

# The Effect of in-Store Marketing on Tourists' Positive Emotion and Impulse Buying Behavior – An Empirical Study in Ho Chi Minh City, Vietnam

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**Abstract**—The main purpose of this study was to verify how in-store marketing stimuli impacted the impulse buying behavior through the mediator of tourists' positive emotion. Quantitative approach was employed with questionnaires directly delivered to 327 domestic tourists living in Ho Chi Minh City (HCMC), Viet Nam. The SPSS software (version 20) with statistical techniques; Exploratory Factor Analysis, Multiple Regression, and Path Analysis were used to process and analyze the data. The empirical findings indicated that an increased focus on store ambiance and packaging design would make much more attentions and emotion of domestic tourists which could affect the sales growth positively. Moreover, other factors consisting of video advertising and sales promotion have both significantly direct and indirect effects on impulse buying behavior through the mediating role of positive emotion. Some recommendations were proposed to improve the brand image and renew marketing campaign which, in turn, would motivate the buying power from tourists increasingly.

**Index Terms**—Impulse buying behavior, positive emotion, in-store marketing.

## I. INTRODUCTION

Over two decades, tourism industry in Vietnam has been varied positively. Remarkably, according to report of Travel and Tourism - Economic Impact Vietnam 2018, total contribution of Travel and Tourism to GDP was VND 468,291 billion, 9.4% of GDP in 2017. Moreover, it also directly supported 2,467,500 jobs (4.6% of total employment). Thanks to such highlights, this industry is optimistically forecasted to reach 4.9% by 2028. Considered as one of the key factors in national economy, the State is always supporting the favorable conditions to attract much more investors and develop this industry go further in coming times.

With the fast growth of the global tourism industry, shopping - one of tourists' favorite activities has become a significant economic contribution to the tourism and retail industries [1]. It is a partial of total consumption expenditure made by a visitor or on behalf of a visitor for and during his/her trip and stay at destination [2]. With this contribution, tourists' shopping is becoming a significant driver to the tourism and retail sector particularly. There is a diversified

range of the goods for tourists to purchase. They shop for a variety of things such as souvenirs, gifts, personal items, special local food, clothes, tobacco and wine, arts and handicrafts, toys, etc [3]. In the specific context of tourism, tourists' shopping attention and buying behavior are affected by various factors including planning behavior, unplanning behavior or shopping experience.

Under the practical observation in Vietnam, although there are some existing papers examining purchasing behavior in Vietnam tourism industry, they still leave a gap for impulse buying behavior. Moreover, most of the prior researches only focus on foreign visitor expenditure and do not pay much attention to contributions of domestic tourists' expenditure for tourism industry. A relatively young population of consumers of approximately 90 million people - of which 70% are aged between 15 and 64 years old - coupled with rising income levels who promised to be key drivers of robust market growth. This raises the requirement of studying the impulse buying behavior of domestic tourists accordingly.

This paper is examined towards the following objectives: 1) identifying key factors of in-store marketing effects on tourists' positive emotion; 2) assessing whether and how positive emotion stimulates impulse buying behavior; 3) recommending suggestions for investors and managers to improve better development plan in the field of tourism retail according to the results and findings of this study.

## II. LITERATURE REVIEW

### A. Tourists' Shopping and Impulse Buying Behavior

In term of perspective of tourists' buying behavior, [4] defined travel vacation is considered "unordinary time" when individuals spend their time to enjoy relaxing during holidays, which means they are not involved in their normal routine works and are very likely to release unpleasant mood. That's a reason why tourists are usually willing to spend their leisure time on travelling to relax and enjoy the happiness. According to [5], it is mentioned that tourists not only buy souvenirs, but also buy the products which are unavailable in their own countries when they go shopping in destinations. Besides that, [6] also claimed that various items which tourists are likely to buy such as clothes, duty free goods, jewelry, etc.

Until now, the definition adopted most widely in term of the impulse buying behavior is of [7]. It is indicated that impulse buying results from sudden feelings and hedonic desire to make an unplanned and immediate purchase after being motivated by stimuli. Based on the prior perspective,

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[8] also provided further findings to demonstrate clearly which factors impact on this buying behavior that reasons for impulse buying could be affected by environmental factors such as stimuli in the store environment, individual factors and situational factors when shopping. Recent researches have also recommended that consumers may be basically encouraged to engage in impulse buying behavior to change the pace of life or to relieve boredom through sensory and cognitive stimulation.

