
Retail Attributes, Attitude, Purchase Intention, and Purchase Decision: An SOR Perspective

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Abstract

The rapid growth of Indonesia's beauty retail industry has increased competition among retailers to provide product assortments and shopping experiences that encourage consumers to make purchase decisions. The purpose of this study is to provide evidence on how product diversity, visual merchandising, customer services affects purchase decision on Sociolla consumers in Indonesia, while also showing the role of attitude and purchase intention as psychological variables in SOR framework. A quantitative explanatory design was employed using data from 174 Sociolla consumers selected through purposive sampling. Data were analyzed using Structural Equation Modeling (SEM) with AMOS. The results indicate that diversity in products has an important effect on the consumers' attitude and purchase decision. Customer service significantly affects purchase intention but does not significantly affect attitude or purchase decision. Furthermore, attitude significantly affects purchase decision, whereas its effect on purchase intention is not significant. Purchase intention significantly affects purchase decision. The estimated indirect effects indicate different pathways between retail attributes and purchase decision, although they do not constitute formal evidence of mediation without statistical significance testing. Theoretically, the findings extend the application of SOR theory in beauty retail. Practically, retailers should integrate product assortment, visual merchandising, and customer service strategies to strengthen consumer responses and purchase decisions.

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Introduction

The beauty industry is growing rapidly due to people's increasing interest in personal care, appearance, and lifestyle-related consumption. (Oktariani & Aulia, 2024). The growth of skincare, cosmetics, and personal care products has transformed the beauty sector into one of the most dynamic and competitive industries worldwide. In Indonesia, the beauty industry has experienced significant development alongside the increasing use of digital platforms and changing consumer behavior (Saparuddin et al., 2025). As competition intensifies, beauty retailers are increasingly required to create superior shopping experiences that can attract consumers and encourage purchase decisions (Windasari & Santoso, 2022).

In Indonesia, Sociolla has emerged as one of the leading omnichannel beauty retail platforms offering a wide range of local and international beauty products (Sari & Rosyadah, 2025). Unlike conventional beauty stores, Sociolla integrates offline and online shopping experiences through attractive store concepts, extensive product assortments, and personalized customer services (Park et al., 2015). As a result, it suggests that consumers' purchase decisions in the beauty retail industry are no longer just determined by product performance. In addition, they also use a range of retail attributes to guide their psychological evaluations and behavioural intentions (Sari & Rosyadah, 2025).

In the contemporary retail environment, product diversity has become an important factor influencing consumer preferences and purchasing behavior. Consumers tend to prefer retailers offering extensive product choices because greater variety increases perceived convenience and purchase satisfaction (Liu & Xiang, 2026). In the context of beauty retail, product diversity enables consumers to compare brands, ingredients, prices, and product functions within a single shopping platform, thereby increasing the likelihood of purchase decisions.

Visual merchandising is another crucial factor to modern retailing. The visual merchandising offered by your store will influence customers' opinions and perceptions about your store. Attractive product displays and well-organized store atmospheres may positively influence consumers' perceptions toward retailers and strengthen their purchase intentions (Florea et al., 2025).

Besides the variety of products and display of goods, customer service also contributes to the experience of consumers in beauty retail. Effective customer service may increase consumers' trust, comfort, and positive evaluations toward the retailer, thereby encouraging stronger purchase intentions. Despite the development of omnichannel beauty retailing, understanding how retail attributes influence consumers' actual purchase decisions remains important (Windasari & Santoso, 2022). These conditions indicate that understanding the determinants of purchase decisions in beauty retail requires a more comprehensive perspective that integrates both retail attributes and psychological mechanisms.

Theoretical models of consumer behaviour indicate that a purchase is the result of not just an outside stimulus, but also an inside reactions. Inconsistencies in research findings on the effect of product diversity, visual merchandising and customer service on purchasing decision indicate that further research is required.

Although studies have explored retail related attributes like assortment, visual merchandising, and service but not how all these attributes work together simultaneously within beauty retail which remains omnichannel and heavily experiential and digitally influenced consumer behaviour. Furthermore, the inconsistent findings regarding the role of attitude and purchase intention indicate that consumers' psychological mechanisms in beauty retail setting are still poorly understood, particularly in emerging countries like Indonesia.

