

Impulsive Buying Behavior: How Positive Emotions Mediate the Relationship between Brand Love, Brand Engagement, and Brand Performance in the context of Pakistan

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Abstract

This study is devoted to building a miniature of an impulse buying behavior in department stores, which is influenced by customer engagement, Brand performance, and brand love factors, which involve the role of positive emotions as a mediator in the context of Pakistan. A quantitative approach examines empirical relationships. Characteristics of the questionnaire invite respondents to be surveyed at shopping malls and Departmental Stores in Pakistan Punjab who are instructed to use purposive sampling. In the next procedure, interpreting the data is processed with SmartPLS, which emphasizes the structural model. The results of the investigation demonstrated that customer engagement had a significant effect on positive emotions at shopping malls and Stores. However, the brand performance actually has a significant effect on positive emotions at Stores, but has no effect at shopping malls. It was also detected that positive emotions have a significant effect on impulse buying at shopping malls. Interestingly, it has no impact in the case study at Stores. Later, customer engagement appeared to have a significant effect on impulse buying at Stores, while at shopping malls it did not. Further exploration also found that the brand performance had a significant effect on impulse buying at shopping malls, while at Stores it had no effect. This work also confirms that the brand love has no effect on impulse buying at shopping malls and Stores. The motives for impulse buying, Brand performance, and positive emotions need to be adjusted to the broader analysis design in the future. There are striking differences with previous studies, thus providing a gap that is very suitable for the context of impulse buying.

Keywords: Customer engagement, Brand Performance, brand love, positive emotions, impulse buying.

1. Introduction

Various forms of accessibility to comfort, speed, and great service are being offered to customers by the contemporary retail industry. Even while traditional approaches still have a place, marketers need to shake things up by offering new things, like longer hours and lower prices (Kartika et al., 2020). Businesspeople need to be imaginative to come up with the correct methods and concepts to win over customers, since consumer purchasing behavior and preferences also differ from person to person (Ramadania et al., 2022). Dept. stores are one kind of retail establishment. In cities, you can find a wide selection of department shopping malls that serve certain customer needs. Stores catering to the well-to-do in Indonesia include Sogo, Seibu, Metro Department Store, Debenhams, Harvey Nichols, and Marks-Spencer. However, middle-class

consumers are the focus of department store chains like Shopping Malls Department Store, Stores Carrefour, Ramayana, and Batik Keris. Department stores are now vying for customers' interest in re-engaging with things they were previously uninterested in. Impulsive purchases are what this is known as. Shopping malls and Department Stores are served as examples for this research. so, choosing these two objects makes sense. Consumers also frequent this location. Clothing, jewelry, cosmetics, and other fashion items are among the many things they find in the assortment to be diverse and extensive. The impulsive purchase of fashion products by customers is an area of interest for researchers. Since fashion items are the most commercially successful, that is where the research is concentrated. Clothing and other fashion items are frequently bought on the spur of the moment, according to Maruf (2005). This is relevant to the work of (Chauhan et al., 2021) and (S. Lee et al., 2023) which argue that consumers often buy things like clothes, jewelry, and cosmetics on impulse. According to (Nurhadi et al., 2024) millennials are more likely to make impulsive purchases of fashion items when they see the tag on the product's performance. This report delves on the elements that drive impulsive purchases of fashion items at shopping malls and stores. Impulse buying refers to the tendency for people to make hasty purchases when they are in the store, often influenced by their emotions. Also, we're hoping to introduce a fresh impulse buying pattern to the market. In short, impulsive buying is described as a behavior of purchasing that was not before acknowledged cognitively via thoughts or formulated purchase intents (Adha&Utami, 2021). In a wide perspective, impulse buying is an unexpected, powerful, insistent, and unplanned need to purchase something altogether with little concern for the hazards. Consumers need to focus on point- of-sale interactions with purchasers that are typically missed. For ease, impulsive buying places the weight on the things that clients want and buy without devoting a lot of time. These things are cheap, traditional, and don't need any maintenance. Many books and articles have been written around the topic of impulse purchases. According to research. (Kim & Sullivan, 2019) people's purchasing habits, positive feelings, and customer engagements all have a role in impulsive purchases. (R. A. Alfarizi&Rachma, 2019) react to factors that encourage impulsive purchases, such as sales, a pleasant Brand Performance and pleasant emotions. The store's atmosphere, contextual elements, and pleasant emotions were among the variables studied by (Ramadania et al., 2022) as having a optimistic outcome on impulse purchases. As per research (Tang et al., 2014) impulsive purchases were positively impacted by the bonus pack, but not by brand love. (Prasetyo et al., 2020) concur that the availability of time and money will encourage unexpected purchases. All of these factors—time, money, the store's atmosphere, the value of the brand's performance, and good feelings—work together to influence impulsive buys. Hedonic customers are those who seek enjoyment in relation to business operations, according to (Rahmawati et al., 2018) As a component of a good emotional reflection, customers also place a premium on happiness. This report adds to the existing body of research by focusing on a number of additional features that affect people's propensity to perform impulsive purchases: positive emotions, brand love, retail environment, and customer involvement. Customer engagement was the first dimension examined. By suggestion (J. Park, 2006) believe that customer engagement serves a crucial part in impulse buying. Interaction with customers develops a tool that is absolutely necessary for an event in particular. Its activation draws focus to a novel experience—the joy of purchasing (Rook & Fisher, 1995). Therefore, customers are regularly hit by impulse buying when prompted by hedonic cravings. Things like enjoyment, imagination, social dynamics, and emotional factors also play a role, in addition to monetary considerations. However, according to (Zayusman&Septrizola, 2019) there is no connection between customer interaction and impulse buying. The role of good emotions and brand loyalty in promoting impulsive purchases is also investigated (Iyer et al., 2019). The only thing that can boost impulsive purchases is a passionate attachment to a brand. Furthermore, research that connects brand loyalty to impulsive purchases

