hand, if the Price Discount value decreases by 1 point and the other values remain constant, the Impulse Buying value will decrease by 0.365. The regression coefficient for the Shopping Lifestyle variable is 0.604. Indicates a positive relationship. This means that if the Shopping Lifestyle value increases by 1 point and the other values remain constant, the Impulse Buying value will increase by 0.604. On the other hand, if the Shopping Lifestyle value decreases by 1 point and the other values remain constant, the Impulse Buying value will decrease by 0.604.

**F Test (Simultaneous)**

The F test was carried out to determine the influence of the independent variables, namely Visual Merchandising (X1), Price Discount (X2), dan Shopping Lifestyle (X3) on the dependent variable, namely impulse buying (Y) together. The following are the results of the F test (simultaneous) using SPSS 27 software:

**Table 6**  
**F Test (Simultaneous)**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1014,603	3	338,201	58,927	<.001 <sup>b</sup>
	Residual	837,937	146	5,739		
	Total	1852,540	149			
a. Dependent Variable : Impulse Buying						
b. Predictors : (Constant), Shopping Lifestyle, Visual Merchandising, Price Discount						

To determine the Ftable value,  $Df = n-k-1$ ,  $Df = 150-3-1 = 146$  is 0.05 or 5%, the Ftable value is 2.67. it can be concluded that the significant value for the simultaneous influence of Visual Merchandising (X1), Price Discount (X2), and Shopping Lifestyle (X3) on the impulse buying variable (Y) is  $0.001 < 0.05$  with a value of  $F_{count} > F_{table}$ , namely  $58.927 > 2.67$ , it can be concluded that H1 is accepted and H0 is rejected, meaning that the variables Visual merchandising, Price Discount, and Shopping Lifestyle simultaneously influence Impulse Buying. **Test t (Partial Test)**

The t-test is a step in data testing that is carried out to determine the impact of the independent variable and the dependent variable. Below are the results of hypothesis testing related to the independent variables Visual Merchandising (X1), Price Discount (X2), and Shopping Lifestyle (X3) on the dependent variable, namely partial Impulse Buying (Y).

**Table 7**  
**Test t (Partial Test)**

Coefficients <sup>a</sup>						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	-1,895	2,066		-,917	,360
	Visual Merchandising	-,056	,124	-,028	-,455	,650
	Price Discount	,365	,101	,278	3,602	<,001
	Shopping Lifestyle	,604	,094	,532	6,409	<,001

a. Dependent Variable : Impulse Buying

It can be concluded that the  $t_{count} > t_{table}$  X1 value is  $-0.455 < 1.984$  with a significance value of  $0.650 < 0.05$ , so  $H_a$  is rejected. It can be concluded that this means that the visual merchandising variable (X1) hasn't a partially influence on impulse buying (Y). Then, for variable X2 of  $3.602 > 1.976$  with a significance value of  $0.001 < 0.05$  then  $H_0$  is rejected and  $H_1$  is accepted. It can be concluded that this means that the price discount variable (X2) has a partially significant influence on impulse buying (Y). And for variable X3 of  $6.409 > 1.976$  with significance value of  $0.001 < 0.05$  And for the variable It can be concluded that this means that the shopping lifestyle variable (X3) has a partially significant influence on impulse buying (Y).

**Determinant Coefficient Test (R<sup>2</sup>)**

The coefficient of determination test is one way to measure the extent to which the model is able to explain variations in the dependent (dependent) variable. If the R<sup>2</sup> value = 0, this indicates that the independent (free) variable cannot explain the variation in the dependent (dependent) variable. Conversely, if the R<sup>2</sup> value = 1, this indicates that the independent variable is fully able to explain variations in the dependent variable. The following is a test of the coefficient of determination using SPSS 27:

**Table 8**  
**Determinant Coefficient Test (R<sup>2</sup>)**

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the estimate
1	,924 <sup>a</sup>	,854	,849	1,17482
a. Predictors : (Constant), Service Quality, Store Atmosphere, Product Diversity				
b. Dependent Variable: Customer Satisfaction				

Based on Table 8, the coefficient of determination or R Square value was 0.548. This shows that visual merchandising, price discounts, and lifestyle shopping have an influence of 0.548 or 54.8% on Impulse Buying. Meanwhile, the remaining 45.2% is explained by other variables not examined in this study.