Several research gaps can be identified from previous studies. First, product diversity, visual merchandising, and customer service have often been examined independently, limiting an integrated understanding of how multiple retail attributes simultaneously relate to purchase decision. Second, previous studies have produced inconsistent findings regarding the relationships between retail attributes, attitude, purchase intention, and purchase decision. Third, limited empirical evidence is available on these relationships within Indonesia's omnichannel beauty retail context, particularly among Sociolla consumers. Therefore, this study develops an integrated SOR-based model to examine how product diversity, visual merchandising, and customer service are associated with attitude, purchase intention, and purchase decision.

Literature Review

Stimulus Organism Response (SOR) Theory

This study uses SOR (Stimulus Organism Response) theory to understand consumer behavior in beauty retail. The SOR framework provides insight into how environmental stimuli influence consumer internal psychological states and behavior (Pereira et al., 2023). In retail environments, factors such as product diversity, visual merchandising, and customer service function as external stimuli capable of shaping consumers' evaluations and purchasing behavior (Pereira et al., 2023).

In omnichannel beauty retailing, consumers are increasingly influenced not only by product functionality but also by shopping experiences, store atmosphere, and personalized interactions (B. Zhu et al., 2020). The SOR framework is widely used in retail research. The literature tends to examine retail characteristics in isolation as opposed to integrate in a single model. In addition, inconsistent findings regarding attitude, purchase intention, and purchase decision indicate that consumers' psychological mechanisms in beauty retail settings remain insufficiently understood (L. Zhu et al., 2020).

Product Diversity and Consumer Behavior

Product diversity is considered an important retail attribute because extensive product assortments allow consumers to compare brands, prices, and product functions within a single shopping platform (Jaiswal & Jha, 2025). In beauty retail settings, broader product selections may increase shopping convenience and perceived value.

A diverse product assortment may also create a perception that the retailer understands consumers' varying needs and preferences. Consumers who are able to find multiple product alternatives in one place are likely to perceive the shopping process as more efficient and satisfying. For beauty consumers, product diversity provides greater flexibility in choosing products suitable for skin type, lifestyle, budget, and personal preferences (Henderson & Rank-Christman, 2016).

Visual Merchandising and Consumer Behavior

Visual merchandising has a significant role in creating attractive shopping environments that can stimulate consumer's emotion (Park et al., 2015). Store layout, product displays, lighting, and aesthetic arrangements may improve consumers' shopping experiences and encourage product exploration (Gagarin et al., 2025).

In beauty retail contexts, visually appealing environments are particularly important because beauty products are closely associated with aesthetics and self-image. Previous studies indicate that visual merchandising positively affects consumers' attitude and purchase intention (Park et al., 2015). However, its direct influence on purchase decision remains inconsistent because consumers may still consider product quality, price, and product suitability before making actual purchases.

Customer Service and Consumer Behavior

Customer service is widely recognized as an important factor influencing consumer satisfaction and shopping experiences in retail environments (Roozen & Katidis, 2019). Responsive and reliable services may strengthen consumers' trust and confidence toward retailers, especially in beauty retail settings where consumers often require product recommendations and consultation.

Previous studies generally report that customer service positively affects consumers' attitude, purchase intention, and loyalty (Alifia & Nrawati, 2025). In today's retail landscape, shoppers often turn to social networks and influencers, as well as product reviews to assess beauty products (Roozen & Katidis, 2019). Consequently, customer service may not always directly influence purchase decisions.

Attitude and Purchase Intention

Attitude refers to consumers' overall evaluations toward products or retailers and is widely regarded as an important predictor of purchasing behavior (Tseng & Wang, 2023). Consumers with favorable attitudes are generally more likely to develop stronger purchase intentions and engage in purchasing activities.

The term purchase intention is defined as the willingness and readiness of the consumer to purchase a product in the future. It is known to be one of the strongest predictors of purchase behaviour. Positive attitudes do not always lead to purchase intention as purchases may also depend on financial conditions, necessity for the product and other alternatives available.