is supported by (Luo et al., 2015). A beneficial, but insignificant, short-term effect does exist. The setting of impulse purchases is ideal for filling the void that has been created by the significant disparities with earlier research. The goal of this article is to take a look at how department stores display impulsive purchases. Studying antecedent variables, such as customer connection, store atmosphere, and brand love on impulse purchase, researchers commit to two important contributions. Emotional well-being plays an equally important mediating role in increasing impulsive purchases. The study's purpose, significance, and contribution are to identify and emphasize the role of consumer involvement, store ambiance, and brand love in generating positive emotions and impulsive purchases. Few research in the marketing and business fields have addressed the connection between these five criteria, as far as the authors are aware.

2. Literature Review and Hypothesis Framework

2.1. Customer engagement – Positive Emotions

The three dimensions of customer engagement—cognitive, emotional, and behavioral—are often considered to be interrelated (Hollebeek et al., 2016). LSC provides a platform for online communities centered around social relationships, facilitating two-way communication between viewers and content creators. According to (Bilal et al., 2021) highlighting the possible supplementary significance of a social component for consumer involvement (Hollebeek et al., 2019) (Vivek et al., 2014) ,(Brodie et al., 2013); (Perotti et al., 2024), (Rahman et al.2021) (E. L. Olson, 2013) hold the belief that they can transmit positive emotions to other people. According (H. Dewi, 2016) good emotions are those that everyone wants more of. Feeling content, happy, and cheerful is what it's like. Emotions of positivity arise when people place a premium on the performance of brands. Learning is a condition for pleasant emotions, and it also connects us to the perceptual level. (Lukito&Tulipa, 2016) (Byun& Mann, 2011), (de Oliveira Santini et al., 2020) and (Tsai et al., 2020) there is a connection between customer engagement and positive emotions. This background information forms the basis for the following first hypothesis:

H1. Customer engagement influences positive emotions.

2.2. Brand performance – Positive Emotions

Brand performance is a critical factor in shaping consumer emotions, particularly in fostering positive emotional responses such as trust, satisfaction, and attachment. A well-performing brand that consistently delivers quality, reliability, and value enhances consumer confidence and generates favorable emotional associations (Keller & Papasan, 2013). Positive brand experiences, such as excellent customer service, innovative products, and effective marketing communication, contribute to emotional bonding and long-term loyalty (Aaker, 1991). Studies suggest that when consumers perceive a brand as successful and reputable, they develop positive emotions like happiness and excitement, which influence their purchasing decisions (Delgado-Ballester et al., 2003) & (Delgado-Ballester& Luis Munuera-Alemán, 2005).