**H1: Influence of Visual Merchandising, Price Discount, and Shopping Lifestyle on Impulse Buying**

Based on the results of simultaneous hypothesis testing (F test) carried out by researchers using SPSS 27 software, it is known that the independent variables Visual Merchandising (X1), Price Discount (X2), and Shopping Lifestyle (X3) have a significant influence on the Impulse Buying (Y) variable. This can be seen from the  $F_{\text{count}} > F_{\text{table}}$ , namely  $58.927 > 2.57$ , and the significance value  $< 0.05$ , namely  $0.001 < 0.05$ , with an influence percentage of 54.8%. Therefore, it is concluded that  $H_0$  is rejected and  $H_1$  is accepted, which shows that Visual merchandising, Price Discount, and Shopping Lifestyle simultaneously have a significant effect on Generation Z's Impulse Buying at the Miniso Galaxy Mall Surabaya store.

For retail business players, it is very important to continue to develop and adapt their strategies, one of which is by utilizing the concept of impulse buying. Some aspects of impulse buying include Visual merchandising, creating a fun and engaging shopping experience, such as creating an atmosphere that invites customers to explore more products. Additionally, attractive discount offers, such as seasonal discount promotions or product bundling, can encourage impulse purchases and increase sales volume. Well-designed discounts not only attract new customers, but can also increase the frequency of visits by loyal customers. On the other hand, understanding and adapting to customer lifestyles, especially Generation Z, is very important in creating relevant marketing strategies. Generation Z is known as smart and critical consumers. Therefore, retail businesses need to conduct in-depth market research to understand the preferences and shopping habits of Generation Z. By integrating these elements, retail businesses can increase sales and create a better and more meaningful shopping experience, thereby building strong brand loyalty.

## **H2: Partial Influence of Visual Merchandising on Impulse Buying**

Based on multiple linear regression analysis data, the regression coefficient value for the Visual Merchandising variable is -0.056. Based on the results of the t-test carried out by researchers using SPSS 27 software, It is known that the independent variable, Visual Merchandising, does not significantly influence the Impulse Buying variable. This can be seen from the  $t_{\text{count}} > t_{\text{table}}$  value of  $-0.455 < 1.976$  and the significance value  $> 0.05$ , namely  $0.650 > 0.05$ . then  $H_0$  is accepted and  $H_2$  is rejected. It can be concluded that the Visual Merchandising variable has a negative and insignificant effect on the Generation Z

Impulse Buying variable at the Miniso Galaxy Mall Surabaya store. This means that the better the visual merchandising at the Miniso Galaxy Mall Surabaya store cannot increase Generation Z's impulse buying at the Miniso Galaxy Mall Surabaya store. Thus, it can be concluded that the emergence of impulse buying behavior does not depend on whether the visual merchandising is good or not.

The results above are in line with research conducted by Sumarauw et al., n.d. (2024), which states that Visual Merchandising is one of the factors that does not influence the Impulsive Buying of MINISO X SAMONO consumers.

### **H3: Partial Influence of Price Discount on Impulse Buying**

Based on multiple linear regression analysis data, the regression coefficient value for the Price Discount variable is 0.365. Based on the results of the t-test carried out by researchers using SPSS 27 software, it is known that the independent variable Price Discount influences Impulse Buying. This can be seen from the value of  $t_{count} > t_{table}$  of  $3.602 > 1.976$  with a significance value of  $0.001 < 0.05$ , so  $H_0$  is rejected and  $H_3$  is accepted. This means that the Price Discount variable has a positive and significant effect on Generation Z's Impulse Buying at the Miniso Galaxy Mall Surabaya store.