Research Model Development

Recent studies in retail marketing increasingly emphasize the importance of integrating retail attributes and psychological responses in explaining consumer purchase behavior. However, previous studies have generally examined product diversity, visual merchandising, and customer service independently rather than integrating these variables into a comprehensive framework. In addition, empirical findings regarding the relationships among attitude, purchase intention, and purchase decision remain inconsistent, particularly in beauty retail contexts in emerging markets.

Unlike prior studies, this research develops an integrated framework based on the SOR theory by examining the relationships of product diversity, visual merchandising, and customer service with attitude, purchase intention, and purchase decision. Attitude and purchase intention are positioned as psychological response variables within the proposed model rather than being assumed to function as statistically established mediators. The study specifically focuses on consumers of Sociolla as an omnichannel beauty retailer in Indonesia. Thus, this study is expected to contribute to the literature on consumer behaviour and retail marketing by embedding the concept of psychological responses and retail attributes and their association with purchase decision in the beauty retailer context in Indonesia.

Hypothesis Development

Product Diversity, Attitude, Purchase Intention, and Purchase Decision

Product diversity is considered an important retail attribute influencing consumers' evaluations and purchasing behavior (Liu & Xiang, 2026). Extensive product assortments allow consumers to access various product alternatives that match their preferences and needs, thereby increasing shopping convenience and perceived value. In beauty retail settings, broader product selections may strengthen consumers' positive evaluations toward retailers and encourage purchasing behavior.

Previous studies have generally reported positive relationships between product diversity and consumers' attitudes, purchase intentions, and purchase decisions (Liu & Xiang,

2026). However, the strength and significance of these relationships may vary across retail contexts, particularly when consumers have access to alternative sources of product information such as online reviews and social media.

Accordingly, the following hypotheses are proposed:

H1: Product diversity positively affects consumers' attitude.

H2: Product diversity positively affects consumers' purchase intention.

H3: Product diversity positively affects consumers' purchase decision.

Visual Merchandising, Attitude, Purchase Intention, and Purchase Decision

Visual merchandising plays an important role in creating attractive shopping environments capable of stimulating consumers' emotional and behavioral responses (Gagarin et al., 2025). Store layout, lighting, product displays, and aesthetic arrangements may improve consumers' shopping experiences and strengthen positive perceptions toward retailers. In beauty retail contexts, visually appealing store environments may also increase consumers' engagement with products and encourage purchasing behavior.

Previous studies have indicated that visual merchandising positively affects consumers' attitudes, purchase intentions, and purchase decisions (Florea et al., 2025). Consumers exposed to attractive retail environments are generally more likely to develop positive evaluations and stronger purchasing tendencies.

Therefore, the following hypotheses are formulated:

H4: Visual merchandising positively affects consumers' attitude.

H5: Visual merchandising positively affects consumers' purchase intention.

H6: Visual merchandising positively affects consumers' purchase decision.

Customer Service, Attitude, Purchase Intention, and Purchase Decision

Customer service represents an important determinant of consumers' shopping experiences in retail environments (Roozen & Katidis, 2019). Responsive, reliable, and personalized services may strengthen consumers' trust and satisfaction toward retailers. In beauty retail settings, customer service becomes particularly important because consumers often require consultation and product-related recommendations before making purchasing decisions.

Prior studies have shown that customer service positively influences consumers' attitudes, purchase intentions, and purchase decisions. Positive service interactions may therefore enhance consumers' confidence and willingness to purchase products (Alifia & Nlrawati, 2025).

Thus, the following hypotheses are proposed:

H7: Customer service positively affects consumers' attitude.

H8: Customer service positively affects consumers' purchase intention.

H9: Customer service positively affects consumers' purchase decision.

Attitude, Purchase Intention, and Purchase Decision

Consumer behavior literature consistently identifies attitude as an important predictor of behavioral intention and actual purchasing behavior (Shastry, 2021). Consumers with favorable evaluations toward retailers are more likely to develop stronger purchase intentions and engage in purchasing activities. Meanwhile, purchase intention reflects consumers' readiness and willingness to perform purchasing behavior and is considered one of the strongest predictors of actual purchase decisions.

Previous studies have demonstrated significant relationships between attitude, purchase intention, and purchase decision across various retail contexts. Therefore, positive

attitudes and stronger purchase intentions are expected to encourage actual purchasing behavior among beauty retail consumers (Komalasari et al., 2021).

