Journal of Economics
AND MANAGEMENT SCIENTIES
https://jems.ink
ISSN 2655-1934 (print), 2655-6685 (online)

How Sensory Experience and Store Layout Navigation Shape Unplanned Buying Behavior? An Empirical Study of Hokky Supermarket Citraland Surabaya

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ARTICLE HISTORY

Received: 20 July 26
Final Revision: 27 July 26
Accepted: 30 July 26 26
Online Publication: 30 September 26

KEYWORDS

Sensory Experience, Layout & Navigation, Psychological Reward, Unplanned Buying Behavior, S-O-R

A B S T R A C T

This study examines the influence of sensory experience and layout & navigation on unplanned buying behavior, with psychological reward as a mediating mechanism among consumers of Hokky Supermarket Citraland Surabaya. Based on the Stimulus-Organism-Response (S-O-R) framework, sensory experience and layout & navigation are conceptualized as environmental stimuli, psychological reward as the organismic state, and unplanned buying behavior as the behavioral response. A quantitative explanatory approach was employed using survey data from 423 consumers with shopping experience at Hokky Supermarket Citraland Surabaya. Structural Equation Modeling (SEM) was applied to evaluate the measurement model and test direct and indirect relationships. The results support all seven proposed hypotheses. Sensory experience and layout & navigation positively affect psychological reward and directly influence unplanned buying behavior. Psychological reward also exerts the strongest direct effect on unplanned buying behavior while significantly mediating the relationships between both environmental factors and buying behavior. These findings reinforce the S-O-R framework by demonstrating that supermarket environmental stimuli influence consumer behavior both directly and indirectly through positive psychological states. The study contributes to retail consumer behavior literature by integrating environmental and psychological factors within the context of an Indonesian local supermarket and offers practical insights for enhancing consumer purchasing behavior through store environment design.

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Pengalaman Sensorik, Tata Letak dan Navigasi, Penghargaan Psikologis, Perilaku Pembelian Tidak Terencana, S-O-R

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DOI

10.37034/jems.v8i4.542

A B S T R A K

Penelitian ini bertujuan untuk menganalisis pengaruh *sensory experience* serta *layout & navigation* terhadap *unplanned buying behavior* dengan *psychological reward* sebagai mekanisme mediasi pada konsumen Hokky Supermarket Citraland Surabaya. Penelitian ini didasarkan pada kerangka *Stimulus-Organism-Response* (S-O-R), di mana *sensory experience* dan *layout & navigation* diposisikan sebagai stimulus lingkungan, *psychological reward* sebagai kondisi organisme, dan *unplanned buying behavior* sebagai respons perilaku. Penelitian menggunakan pendekatan kuantitatif eksplanatori dengan melibatkan 423 konsumen yang memiliki pengalaman berbelanja di Hokky Supermarket Citraland Surabaya. Data dianalisis menggunakan *Structural Equation Modeling* (SEM) untuk mengevaluasi model pengukuran serta menguji hubungan langsung dan tidak langsung antarvariabel. Hasil penelitian menunjukkan bahwa seluruh tujuh hipotesis yang diajukan didukung. *Sensory experience* dan *layout & navigation* berpengaruh positif terhadap *psychological reward* serta secara langsung memengaruhi *unplanned buying behavior*. Selain itu, *psychological reward* memberikan pengaruh langsung paling kuat terhadap *unplanned buying behavior* sekaligus memediasi secara signifikan hubungan antara kedua faktor lingkungan tersebut dengan perilaku pembelian. Temuan ini memperkuat kerangka S-O-R dengan menunjukkan bahwa stimulus lingkungan supermarket memengaruhi perilaku konsumen baik secara langsung maupun tidak langsung melalui kondisi psikologis yang positif. Penelitian ini berkontribusi pada literatur perilaku konsumen ritel dengan mengintegrasikan faktor lingkungan dan psikologis dalam konteks supermarket lokal di Indonesia serta memberikan implikasi praktis bagi pengelola ritel dalam mengoptimalkan desain lingkungan toko untuk meningkatkan perilaku pembelian konsumen.