### B. Positive Emotion and Impulse Buying Behavior

The conceptual framework developed for this paper is formed according to the Stimulus - Organism - Response (S-O-R) model which is very well-known to define the relationship between factors affecting impulse buying behavior. This framework is studied by [9]. Within the S-O-R framework, individual is motivated by stimuli which affect internal and organism states.

Positive emotion represents Organism (O) in S-O-R paradigm which impacts on consumers' behavioral action such as impulse buying behavior. According to [10] who are scholars in environmental psychology suggested that consumers respond to dimensions of the physical surroundings emotionally and cognitively; those responses impact on consumer buying behavior within the environment. Besides that, framework and propose of [11] also considered that visitor's emotions precede their cognitions and propose that site interfaces (e.g. background color and music) evoke consumers' emotions at the first experience.

Over two decades, there has been many changes in perspective of consumers' behavior. During a long period in the past, researches showed that consumers were supposed to make buying decisions based on product attributes and benefits. However, recently marketers and scholars have started to study emotion evoked by marketing stimuli, products and brands [12]. [13] provided another framework to capture emotional responses to environmental stimuli that are pleasure, arousal and dominance (P-A-D framework). In term of definition understanding, pleasure refers to a good, happy, joyful or satisfied feeling of consumers in a certain shopping situation; arousal represents the extent to which person stimulated, alert or active; and lastly, dominance refers to the degree which people feel controlling, influential, free or autonomous [14]. On the other hands, when regarding effects of negative feeling, according to [15], impulse buying might serve as an escape from negative psychological states. In line with it, [16] suggested that consumers under difficult circumstances are prone to actively make purchases that are perceived as a self-gift or reward. But [17] defended that "the emotional response of consumers is the essence of impulse buying" and "take extremely important status in the impulse buying research". So, consumers may be willing to stay longer, spend more time and money in the store with the positive mood.

### C. In-Store Marketing Stimuli

In-store marketing is formed by a wide variety of short-term tactical tools, the most common ones being advertising, display, and promotion [18]. Moreover, this paper do refers to result of twelve in-store experiment such as in-store signage, display, atmospherics, product placement conducted by [19], then carries out studying the similar

in-store marketing stimuli including packaging, display, sales promotion, in-store video advertising, in-store ambient factors to explore how these variables influence tourists emotional response and impulse buying more deeply.

#### 1) Packaging

Packaging, one of the significant methods marketers have always applied to convey product information to potential shoppers directly. Basically, there are three main functions including protection, distribution and communication purposes such as brand message or product recognition [20]. A good packaging has to attract and draw consumers' attention at the first contact during their shopping enjoyment. This can be achieved through the format of package, its color, size, shape, material and graphic. Previous research shows that a moderate alteration in the package design may be the best solution for drawing attention and generating a favorable judgement of a package [21]. According to [22], they also suggest that shoppers are more likely to naturally imagine perspectives of product such as looks, taste or smells while seeing products' images printed on packaging. Another concept, "green" packaging is focused to study increasingly whereas consumers are tending to evaluate benefits of using "green" products and aiming to change buying behavior [23].

#### 2) Display

Display is considered as a powerful tool to convey the message of the goods to shoppers. Product display involves a consciously designed presentation of selected merchandise in a defined area (e.g., store-front window or end of aisle), highlighting the product(s) and creating a mood and/or message with the intent to positively affect consumers' approach responses [24]. It indicated that manufacturers or retailers must define the outstanding position within shelves for their products. On the other hand, display is also structured by three main characteristics of product placement including horizontal positioning, vertical positioning and category arrangement.

Ref. [25] ever demonstrated that products placed at the horizontal position of shelves attract far more attention of consumers than products placed more in the middle of the shelves. Conversely, [26] concluded that *vertical location effects* have twice more impact on sales than horizontal shelf lengths. This might be the case due to the fact that products placed at eye-level are seen with less far less effort than products placed on the vertical extremes of a shelf [27]. Last but not least, *category arrangement* will help consumers to avoid losing track on all different product categories provided in store [28]. According to [29], there are two specific product placement. Placement of a product variant on a shelf with other products in the same nominal category (e.g., a low-fat cookie with all the other "regular" cookies) is called taxonomic display. Alternatively, placement of a product variant with diverse products that are positioned and differentiated to deliver on a common consumer goal (e.g., good health) is called goal-based display