Also, existing branding tactics used by high achieving brands make consumers feel happiness, recall memories, or trust in their brands (Olney et al., 1991). According to the literature, positive emotional response due to brand execution also influenced convenience, repurchasing, and word-of-mouth (Oliver, 1999). On the same note, digital marketing and social media interactions also bolster this emotional bonding, whereby the consumers interact with the brands through experience (Hassan et al. 2017; Hollebeek&Macky, 2019). In the end, performance is not only a figure of the company position in the market but indicates the depuration degree which a brand is able to influence consumer's feelings thus creating a better relationship between brand and customer loyalty. Positive emotions themselves are a mood which contains the indicators of the extent of consumer decision making in shopping.

(Tirmizi et al., 2009). (Jan et al., 2013), (Andani&Wahyono, 2018), (Larasati&Yasa, 2021), Rahman et al(2021) and (Ramadania et al., 2022) also note that the relation between brand success and happiness can be described as rather positive. It makes sense to schedule the second hypothesis that follows:

H2. Brand performance evokes positive emotions.

2.3. Brand love – Positive Emotions

According to (Carroll et al., 2006) "the extent of fervent emotional connection a contented consumer possesses for a specific brand" is what makes a brand loved. Although brand love is distinct from attitude, involvement, and satisfaction, but there is a optimistic connection between the three (Albert et al., 2008) (Thomson et al., 2005). Because consumers form attachments to certain things or experiences, it transposes their feelings into transient constructs. Accompanying its maturation, they viewed pleasant emotions as a productive reaction to an input from the influencing dimension. A stronger application of brand love will elicit more positive sentiments from customers (Lim & Kim, 2019). (Kumala&Wardana, 2021) assert that positive feelings based on brand love are strongly associated with promotion. (Gumilang&Wulandari, 2016), (Apriliani, 2017),and (ZainolAbidin et al., 2017) brand love stimulates good emotions when buying. The third hypothesis can logically propose the following:

H3. Brand love influences positive emotions.

2.4. Positive Emotions – Impulse Buying

Consumers' ability to make strong purchasing decisions is influenced by their moods, which they see as pleasant emotions (Tirmizi et al., 2009). For one thing, people tend to acquire things on the spur of the moment rather than after giving them any thought (Jun et al., 2008). (Wang et al., 2021) customers engage in impulse buying when they perform a purchase without giving it much thought. Importantly, (J. Park, 2006) clarified that one's emotional state influences their mood, which in turn influences their purchasing decisions. The effects of intense emotions are behavior-dependent (Kádeková et al., 2018). People who openly display their happiness are more probable to perform impulsive purchases when they are nearing the decision to buy (Widagdo& Roz, 2021). Accordingly, impulsive purchases are influenced by consumers' emotions (S. P. Dewi& Cynthia, 2018). Returning to the powerful want to purchase, customers no longer exercise reasonable thought. In this situation, positive consumer emotions like happiness and joy facilitate impulsive purchases. Positive emotions are associated with more impulsive purchases, according to the research cited here (Girianto et al., 2022). In addition, several researchers have found that pleasant emotions are the root cause of impulse purchases (Lukito&Tulipa, 2016), (Andani&Wahyono, 2018), (Ramadania et al., 2022), (de Oliveira Santini et al., 2020), and (M. Alfarizi, 2021, Imran et al. 2023). We now put up the following fourth theory:

H4. Positive emotions influence impulse buying.

2.5. Customer engagement – Impulse Buying

(C. Park et al., 2005) detail the possibility that a higher level of brand performance enhances impulsive purchases. Consumers frequently succumb to hedonic cravings or other non-economic reasons for engaging in impulsive purchase, which is a major problem. An increase in impulsive purchases occurs when consumers' expectations of a brand's performance are mostly based on their enjoyment. Brand performance responded strongly to impulse purchases, according to (Campbell et al., 2013). There is a favorable connection between user engagement and impulsive purchases, as highlighted by (Yigit&Velioglu, 2020) (Hussain et al.2011; Yu &Bastin, 2010), and (Khan et al., 2025). The following was proposed as the fifth hypothesis:

H5. Customer engagement influences impulse buying.