Price Discounts have been proven to not only attract consumers' attention, but also create a sense of urgency to purchase, making them more likely to make unplanned purchases. In the context of Generation Z, which is known for its tendency to seek more value in every purchase, discount offers are a factor that greatly influences their decisions. By providing confidence that they can get goods at lower prices, they can optimize their budget for other needs. Thus, price discounts have considerable potential to trigger unplanned impulse buying behavior.

The results above are in line with several previous studies, such as research conducted by Rusdianto and Aprilia (2023), which shows that price discounts have a positive and significant effect on impulse buying. Other research supports it, namely from Isnaini et al. (2022), which also shows that price discounts have a positive and significant effect on impulse buying. Thus, in a similar way, these findings have similarities with previous research, namely the results of this research, with the price discount variable having a quite large impact on impulse buying.

#### **H4: Partial Influence of Shopping Lifestyle on Impulse Buying**

Based on multiple linear regression analysis data, the regression coefficient value for the Shopping Lifestyle variable is 0.604. Based on the results of the t-test carried out by researchers using SPSS 27 software, it is known that the independent variable Price Discount influences Impulse Buying. This can be seen from the value of  $t_{count} > t_{table}$  of  $6.409 > 1.976$  with a significance value of  $0.001 < 0.05$ , so  $H_0$  is rejected and  $H_4$  is accepted. This means that the Shopping Lifestyle variable has a positive and significant effect on Generation Z's Impulse Buying at the Miniso Galaxy Mall Surabaya store.

Shopping Lifestyle reflects consumer patterns and behavior in shopping, including the preferences and values they adhere to. Generation Z, who is always looking for engaging shopping experiences, is heavily influenced by social media and influencers, which can increase their interest and desire to make impulse purchases. In addition, easy access to information and products makes them more susceptible to attractive offers. These findings emphasize the importance for business actors to understand and adapt their marketing strategies to consumers' lifestyles, so that they can create shopping experiences that are in line with their values and preferences.

Based on research conducted by Mahmudah (2020), shopping lifestyle has a positive and significant effect on the impulse buying of Rita Pasaraya visitors among UNSIQ Wonosobo economics faculty students. This is supported by other research conducted by Yulinda et al., (2022) entitled "The Influence of Shopping Lifestyle and Fashion Involvement on Impulse Buying (Case Study of Store Consumers of Former Bengkulu City Employees)". The shopping lifestyle variable has a positive and significant effect on impulse buying at former employee shops in Bengkulu City.

#### **CONCLUSION**

The findings indicate that visual merchandising, price discounts, and shopping lifestyle simultaneously have a significant influence on impulse buying behavior among Generation Z consumers at Miniso Galaxy Mall Surabaya. This supports the first hypothesis, which states that attractive in-store displays, promotional pricing, and consumer lifestyle collectively contribute to unplanned purchasing behavior.

However, the analysis shows that visual merchandising on its own does not have a significant effect on impulse buying among Generation Z. This leads to the rejection of the second hypothesis. The data suggests that Miniso's current visual merchandising strategies are not effective in triggering impulsive purchase behavior from its target consumers.

In contrast, price discounts were found to have a significant influence on impulse buying. The results support the third hypothesis, confirming that the promotional pricing strategies implemented by Miniso successfully attract the attention of Generation Z consumers and encourage them to make spontaneous purchases.

Furthermore, the study also found that shopping lifestyle has a significant impact on impulse buying among Generation Z. This confirms the fourth hypothesis, indicating that consumers' lifestyle orientations—particularly their inclination to follow trends and express identity through consumption—contribute to impulsive purchasing behavior. Individuals with such lifestyles tend to focus more on satisfying immediate desires using available time and financial resources, often overlooking the long-term utility of the products purchased.

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