#### 3) Sales promotion

Sales promotion is regarded as a motivational tools that marketers or retailers applies to stimulate consumers' desire and urge them to buy a certain product of a specific brand within short period of time. Similarly, [30] also indicated that sales promotion is one of stimuli to make consumers

purchase numerous products or services immediately. Based on an extended understanding, [31] provided a new definition for sales promotion as “a range of marketing techniques designed within a strategic marketing framework to add extra value to a product or service over and above the “normal” offering in order to achieve specific sales and marketing objectives. This extra value may be a short-term tactical nature or it may be part of a longer-term franchise-building program”. Such extra value is studied more intensively by [32] who combined with impacting on consumers' mood and concluded that mood influences the effectiveness of price promotions through consumers' perceived transaction value in a mood congruent direction. However, few researchers stated that sales promotions may not have such positive effect on the promoted brand. According to [33], there is an avoidance of promoted products when the consumers don't perceive the promotion as added value which is more common when consumers are not sure about which brand should choose. Then, Some researchers stressed the need to separate sales promotions in two different categories including monetary promotions such as price discounts, coupons and non-monetary promotions such as samples, free gifts due to some differences on attitudes towards the type of promotions used [34] and differences in benefits that each type of promotions may provide to consumers [35].

#### 4) *In-store video advertising*

Store is a place where shoppers enter with information, observation, consideration, and finally make buying decisions. Accordingly, tourists' attentions and emotional responses must be grabbed by something new and interesting. It should be taken into consideration that in-store advertising which always creates the attractive materials for a retail store and plays a significant role that dominates this positive influence. Besides visual attention in in-store advertising such as packaging, displays, store environment, etc, bringing media or digital channel into advertising, so called video advertising should be considered as a new significant advantage to distribute products' info to consumers more easily.

This concept is defined as “spot or promotional content that is broadcast on retail video displays” [36]. It is installed in retail stores using Internet protocol technology and provides advertisers with an advanced digital signage format of point-of-purchase (POP) advertising. Like such traditional POP as cardboard displays, the new video advertising attempts to influence shopping behavior through in-store brand and message exposure [37]. More conveniently, this digital advantage can support advertisers vary message to target consumers quickly and easily. The ease of changing in-store video advertising also allows the store to deliver time- and date specific messages in real-time. These advantages demonstrated how flexibility in-store video advertising may bring positive influence to not only advertisers but also tourists particularly.

#### 5) *Store ambiance*

Store ambiance relates to nonvisual features of the store's environment such as music background, scent, lighting installment [38]. [39] ever demonstrated that shoppers' feelings are strongly influenced to make the buying decision by these features.

In line with this perspective, [40] pointed out that the significance of *lighting* which can impact on both store image and product display strongly stimulate shoppers' emotion to purchase products. As same as such viewpoint, [41] demonstrated that lighting may attract shoppers to experience shopping in the store and make an urge to purchase. Well-designed lighting systems can bring an added the highlight to an interior, guide the customer's eyes to key sales points, create an atmosphere of excitement, induce positive affect, or simply make key approach to safe and visible areas.

Besides that, *music* also plays a very important role. [42] ever concluded that music background is one of most important variables to form consumer behavior in the store. Applying pleasant music with a beautiful melody may produce good feeling and experience [43] when shopping.

Regarding the *scent*, some prior researches have largely focused on its influence consumers' moods, typically in a retail store environment. According to study of [44] concluded that the pleasant ambient scent may enhance much more attention paid to brands, no matter what familiar or unfamiliar brands. So, with such detailed adjustments, shoppers are more likely to spend time to stay and shop in the store.

According to above-mentioned literature review, this study hypothesizes that:

H1: In-store marketing stimuli make positive effects on tourists' positive emotion

H2: Positive emotion directly affects the impulse buying behavior.

H3: Effects of in-store marketing stimuli on impulse buying behavior are mediated by positive emotion.

### III. RESEARCH METHODOLOGY

#### A. *Questionnaire Design and Data Collection*

Target population was mainly domestic tourists who are living in Ho Chi Minh City and have travelled to tourism destinations in Vietnam over the last six months. In particular, they may be office staff, freelancers or students. Convenient sampling was applied due to limited time and budget. About the sample size calculation, this study used both exploratory factor analyses (EFA) and multiple regression, so it is better if the samples size should be larger. According to [45], for multiple regression, the sample size is calculated using the the formula ( $N=50+8*m$ ). With 5 independent variables in the model, the needed sample size of this study is at least 90. For the EFA, with 37 measured items, the minimum samples size, using the ratio 5:1, should be 185 [46]. Moreover, [47] suggested that ‘it is comforting to have at least 300 cases for factor analysis’. Therefore, questionnaires were conveniently delivered to 390 domestic tourists. Among returned questionnaires, the uncompleted ones were eliminated to ensure the reliability and accuracy of the data analysis. Finally, 327 questionnaires were valid for data analysis.