2.6. Brand performance – Impulse Buying

Brand performance performs a vital part in influencing impulse buying by shaping user trust, emotional engagement, and purchasing behavior. A strong brand with high market performance enhances brand equity, fosters positive emotions, and reduces perceived risks, making consumers more likely to make unplanned purchases (Verplanken & Sato, 2011). Brands that maintain a strong reputation and leverage innovative marketing strategies, such as personalized advertisements and influencer collaborations, create an engaging shopping experience that stimulates impulsive buying tendencies (Zhang & Shrum, 2009); (K. Il Park & Park, 2018). Additionally, a brand's digital presence further amplifies this relationship by using targeted promotions and limited-time offers to trigger spontaneous purchases. Thus, brand performance is not just a measure of financial success but also a psychological driver of impulse buying behavior. The lengthy discussion led to the conclusion that the store atmosphere is responsible for customers' impulsive purchases (Nuzula et al., 2017). Research on brand performance and impulsive purchases is heavily supported by the combined results of (Mohan et al., 2013), (Saidon et al., 2021), and (Ramadania et al., 2022). In light of this extensive explanation, we will make an effort to formulate the following sixth hypothesis:

H6. Brand performance influences impulse buying.

2.7. Brand love – Impulse Buying

From a tactical standpoint, promoting brand loyalty is an assured way to boost sales. In reality, brand love pricing is a strategy for gradually cutting costs over time, with the consumer still seeing the product at its most expensive (J. M. Olson et al., 2014). Tools associated with a beloved brand can entice customers to check it out and make a purchase (Santini et al., 2015). Consumers believe that they will save more money when they apply brand love to prices that were already high. This is one area where the brand love philosophy encourages impulsive purchases. The idea of brand love was suggested by (Kotler et al., 2010) and is characterized as sales reduction schemes that offer consumers savings off the price mentioned on the product's packaging or label. Previously static and falling sales are now entering an experimental phase thanks to brand love (Gupta & Cooper, 1992). The company promotes the "trial and error" method of purchasing. Many manufacturers use short-term profit maximization tactics based on brand love to entice them to participate. Additionally, they provide brand loyalty to entice customers to make impulsive purchases. Impulse purchases are influenced by the duration and unit brand love period (Aragoncillo & Orus, 2018). The findings of a recent study by (Nabilah & Umainah, 2022), (Gumilang & Wulandari, 2016), and (Apriliani, 2017) on the effects of brand love on maximizing spontaneous purchases are highly significant. As a result of the critical nature of brand loyalty, the seventh hypothesis is developed:

H7. Brand love influences impulse buying.

3. Research Methodology

3.1. Variable Measurement

A synopsis of the study's theoretical underpinnings is provided. In order to provide empirical evidence for the hypothesis, the research system is modified to fit the explanation. In order to build the flow between many factors and theories for marketing management, researchers first seek an explanation of the causal effect (Ratnasari et al., 2021). Customer engagement, Brand performance, brand love, good emotions, and impulsive buying are the five variables that will be described in this process by way of a cause-and-effect relationship. We can make some broad generalizations from this. On the basis of direct and mediated effects, seven hypotheses were developed.