1. Introduction

1.1. Research Background

Unplanned buying behavior has become an increasingly important phenomenon in modern retail because consumer purchase decisions are frequently shaped by in-store stimuli rather than by prior shopping plans. In the retail context, unplanned buying is not merely a spontaneous act, but a structured consumer response triggered by a combination of environmental cues, psychological conditions, and consumer characteristics [1]. Recent retail statistics also indicate that a high proportion of global consumers engage in unplanned buying, with supermarket environments being one of the most relevant contexts because product displays, shelf placement, lighting, and music can stimulate purchases beyond the initial shopping plan [2].

The Indonesian retail sector provides a relevant context for examining this phenomenon. The growth of food and beverage service businesses from 4.85 million units in 2023 to 5.28 million units in 2024 indicates increasing consumption activity and intensified retail competition [3]. In addition, conventional supermarkets remain important shopping destinations for Indonesian consumers as urban middle-class consumption continues to grow. These conditions make it important for supermarket managers to understand how store environments shape consumers' psychological responses and purchasing behavior.

In supermarket settings, consumers are exposed to multiple environmental cues that can influence emotions and behavior. Sensory experience, including visual, auditory, and tactile stimuli, has been shown to increase positive mood, arousal, and impulse buying tendencies [4], [5], [6]. Similarly, layout & navigation influence how consumers move through the store, locate products, and encounter promotional displays, thereby shaping both functional convenience and emotional experience [7], [8].

This study is grounded in the Stimulus-Organism-Response theory, which explains that environmental stimuli influence behavior through internal psychological states [9]. Within this framework, sensory experience and layout & navigation are conceptualized as stimuli, psychological reward as the organismic state, and unplanned buying behavior as the response. The relevance of this framework has been supported in recent consumer behavior studies showing that environmental and technical cues influence purchasing behavior through arousal, pleasure, and other psychological states [6], [10].

Prior studies have examined sensory experience, store layout, and unplanned buying in retail and digital commerce contexts. However, the literature remains fragmented because many studies analyze sensory and layout elements separately, while limited research integrates sensory experience and layout & navigation simultaneously with psychological reward as a mediating variable in a physical supermarket context. This gap is important because supermarket environments are designed as holistic spaces in which visual stimuli, music, aisle structure, signage, and product accessibility interact to shape consumer responses [11].

Hokky Supermarket Citraland Surabaya provides a relevant research context because it represents a local supermarket that applies visible sensory and navigational elements such as thematic decoration, lighting, background music, alphanumeric signage, and structured aisles. Local supermarket contexts are important because consumer culture and shopping habits may shape how environmental stimuli are interpreted and translated into unplanned purchasing behavior [12]. Therefore, this study aims to examine the influence of sensory experience and layout & navigation on unplanned buying behavior, with psychological reward as a mediating mechanism among consumers of Hokky Supermarket Citraland Surabaya

1.2. Literature Review

1.2.1. Stimulus-Organism-Response Theory

The S-O-R theory explains that external environmental stimuli do not directly produce behavior without passing through the individual's internal psychological processes. In consumer behavior research, the stimulus component refers to store or platform cues, the organism component refers to internal affective or cognitive states, and the response component refers to behavioral outcomes such as purchase intention or unplanned buying [9], [10]. In this study, sensory experience and layout & navigation are positioned as stimuli because both represent external supermarket cues that can be perceived by consumers. Psychological reward represents the organism because it captures pleasure, arousal, and hedonic motivation. Unplanned buying behavior represents the final response because it reflects spontaneous purchasing decisions made during the shopping process.

1.2.2. Sensory Experience

Sensory experience refers to the consumer's perception of visual, auditory, and tactile stimuli within the shopping environment. In a supermarket context, sensory experience can be produced through lighting, product displays, colors, background music, product arrangement, and opportunities for physical interaction with products. Prior studies show that multisensory stimuli can enhance emotional involvement, improve mood, and increase spontaneous purchase tendencies [4], [5]. Sensory cues can also increase arousal and pleasure, which are central psychological states in S-O-R-based explanations of unplanned buying behavior [6]. Therefore, stronger sensory experience is expected to enhance psychological reward and directly stimulate unplanned buying behavior.

H1: Sensory Experience positively influences Psychological Reward.

H3: Sensory Experience positively influences Unplanned Buying Behavior.

1.2.3. Layout & Navigation

Layout & navigation refers to the physical arrangement of aisles, shelves, product zones, signage, and movement paths that guide consumers during the shopping process. A clear layout helps consumers find products more easily, reduces confusion, and increases store accessibility. At the same time, strategic product placement and aisle design can increase product exposure, which may trigger spontaneous purchases [1], [8], [17]. Recent studies also suggest that structured and intuitive navigation improves shopping comfort and contributes to positive psychological states, which can subsequently encourage unplanned buying [7], [10], [13].