Accordingly, the following hypotheses are formulated:

H10: Attitude positively affects consumers' purchase intention.

H11: Attitude positively affects consumers' purchase decision.

H12: Purchase intention positively affects consumers' purchase decision.

CONCEPTUAL FRAMEWORK

The SOR framework is adopted in this study to explain consumers' purchase decisions in one of Indonesia's beauty retail industries. In this perspective, product diversity, visual merchandising, and customer service are treated as external variables that shape consumers' internal or mental attitude, and intention to purchase. These psychological responses subsequently influence consumers' purchase decisions as behavioral outcomes.

Product diversity reflects the retailer's ability to provide extensive product assortments that meet diverse consumer preferences and needs. Visual merchandising represents the strategic presentation of store environments and product displays designed to create attractive shopping experiences. Meanwhile, customer service refers to the retailer's ability to provide responsive, reliable, and personalized services during consumers' shopping processes. These retail-related attributes are expected to shape consumers' positive evaluations and strengthen their willingness to purchase products.

Furthermore, attitude represents consumers' overall positive or negative evaluations toward the retailer, while purchase intention reflects consumers' readiness and willingness to engage in purchasing behavior. Both variables are positioned as psychological response variables within the proposed SOR framework. Therefore, this study examines whether product diversity, visual merchandising, and customer service are associated with purchase decision directly and through pathways involving attitude and purchase intention.

Based on the proposed relationships, the conceptual framework of this study is illustrated as follows:

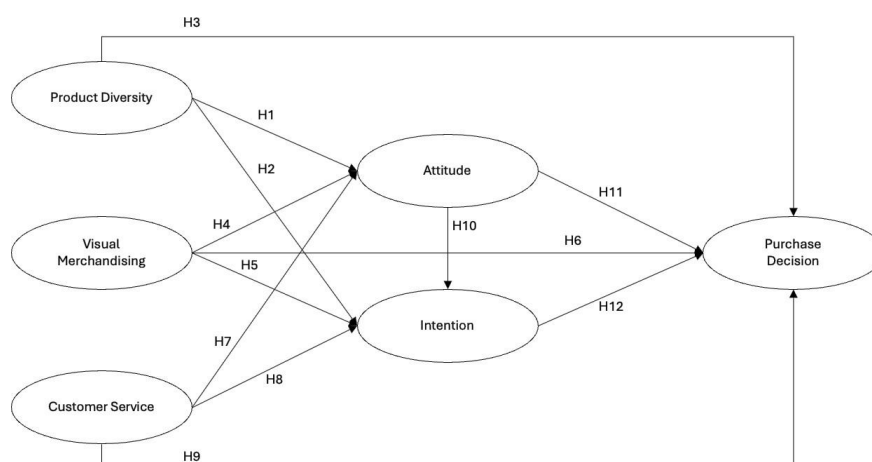


Figure 1. Conceptual Model Framework

Research Method

Research Design

This study employed a quantitative explanatory research design to examine the relationships among product diversity, visual merchandising, customer service, attitude, purchase intention, and purchase decision in the context of Sociolla's beauty retail business in Indonesia. Drawing from the SOR Framework, the research model was conceptualised where retail attributes represent the external stimulus, attitude and purchase intention reflect the internal psychological response while purchase decision represents the outcome of the action.

Population and Sample

The population of this study consisted of consumers in Indonesia who had purchased beauty products from Sociolla through its physical stores or digital application. Respondents were selected using purposive sampling, as the study required participants with specific prior experience relevant to the research context. The following criteria were applied:

1. Respondents had purchased beauty products from Sociolla within the previous six months.
2. Respondents were at least 17 years old.
3. Respondents had experience using the Sociolla application or visiting a Sociolla store.

These criteria were established to ensure that respondents had recent and relevant experience with Sociolla's retail environment and were therefore able to evaluate the product diversity, visual merchandising, customer service, attitude, purchase intention, and purchase decision examined in this study.

A total of 174 valid questionnaires were obtained and included in the analysis. The sample size was considered adequate for the proposed structural model, which involved six latent constructs and multiple structural relationships. The respondents met the predetermined inclusion criteria, and only completed and valid responses were retained for further analysis. The final sample of 174 respondents was subsequently analyzed using Structural Equation Modeling (SEM) with AMOS.