3.2. Data and Samples

Consumers in Punjab (Pakistan) are invited to join the populace at Punjabi shopping malls and department stores. The scholars do not know the actual number of informants, hence this type of population is supported by an infinite population. Roughly 25 times the independent variable is the sample size (E. S. Dewi et al., 2022). The stipulation is that the number of independent variables are three variables, so that it reaches 3×25 units = 75 respondents. We took $N = 100$ samples to be sure none of them were faulty. Purposive sampling can circumvent sample determination by taking applicable factors into account, according to Tandoh et al. (2022), without disregarding scientific requirements. People who are capable of making a decision and are at least 17 years old are part of the sample requirements. Participants in the study are those who have shopped for fashion items in the two stores on a whim at least three times in the past six months. Based on numerous demographic variables, the respondents' social portrait is reflected. A total of 67% of the people polled were female, while 33% were male. As a result, 54% of female buyers are housewives and parents, 31% are single, and 15% have experienced divorce (widows and widowers). Curiously, the writers also gathered additional profiles, including the respondents' occupations and educational backgrounds. In this case, there is no correlation between respondents' shopping interests and their level of education; 66% of respondents have only completed high school, 24% have earned a bachelor's degree or its equivalent, and 10% have a master's degree. Data gathering via the survey method include sending out questionnaires and conducting in-depth interviews (Sujarweni, 2017). Value of brand performance, Customer engagement, brand love, pleasant feelings, and impulse purchases are some of the topics covered in the stages of the survey instrument, which collects information using logical questions in line with the study's direction. The use of a purposive sample is highly encouraged throughout the core inquiry phase. The authors split the workstations into two groups since the respondents were pertinent to the two areas of study. Mr. Muhammad Asif and Mr. Amir conducted the interviews at the Shopping Malls Department Store, the first venue.

3.3. Model Specification

The responses from the sample were collected and processed using SmartPLS software. The questionnaire was administered online through Google Forms. The study's findings were explained via path analysis. (Mallmann&Maçada, 2021) assume four patterns of analysis, including a validity and reliability test for the instruments, a test for normalcy, a test for the models, and a partial hypothesis test.

4. Findings

4.1. Validity and Reliability

In the first stage, we used testing tools to ensure the questionnaire's validity and reliability. That the research instrument was accurate was demonstrated by the results of the instrument test. According to Table 1, the relevant variables take a back seat to the AVE roots for all variables at Shopping Malls Department Store and Stores Carrefour. So, discriminant validity is now satisfied.

Table 1. Square roots of AVE and correlation among latent variables

Object	Shopping malls					Stores				
	X1	X2	X3	Z	Y	X1	X2	X3	Z	Y
X1	0.797	0.543	0.645	0.709	0.142	0.859	0.622	0.703	0.797	0.481
X2	0.543	0.815	0.660	0.583	0.134	0.622	0.802	0.776	0.775	0.143
X3	0.646	0.660	0.791	0.771	0.006	0.703	0.776	0.848	0.804	0.252
Z	0.708	0.583	0.771	0.823	0.184	0.797	0.775	0.804	0.844	0.339
Y	0.142	0.134	0.006	0.183	0.758	0.488	0.143	0.253	0.339	0.826

Source: data output.

The reliability of the questionnaire was assessed by relevant work. The questionnaire's size in the field must undergo two phases: composite reliability and internal consistency reliability. Composite dependability is achieved when the coefficient exceeds 0.70. Consequently, internal reliability aligns with Cronbach's alpha > 0.70, thereby satisfying the assumption.

Table 2. A Summary of Composite Reliability (CR) and Cronbach's Alpha (CA)

Variables	Shopping malls		Stores	
	CR	CA	CR	CA
X1	0.840	0.714	0.918	0.881
X2	0.932	0.914	0.926	0.906
X3	0.908	0.877	0.939	0.924
Z	0.926	0.904	0.937	0.921
Y	0.889	0.854	0.927	0.907

Source: data output.

Table 2 above illustrates the enhancement in reliability. In Carrefour shopping malls and stores, the CR and CA for X1, X2, X3, Z, and Y exceed 0.70. The reality interpreting the questionnaire has satisfied the criteria for both reliabilities.

4.2. Structural Evaluation

In order to use an inner model—which shows the relationship among latent variables according to substantive theory—an assessment of the structural model was carried out. This model includes the inner relations, structural model, and substantive theory. We took a look at the R-Square inner model for endogenous latent variables. In addition to the results, Stone-Geisser

backed up the inner model analysis using a t-test, probability coefficients of structural route parameters, and Q-Square predictive relevance. According to (Sukesti et al., 2021) changes in the R-Square score provide a substantial reflection of the effect among variables. Table 3 displays the results of the R-squared evaluation for the shopping malls.

Table 3.The rule of thumb inner model in shopping malls

Variables	R ²	Criteria	Q ²	Criteria
Impulse Buying	0.111	Weak	0.054	Weak
Positive Emotions	0.663	Moderate	0.432	Strong

Source: data output.