H2: Layout & Navigation positively influences Psychological Reward.

H4: Layout & Navigation positively influences Unplanned Buying Behavior.

1.2.4. Psychological Reward

Psychological reward refers to the positive internal state experienced by consumers during shopping, including pleasure, arousal, and hedonic motivation. In retail contexts, psychological reward captures the extent to which consumers feel enjoyment, excitement, and emotional satisfaction while interacting with the store environment. Prior studies show that hedonic shopping motivation and flow-like experiences can mediate the relationship between external stimuli and unplanned buying behavior [15], [16]. In Indonesian consumer contexts, hedonic motives have also been found to mediate stimulus effects on unplanned buying [12]. Therefore, psychological reward is expected to directly increase unplanned buying and to mediate the effects of sensory experience and layout & navigation.

H5: Psychological Reward positively influences Unplanned Buying Behavior.

H6: Psychological Reward mediates the relationship between Sensory Experience and Unplanned Buying Behavior.

H7: Psychological Reward mediates the relationship between Layout & Navigation and Unplanned Buying Behavior.

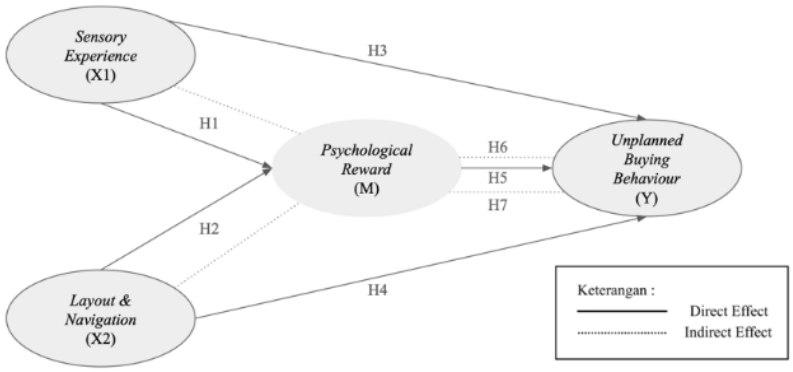

Figure 1. Conceptual Framework

2. Research Method

2.1. Research Design

This study employs a quantitative explanatory research design to examine the causal relationships among sensory experience, layout & navigation, psychological reward, and unplanned buying behavior. A cross-sectional survey approach was used because the study collected consumer perceptions at one point in time. The empirical model was analyzed using Structural Equation Modeling, which is appropriate for examining relationships among latent variables and testing mediation effects [16].

2.2. Population and Sample

The population of this study consists of consumers of Hokky Supermarket Citraland Surabaya. Respondents were selected using purposive sampling to ensure that participants had direct shopping experience at the supermarket and had experienced unplanned buying behavior. The final sample consisted of 423 respondents, which is sufficient for SEM analysis and provides a strong empirical basis for testing the proposed model.

2.3. Data Collection

Data were collected using a structured questionnaire distributed both offline at the supermarket location and

online through digital channels. The questionnaire measured consumer perceptions of sensory experience, layout & navigation, psychological reward, and unplanned buying behavior. All constructs were measured using indicators adapted from prior studies to ensure theoretical alignment with the proposed model [4], [8], [15].

2.4. Measurement Model Specification

This study includes four reflective latent constructs. Sensory experience is measured through visual experience, auditory experience, tactile experience, and overall sensory experience. Layout & navigation is measured through layout organization, ease of navigation, clarity of signage, and store accessibility. Psychological reward is measured through pleasure, arousal, and hedonic motivation. Unplanned buying behavior is measured through spontaneous purchase, in-store buying urge, and purchase outside the shopping list. These operational definitions are consistent with prior studies on sensory marketing, store layout, psychological reward, and unplanned buying behavior [1], [4], [5].

2.5. Measurement and Structural Model Evaluation

The measurement model was evaluated using factor loading, reliability, convergent validity, and construct-level assessment. Convergent validity was assessed using Average Variance Extracted, while structural relationships were evaluated using path coefficients and p-values. Mediation analysis was conducted by examining indirect effects from sensory experience and layout & navigation to unplanned buying behavior through psychological reward. This evaluation approach follows common SEM reporting practices for latent variable models [14].