Data Collection

Data were collected using an online questionnaire distributed through social media platforms and online consumer communities. The data collection was conducted from February 2026 to Mei 2026. The questionnaire was targeted at consumers who met the predetermined inclusion criteria and had recent experience purchasing beauty products from Sociolla. Before completing the questionnaire, respondents were informed of the purpose of the study and the criteria for participation. Only responses that met the inclusion criteria and were completed appropriately were retained for analysis.

The questionnaire utilized a five-point Likert scale ranging from 1 ("strongly disagree") to 5 ("strongly agree"). Measurement items for each construct were adapted from previous studies in retail marketing and consumer behavior literature.

Measurement of Variables

Product diversity was measured using indicators related to brand choice, availability, completeness, shape and size (Mehrijoo & Pasek, 2014). Visual merchandising was measured through indicators associated with ease of product accessibility, ease of product layout visibility, and ease of product arrangement (Dwi I'sana & Nugraheni, 2013). Customer service was measured using responsiveness, reliability, and empathy dimensions (Sugiarto & Octaviana, 2021). Attitude was measured using indicators reflecting whether purchasing from the retailer was perceived as a good idea, wise, worthwhile, and beneficial (Zia, 2020). Intention was measured by consumers' consideration and willingness to purchase, use, and try the products (Indrawati et al., 2023). Purchase decision was measured through consumers' decision to choose the product, priority, willingness to sacrifice, and liking of the product (Upadana & Pramudana, 2020).

Data Analysis

The data were analyzed using Structural Equation Modeling (SEM) with AMOS. The analysis was conducted in two stages. First, the measurement model was evaluated to assess the validity and reliability of the constructs. Standardized factor loadings, construct reliability, and Average Variance Extracted (AVE) were considered in evaluating convergent validity and reliability. Second, the structural model was evaluated to examine the hypothesized relationships among the constructs.

Model fit was assessed using several goodness-of-fit indices, including Chi-square probability, GFI, AGFI, TLI, RMSEA, RMR, CMIN/DF, and CFI. Hypothesis testing was based on the critical ratio (C.R.) and probability value, with statistical significance evaluated at the 5% level.

The indirect effects of the exogenous variables on purchase decision were examined to identify potential indirect pathways involving attitude and purchase intention. Where applicable, these indirect effects were interpreted based on their estimated effects and corresponding significance tests rather than by multiplying individual path coefficients alone.

Results

Respondent Profile

A total of 174 valid respondents participated in this study. The respondents were predominantly female and aged between 18 and 30 years. Most respondents had purchased beauty products from Sociolla more than twice during the previous six months, indicating that the majority had relatively recent and repeated experience with the retailer. Skincare was the most frequently purchased product category among the respondents. These characteristics indicate that the respondents had relevant experience with Sociolla and were therefore appropriate for evaluating the retail attributes, attitude, purchase intention, and purchase decision examined in this study.

Measurement Model Evaluation

The measurement model was assessed based on standardized factor loadings, Average Variance Extracted (AVE), and Composite Reliability (CR). As presented in Table 1, the standardized factor loadings ranged from 0.591 to 0.819, indicating acceptable indicator loadings. The AVE values ranged from 0.500 to 0.627, meeting the recommended minimum threshold of 0.50. In addition, the Composite Reliability values ranged from 0.832 to 0.851, exceeding the recommended threshold of 0.70. These results indicate that the constructs demonstrate adequate convergent validity and construct reliability for subsequent structural model analysis. Discriminant validity was also assessed to confirm that each construct was empirically distinct from the other constructs in the model.