Table 3 presents the R² score for impulse buying, which is 11.1%. This indicates the capacity of X1, X2, X3, and Z, which ultimately diminishes Y. The R² value for happy emotions is 66.2%. The evidence indicates that X1, X2, and X3 have influenced Z by 66.2% (moderate).

It is advisable to await the Q² score, when impulse buying has increased by 5.5%, but under weak criteria, resulting in a low observation model. According to Fig. 3, the Q² score elucidates the assessment of the structural model in shopping malls for good emotions, which stands at 43.3%. The observation model categorized as strong pertains to good feelings.

Table 4 evidences the attainment of R² for impulse buying. The acquisition of 25.2% indicated that variables X1, X2, X3, and Z contributed to Y, despite the classification being rather weak. The R² for pleasant emotions is robust, indicating that X1, X2, and X3 may account for Z up to 78.1%.

Table 4.The rule of thumb inner model in Stores

Variables	R ²	Criteria	Q ²	Criteria
Impulse Buying	0.252	Weak	0.173	Moderate
Positive Emotions	0.781	Strong	0.549	Strong

Source: data output.

In a constructive context, the Q² score for impulse buying reached 17.3% (moderate). On the other hand, 54.9% of positive emotions were achieved, or this model is recorded as strong. Fig. 4 displays the structural framework of Stores.

4.3. Structural Evaluation

Table 5 indicates that four hypotheses exert a substantial influence, whereas the remaining three hypotheses do not demonstrate a significant effect. For events on the shopping malls, the first, third, fourth, and sixth hypotheses produced T-statistics over 1.96, with p-values below 0.05. From the alternative perspective, as shown in the second, fifth, and seventh hypotheses, the T-statistic was less than 1.96 and the p-value above 0.05.

Table 5. Recapitulation of regression in shopping malls

Path	Coef.	T-statistic	P-value	Remarks
H1: X1 → Z	0.352	4.674	0.000	Significant
H2: X2 → Z	0.059	0.566	0.572	Insignificant
H3: X3 → Z	0.059	6.995	0.000	Significant
H4: Z → Y	0.504	2.084	0.038	Significant
H5: X1 → Y	0.439	0.940	0.348	Insignificant
H6: X2 → Y	0.155	1.961	0.050	Significant
H7: X3 → Y	-0.320	1.137	0.256	Insignificant

Source: data output.

Table 6. Recapitulation of regression in Stores

Path	Coef.	T-statistic	P-value	Remarks
H1: X1 → Z	0.413	5.190	0.000	Significant
H2: X2 → Z	0.301	4.100	0.000	Significant
H3: X3 → Z	0.280	3.504	0.000	Significant
H4: Z → Y	0.112	0.671	0.502	Insignificant
H5: X1 → Y	0.652	6.248	0.000	Significant
H6: X2 → Y	-0.260	1.876	0.061	Insignificant
H7: X3 → Y	-0.003	0.020	0.984	Insignificant

Source: data output.

Research on hypothesis testing at Stores revealed that the first, second, third, and fifth hypotheses were statistically significant (T-statistic > 1.96 and $p < 0.05$). The fourth, sixth, and seventh hypotheses were considered insignificant due to a T-statistic below 1.96 and a p-value over 0.05.

5. Discussion

The time-consuming process is actually concerned with creating a successful brand performance (Ramadania et al., 2022) and (Beatty & Ferrell, 1998). Customers' good feelings are not entirely under their control, even when they don't know it. Consequently, customers should be able to express themselves freely in the store, as this is a key component of a satisfying shopping experience. Their innate enthusiasm for buying and contentment will draw them in. Sellers that are attuned to the intensity of decision-making are nimble enough to adjust to customer moods. Even though people's moods don't magically change, being in a beautiful place can make them feel better. Naturally, there is a strong correlation between product interest, sales, and eventual purchases (Suryani&Syafarudin, 2021).