3. Result and Discussion

3.1. Respondent Profile

The demographic profile provides contextual understanding of the consumers involved in this study. The sample consists of 423 respondents with diverse gender, age, domicile, occupation, and spending characteristics, which the details can be seen on Table 1. The majority of respondents are female, aged 18-24 years, domiciled in West Surabaya, and categorized as students or university students. This profile is relevant because Hokky Supermarket Citraland Surabaya is located in a residential and urban consumer area where young consumers and local residents represent important market segments.

Table 1. Respondent Demographic Characteristic

Variable	Category	Frequency	Percentage (%)
Gender	Male	199	47.0
	Female	224	53.0
Age	< 17 Years	3	0.7
	18 – 24 Years	203	48.0
	25 – 34 Years	104	24.6
	35 – 44 Years	68	16.1
	45 – 54 Years	45	10.6
Domicile	Other Surabaya Areas	72	17.0
	West Surabaya	219	51.8
	East Surabaya	132	31.2
Occupation12.5%	Student / University Student	181	42.8
	Private Employee	104	24.6
	Civil Servant / State-Owned Enterprise	69	16.3
	Entrepreneur	53	12.5
	Housewife	13	3.1
	Other	3	0.6
Average Spending per Visit	< IDR 100,000	52	12.3
	IDR 100,000 – 299,000	180	42.6
	IDR 300,000 – 499,000	108	25.5
	IDR 500,000 – 999,000	61	14.4
	≥ IDR 1,000,000	22	5.2

3.2. Measurement Model Evaluation

The measurement model evaluation on Table 2 confirms that the indicators generally represent their respective latent constructs. Sensory experience, layout & navigation, and psychological reward achieved AVE values above 0.50, indicating adequate convergent validity. Although unplanned buying behavior has an AVE value below 0.50, the construct was retained because the indicators remain theoretically relevant and the model supports the proposed structural relationships. This decision is consistent with the principle that measurement evaluation should consider both statistical adequacy and theoretical justification [14].

Based on Table 3, the strongest indicators are LAN1 for layout & navigation and PR1 for psychological reward, suggesting that organized store layout and shopping pleasure are central elements in explaining the model. The significant p-values across indicators indicate that each retained item contributes meaningfully to its latent construct.

Table 2. Convergent Validity

Variable	Category	Frequency
Sensory Experience (SE)	0.606	Adequate convergent validity
Layout & Navigation (LAN)	0.663	Adequate convergent validity
Psychological Reward (PR)	0.699	Adequate convergent validity
Unplanned Buying Behavior (UBB)	0.446	Marginal but retained based on theoretical relevance and model reliability

Table 3. Standardized Factor Loading

Construct	Indicator	Standardized Loading	p-value
Sensory Experience (SE)	SE1	0.779	< 0.001
	SE2	0.737	< 0.001
	SE3	0.796	< 0.001
	SE4	0.798	< 0.001
Layout & Navigation (LAN)	LAN1	0.838	< 0.001
	LAN2	0.797	< 0.001
	LAN3	0.803	< 0.001
	LAN4	0.815	< 0.001
Psychological Reward (PR)	PR1	0.876	< 0.001
	PR2	0.777	< 0.001
	PR3	0.857	< 0.001
Unplanned Buying Behavior (UBB)	UBB1	0.560	< 0.001
	UBB2	0.633	< 0.001
	UBB3	0.772	< 0.001

3.3. Structural Model and Direct Hypothesis Testing

The structural model evaluation on Table 4 indicates that all proposed direct relationships are positive and statistically significant. Sensory experience and layout & navigation significantly influence psychological reward, supporting the S-O-R argument that environmental stimuli shape consumers' internal psychological states [9], [10]. Sensory experience, layout & navigation, and psychological reward also significantly influence unplanned buying behavior, confirming that both environmental cues and internal affective states contribute to spontaneous purchasing decisions [1], [5], [6].

Table 4. Direct Hypothesis Testing

Hypothesis	Relationship	Path Coefficient	p-value	Decision
H1	SE → PR	0.438	< 0.001	Supported
H2	LAN → PR	0.413	< 0.001	Supported
H3	SE → UBB	0.260	< 0.001	Supported
H4	LAN → UBB	0.183	0.003	Supported
H5	PR → UBB	0.447	< 0.001	Supported

The results show that sensory experience is an important antecedent of psychological reward. This means that lighting, visual displays, music, and tactile interaction can increase enjoyment and excitement during shopping. This finding is consistent with prior studies showing that multisensory cues generate positive emotions and increase impulse-related responses [4], [5].