Table 1. Validity and Reliability Test Results

Variables	Code	Standardized Loading	AVE	Composite Reliability
Product Diversity	X1.1	0.761	0.533	0.851
	X1.2	0.740		
	X1.3	0.716		
	X1.4	0.733		
	X1.5	0.698		
Visual Merchandising	X2.1	0.814	0.627	0.835
	X2.2	0.808		
	X2.3	0.753		
Customer Service	X3.1	0.763	0.514	0.840
	X3.2	0.762		
	X3.3	0.591		

Attitude	X3.4	0.725	0.568	0.840
	X3.5	0.729		
	Y1.1	0.734		
	Y1.2	0.732		
	Y1.3	0.756		
Purchase Intention	Y1.4	0.790	0.500	0.832
	Y2.1	0.699		
	Y2.2	0.656		
	Y2.3	0.690		
	Y2.4	0.658		
Purchase Decision	Y2.5	0.819	0.565	0.837
	Y3.1	0.790		
	Y3.2	0.812		
	Y3.3	0.744		
	Y3.4	0.649		

Source: Processed Data, 2026

The overall model demonstrated an acceptable goodness of fit. Seven of the eight reported goodness-of-fit indices met their recommended thresholds, while AGFI indicated a marginal fit.

Table 2. Overall Model Goodness of Fit Test Results

No	Goodness of Fit Indeks	Cut of Value	Model Results	Information
1	Chi-Square Probability	>0.05	0.845	Good Fit
2	GFI	≥ 0.90	0.932	Good Fit
3	AGFI	≥ 0.90	0.868	Marginal Fit
4	TLI	≥ 0.95	1.019	Good Fit
5	RMSEA	≤ 0.08	0.000	Good Fit
6	RMR	≤ 0.10	0.052	Good Fit
7	CMIN/DF	≤ 2.00	0.910	Good Fit
8	CFI	≥ 0.95	1.000	Good Fit

Source: Processed Data, 2026

Hypothesis Results

The structural model was evaluated to examine the hypothesized relationships among product diversity, visual merchandising, customer service, attitude, purchase intention, and purchase decision. The results demonstrate that several hypothesized relationships were statistically significant, while others were not.

Table 3. Hypothesis Testing Results

No	Relationship	β	C.R.	p-value	Decision
1	PDV - ATT	0.509	5.103	0.001	Supported
2	PDV - PI	0.063	0.087	0.420	Not Supported
3	PDV - PD	0.263	1.961	0.050	Supported
4	VM - ATT	0.180	2.885	0.004	Supported
5	VM - PI	0.145	2.456	0.014	Supported
6	VM - PD	-0.133	-0.843	0.399	Not Supported
7	CS - ATT	-0.144	-1.838	0.066	Not Supported
8	CS - PI	0.141	2.123	0.034	Supported
9	CS - PD	-0.277	-1.855	0.064	Not Supported
10	ATT - PI	0.056	0.528	0.598	Not Supported
11	ATT - PD	0.800	2.871	0.004	Supported

12	PI - PD	0.960	2.607	0.009	Supported
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Source: Processed Data, 2026

Table 3 presents the results of hypothesis testing. Product diversity has a positive and significant effect on attitude ($\beta = 0.509$; $p < 0.001$) and purchase decision ($\beta = 0.263$; $p = 0.050$), supporting H1 and H3. However, its effect on purchase intention is not significant ($\beta = 0.063$; $p = 0.420$), so H2 is not supported.

Visual merchandising significantly affects attitude ($\beta = 0.180$; $p = 0.004$) and purchase intention ($\beta = 0.145$; $p = 0.014$), supporting H4 and H5. However, its direct effect on purchase decision is not significant ($\beta = -0.133$; $p = 0.399$); therefore, H6 is not supported.

Customer service does not significantly affect attitude ($\beta = -0.144$; $p = 0.066$) or purchase decision ($\beta = -0.277$; $p = 0.064$), resulting in H7 and H9 are not supported. However, customer service significantly affects purchase intention ($\beta = 0.141$; $p = 0.034$), supporting H8.

Attitude does not significantly affect purchase intention ($\beta = 0.056$; $p = 0.598$), so H10 is not supported. In contrast, attitude significantly affects purchase decision ($\beta = 0.800$; $p = 0.004$), supporting H11. Purchase intention also has a significant positive effect on purchase decision ($\beta = 0.960$; $p = 0.009$), supporting H12.

Overall, seven hypotheses (H1, H3, H4, H5, H8, H11, and H12) are supported, while five hypotheses (H2, H6, H7, H9, and H10) are not supported.

Direct and Indirect Effects Analysis

The direct and indirect effects of product diversity, visual merchandising, and customer service on purchase decision are presented in Tables 4 and 5. The results indicate that the three retail attributes exhibit different direct effects on consumers' purchase decisions.