(Ramadania et al., 2022) a good environment can help individuals overcome bad emotions and experience a change in their mood. This perspective is pertinent to the study cited by (Sinaga et al., 2012), which found that happy emotions effectively moderate the relationship between brand performance and impulsive purchases. To the contrary, (Baker et al., 2002) disproved this theory. Feeling good about a company doesn't necessarily lead to more sales or more impulsive purchases. (H. Park & Lennon, 2006) stated that emotion is the key to customers' deciding factors while making purchases. When a person's negative mood doesn't dampen their good feelings, their emotional response and disposition toward their surroundings can serve as a catalyst for the seller's offer. Since buyers do not limit their emotions to a specific threshold, impulsive purchases tend to be more stable. They no longer find any joy or satisfaction in manipulating customers' thoughts (Kumala&Wardana, 2021).

Brand loyalty is another factor that makes customers buy things on the spur of the moment. People are more likely to keep buying from brands they adore (J. E. Lee & Chen-Yu, 2018). According to (Kotler et al., 2010) cuts make it harder for producers to adopt marketing policies. Brand loyalty also increases the frequency and size of purchases (Natalia et al., 2020). An analysis of impulsive purchases made at the mini market has been conducted (Larasati&Yasa, 2021). Applying brand love leads to more impulsive purchases, according to the results. Actually, fans of the brands sold at Mall of Multan are more likely to make impulsive purchases. (Hidayah&Marlena, 2021) published the most recent result after attempting to analyze the effectiveness of the connection between store ambiance and customer engagement in evoking pleasant emotions and impulsive purchases. The most recent innovations in brand performance and brand love, however, necessitate further research into a number of areas. (Arifin et al., 2024) looked studied is how good feelings and brand loyalty affect the likelihood of impulsive purchases. The only thing that can boost impulsive purchases is a passionate attachment to a brand. (Wilujeng et al., 2023) also takes into account research that connects brand loyalty to impulsive purchases made at shopping centers. Indeed, there is a beneficial benefit in the short run, however it is not statistically significant.

The atmosphere of the business is another factor that contributes to the problem of impulse purchases. Part of what makes a store an environment includes things like the layout, the music, the lighting, the scenario, the workers, and the merchandise. Products, attitudes toward the room or location, and other people's or consumers' social conduct are all examples of the physical and social aspects of the external world (Ramadania et al., 2022).

(GhafoorAwan&Rehman, 2014) customers are influenced by store features like lighting and music, which might lead to impulsive purchases. According to certain hypotheses, customers' perceptions of a store's physical layout are influenced by their senses of sight, smell, taste, and hearing (Mohan et al., 2013).

The effectiveness of the brand contributes to the development of a desire or emotion to purchase. Eight crucial aspects of a store's environment—including temperature, scent, music, lighting, color, visual form, positioning, corridor space, and layout—are considered (Enget et al., 2020).

6. Conclusion, Limitation and Implication

In this study, we look at how positive emotions moderate the connection between consumer involvement, Brand Performance and impulse purchase. Customer interaction is associated with a rise in good feelings, according to empirical evidence. In shopping malls, though, good feelings are unaffected by brand performance. Strangely, whereas customer engagement significantly affected impulse purchases in stores, pleasant emotions had no effect on them in shopping malls. The brand's performance for impulse purchases is substantial at shopping malls but negligible at stores. Finally, in both items, only brand love was unable to influence impulsive purchases.

The study limited its focus to shopping centers and retail establishments in order to avoid a potential for ambiguity. Further research should compare different places about the factors that influence customers' impulse purchases if we want to see more growth in the future. Ideas, both theoretical and practical, for keeping the brand's performance at retail locations and shopping malls high. Despite its extreme nature, prioritizing consumer interests and reinvigorating regulations surrounding brand love are essential. Customers are more likely to buy on the spur of the moment when presented with creative incentives, such brand love gifts for loyal customers and family. Sellers can avoid consumer complaints by creating a more appealing retail setting.

For the purpose of illuminating the future, academic insights suggest thoughts about more hints and study constraints in order to give direction, possibilities, and create limited discoveries. In addition, the research provides optimism for future endeavors to enhance the decision-making process of marketers by taking a more holistic view of the empirical findings. Currently, the buying process is still very manual and centered around customers physically visiting stores. However, this needs to change in order to accommodate more modern methods of shopping, such as conducting business online, forming partnerships with apps that facilitate product delivery, and implementing other innovative strategies.

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