Layout & navigation also has a significant positive effect on psychological reward. This suggests that a clear layout, accessible aisles, and understandable signage do not only serve functional purposes, but also create emotional comfort during the shopping process. This finding aligns with prior research showing that store layout and accessibility influence consumer experience and unplanned purchasing tendencies [7], [8], [18].

The direct effects of sensory experience and layout & navigation on unplanned buying behavior are also significant. Sensory experience can trigger spontaneous attention toward products, while effective layout & navigation can increase product exposure and facilitate movement across the store. Psychological reward has the strongest direct effect on unplanned buying behavior, indicating that emotional enjoyment and hedonic motivation play a central role in transforming store experiences into spontaneous purchase decisions [12], [15], [16].

3.4. Mediation Effect

The mediation analysis on Table 5 confirms that psychological reward significantly mediates the effects of both sensory experience and layout & navigation on unplanned buying behavior. These results indicate that environmental stimuli do not only influence purchasing behavior directly, but also operate through affective mechanisms. This supports the S-O-R framework, in which consumer responses are shaped by internal psychological states created by external stimuli [6], [9], [10].

The indirect effect of sensory experience demonstrates that sensory cues work partly by creating psychological reward before leading to unplanned buying. This finding is consistent with prior studies showing that sensory stimuli influence buying behavior through mood,

arousal, and pleasure [5], [6]. Likewise, the indirect effect of layout & navigation indicates that store arrangement can generate emotional comfort and shopping enjoyment, which then increase the likelihood of unplanned purchases [7], [8].

Table 5. Indirect Hypothesis Testing

Hypothesis	Indirect Relationship	Indirect Effect	p-value	Decision
H1	SE → PR → UBB	0.196	< 0.001	Supported
H2	LAN → PR → UBB	0.185	< 0.001	Supported

3.5. Discussion

The findings provide empirical support for the S-O-R model in the context of a local Indonesian supermarket. Sensory experience and layout & navigation act as stimuli that generate psychological reward and influence unplanned buying behavior. The significant role of psychological reward shows that consumers do not merely respond to store cues mechanically; rather, they translate environmental stimuli into emotional and hedonic experiences before deciding to purchase products beyond their initial plans [9], [15].

The dominant role of psychological reward has important theoretical implications. It shows that positive internal states are a central mechanism that explains how supermarket environments shape spontaneous purchasing. Consumers may initially enter the store with planned purchases, but pleasant sensory stimulation, comfortable navigation, and enjoyable shopping experiences can create psychological rewards that encourage additional purchases. This finding extends prior studies on unplanned buying by integrating sensory experience and layout & navigation simultaneously within a physical supermarket setting [1], [4], [13].

From a managerial perspective, Hokky Supermarket Citraland should maintain and improve sensory elements such as lighting, product display, store cleanliness, thematic decoration, and music. These elements should be designed consistently to create shopping enjoyment rather than merely aesthetic appeal. In addition, layout and navigation should be managed strategically by improving signage clarity, aisle accessibility, product grouping, and promotional product placement. These strategies can increase both functional convenience and psychological reward, thereby strengthening consumers' tendency to engage in unplanned buying behavior.

4. Conclusion

This study concludes that sensory experience and layout & navigation have positive and significant effects on psychological reward and unplanned buying behavior among consumers of Hokky Supermarket Citraland Surabaya. Psychological reward also has a positive and significant effect on unplanned buying behavior and mediates the effects of both sensory experience and layout & navigation. These findings indicate that unplanned buying behavior in supermarket contexts is shaped by both external store stimuli and internal psychological mechanisms. Theoretically, this study contributes to consumer behavior and retail management literature by integrating sensory experience, layout & navigation, psychological reward, and unplanned buying behavior into a single S-O-R model in an Indonesian supermarket context. Practically, supermarket managers should design store environments that are not only easy to navigate, but also emotionally rewarding. Future research may extend this model by including other variables such as price promotion, store crowding, consumer impulsiveness, or demographic moderation to provide a broader explanation of unplanned buying behavior.

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