Table 4. Direct Effects of Exogenous Variables on Purchase Decision

No	Exogenous Variables	Direct Effect on Purchase Decision	p-value
1	Product Diversity → Purchase Decision	0.263	0.050
2	Visual Merchandising → Purchase Decision	-0.133	0.399
3	Customer Service → Purchase Decision	-0.277	0.064

Source: Processed Data, 2026

As shown in Table 4, product diversity has a positive direct effect on purchase decision ($\beta = 0.263$; $p = 0.050$), indicating a statistically significant relationship at the 5% significance level. This result indicates that a wider range of products is associated with a higher likelihood of purchase decision among Sociolla consumers. In contrast, visual merchandising has a negative but statistically insignificant direct effect on purchase decision ($\beta = -0.133$; $p = 0.399$). This finding suggests that attractive product displays and store presentation do not directly translate into purchase decisions. Similarly, customer service has a negative but statistically insignificant direct effect on purchase decision ($\beta = -0.277$; $p = 0.064$).

Table 5. Indirect Effects of Exogenous Variables on Purchase Decision

No	Relationship	Indirect Effect
1	PDV → ATT → PD	0.407
2	VM → ATT → PD	0.144
3	CS → ATT → PD	-0.115
4	PDV → PI → PD	0.060
5	VM → PI → PD	0.139
6	CS → PI → PD	0.135
7	PDV → ATT → PI → PD	0.027

8	VM → ATT → PI → PD	0.010
9	CS → ATT → PI → PD	-0.008

Source: Processed Data, 2026

Table 5 reports the estimated indirect pathways from product diversity, visual merchandising, and customer service to purchase decision through attitude and purchase intention. The estimated effects vary in magnitude and direction across the proposed pathways. For example, the estimated pathway from product diversity through attitude to purchase decision is 0.407, while the corresponding pathway for visual merchandising is 0.144 and for customer service is -0.115. The estimated serial pathways through attitude and purchase intention are relatively small. Because statistical significance tests for these indirect effects were not reported, the estimates are presented descriptively and are not interpreted as evidence of statistically significant mediation.

Discussion

The findings demonstrate that product diversity, visual merchandising, and customer service are associated with purchase decision through different direct and indirect pathways. The results indicate that retail attributes do not uniformly affect consumers' psychological responses and purchase behavior. This pattern can be interpreted through the Stimulus Organism Response (SOR) framework, in which different retail stimuli may generate different internal and behavioral responses.

Product diversity has a positive and significant effect on attitude ($\beta = 0.509$; $p < 0.001$), indicating that consumers develop more favorable evaluations when retailers provide a broad range of beauty products. A diverse assortment enables consumers to compare brands, product functions, and alternatives according to their individual needs and preferences. This finding is consistent with Henderson and Rank-Christman (2016), who emphasized that product diversity can influence consumer responses by providing greater choice and facilitating the matching of products with individual preferences. Product diversity also has a positive and significant effect on purchase decision ($\beta = 0.263$; $p = 0.050$), suggesting that a comprehensive assortment can directly facilitate consumers' final purchasing decisions.

However, product diversity does not significantly affect purchase intention ($\beta = 0.063$; $p = 0.420$). This finding suggests that product variety alone is insufficient to generate consumers' intention to purchase. In beauty retail, consumers may require additional considerations such as product suitability, price, perceived quality, and brand preference before developing purchase intention. Thus, product diversity may function more strongly as a facilitating retail attribute than as a direct trigger of purchase intention.

Visual merchandising significantly affects both attitude ($\beta = 0.180$; $p = 0.004$) and purchase intention ($\beta = 0.145$; $p = 0.014$). This finding indicates that attractive product displays, store layouts, and visual presentation can generate favorable consumer evaluations and strengthen their willingness to purchase. The result is consistent with Park et al. (2015), who found that visual merchandising can influence brand attitude and purchase intention. In beauty retail, visual presentation is particularly relevant because beauty products are strongly associated with aesthetics, appearance, and self-image.

Nevertheless, visual merchandising does not significantly affect purchase decision directly ($\beta = -0.133$; $p = 0.399$). This result indicates that an attractive retail environment may stimulate consumers psychologically but does not necessarily determine the final purchase decision. Consumers may still consider product characteristics, price, product suitability, and other information before completing a purchase. From the SOR perspective, visual

merchandising may therefore operate primarily as a stimulus that shapes consumers' internal responses rather than directly determining behavioral outcomes.

Customer service has a significant positive effect on purchase intention ($\beta = 0.141$; $p = 0.034$), indicating that responsive and helpful service can increase consumers' willingness to purchase. This finding is particularly relevant in beauty retail because consumers may require product recommendations, explanations, or assistance in selecting products. However, customer service does not significantly affect attitude ($\beta = -0.144$; $p = 0.066$) or purchase decision ($\beta = -0.277$; $p = 0.064$). These findings suggest that although service interactions may encourage consumers' purchase intentions, they are not sufficient to substantially change consumers' overall evaluations or directly determine their final purchase decisions. This may reflect the increasing role of online reviews, social media, and beauty-related digital content in consumers' product evaluations.

The relationship between attitude and purchase intention also produces an interesting finding. Attitude does not significantly affect purchase intention ($\beta = 0.056$; $p = 0.598$). This result suggests that favorable evaluations toward the retailer do not automatically lead to purchase intention. Consumers may have a positive attitude toward Sociolla while postponing their purchase because of price considerations, product necessity, financial conditions, or alternative choices. However, attitude has a positive and significant effect on purchase decision ($\beta = 0.800$; $p = 0.004$). This indicates that consumers' favorable evaluations may become more relevant when they make the final purchasing decision.

Purchase intention has a positive and significant effect on purchase decision ($\beta = 0.960$; $p = 0.009$). This finding confirms that stronger willingness to purchase is associated with a greater likelihood of proceeding toward a purchase decision. The result is consistent with consumer behavior literature, which generally recognizes purchase intention as an important predictor of purchasing behavior (Komalasari et al., 2021).

Overall, the findings suggest that attitude and purchase intention play different roles in the formation of purchase decision. Attitude has a strong direct relationship with purchase decision, whereas purchase intention also contributes directly to purchase decision but is not significantly influenced by attitude in this model. Meanwhile, the three retail attributes demonstrate different patterns of influence: product diversity directly contributes to purchase decision, visual merchandising primarily influences attitude and purchase intention, and customer service primarily influences purchase intention. These findings extend the application of the SOR framework by demonstrating that different retail stimuli may generate distinct psychological and behavioral responses in Indonesia's beauty retail context.

Conclusion

This study examined the relationships among product diversity, visual merchandising, customer service, attitude, purchase intention, and purchase decision among Sociolla consumers in Indonesia based on the Stimulus–Organism–Response (SOR) framework. The findings demonstrate that each retail attribute is associated with consumer responses through different direct and indirect pathways.

Product diversity has a significant positive effect on attitude and purchase decision but does not significantly affect purchase intention. Visual merchandising significantly affects attitude and purchase intention but does not have a significant direct effect on purchase decision. Customer service significantly affects purchase intention, while its effects on attitude and purchase decision are not significant. Furthermore, attitude significantly affects purchase decision but does not significantly affect purchase intention, while purchase intention has a significant positive effect on purchase decision.

The findings indicate that purchase decision in beauty retail is shaped by both retail attributes and psychological responses. Product diversity has a more direct relationship with purchase decision, whereas visual merchandising and customer service are more closely associated with attitude and purchase intention. The estimated indirect effects further indicate that retail attributes may be associated with purchase decision through different pathways, although these estimates should not be interpreted as formal evidence of mediation without statistical significance testing.

From a managerial perspective, beauty retailers should maintain a diverse and relevant product assortment while strengthening visual merchandising and responsive customer service. These elements should be integrated with strategies that increase consumers' confidence and willingness to purchase rather than being implemented independently.

This study is limited by its focus on Sociolla consumers and the use of purposive sampling with 174 respondents. Future research could examine other beauty retailers, employ larger and more diverse samples, and incorporate additional factors such as price perception, brand trust, perceived quality, online reviews, and digital engagement to provide a broader understanding of purchase decision formation in Indonesia's beauty retail industry.

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