*Questionnaire Design:* the questionnaire was designed according to reference from literature review which is relevant to the variables studied. Then, it is translated to Vietnamese before delivering. The questionnaire form has totally 3 parts: part 1 included factors of dependent variables; part 2 was for independent variables; and part 3 included demographic

information of respondents. Measured variables derived from literature review consist of impulse buying behavior, positive emotion, packaging, display, sales promotion, in-store video advertising and store ambiance. The five-point Likert scale was applied for all statements of the questionnaire with 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 = strongly agree.

**B. Factor Analysis and Reliability**

In this study, exploratory factor analysis (EFA) was applied twice; one for the group of two dependent variables of tourist's positive mood and impulse buying behavior, and one for the group of independent variables of packaging, display, sale promotion, video advertising, and store ambiance.

The first-factor analysis was conducted for the group of dependent variable and mediator. Total variance explained accounted for 66.4% of the total variance. Cronbach's Alphas are .889 and .714 respectively which are greater than .5 proving the high reliability. The results of EFA also showed that KMO value was .851 and Barlett's test of sphericity reached a significant level of  $p = .000$  explaining the appropriateness of factor analysis with the data. Hence, factor analysis of variables was affirmed appropriate and reliable.

TABLE I: SUMMARY OF THE DEPENDENT VARIABLES

Given Name	Number of Items	Cronbach's Alpha
Positive Mood (POSEMO)	6	.889
Impulse Buying Behavior (IMBUY)	3	.717

\*All items have factor loading  $\geq .5$   
 KMO index = .851 and Sig. of Bartlett's test = .000  
 Total variances explained = 66.4%

Similarly, EFA was deployed for the five independent variables. The KMO value was .772 which was greater than .6, and the Sig. of Barlett's test was at  $.000 < .05$  demonstrating the appropriateness of independent variables for further analysis. Cronbach's Alpha index resulted from .692 to .834 respectively, meaning that these factors had good reliable measurement for further analysis.

TABLE II: SUMMARY OF THE INDEPENDENT VARIABLES

Given Name	Number of items	Cronbach's Alpha
Packaging (PACKA)	3	.692
Display (DISPY)	3	.696
Sale Promotion (PROMO)	3	.724
Video Advertisings (VIADS)	5	.833
Store Ambiance (STODE)	4	.834

\*All items have factor loading  $\geq .5$   
 KMO index = .772 and Sig. of Bartlett's test = .000  
 Total variances explained = 66.54%

**IV. RESEARCH FINDINGS**

**A. Demographic Characteristics of Respondents**

Table III presented that most of respondents were female, made up nearly 69%. Regarding age, it can be seen that young to middle-aged tourists were the target and potential customers of tourism industry in general and retail sector in particular. Total accounted for more than 98% respondents. Besides that, the majority of tourists had a good education background which is nearly 72% bachelor degree, makes

them well perceived about their buying behavior. That may support them answer questionnaire more precisely. In line with education level, monthly income of tourists equally fall into the rate of 10mil to under 15 mil VND and over 15 mil VND with 39.4% and 31.5% respectively. Additionally, the average shopping expense of domestic tourists in a shopping trip are mostly from 1 million VND to over 2 million VND which accounted for nearly 76%. Thus, it is proving the high probability of tourists' willingness for shopping expense when travelling.

TABLE III: RESPONDENTS' INFORMATION

		Frequency (N=327)	Valid %
Gender	Male	103	31.5
	Female	224	68.5
<b>Total</b>		<b>327</b>	<b>100</b>
Age	From 18 to 24	67	20.5
	From 25 to 34	209	63.9
	From 35 to 49	47	14.4
	Above 50	4	1.2
Education	Vocational	2	.6
	College	49	15
	Bachelor	235	71.9
	Postgraduate	41	12.5
<b>Total</b>		<b>327</b>	<b>100</b>
Monthly Income	Under 5 mil.VND	9	2.8
	5-10 mil. VND	86	26.3
	10-15 MIL. VND	103	31.5
	Above 15 mil. VND	129	39.4
<b>Total</b>		<b>327</b>	<b>100</b>
Shopping Budget	Under 0.5 mil VND	11	3.4
	0.5-1 mil. VND	69	21.1
	1-2 mil. VND	116	35.5
	Above 2 mil. VND	131	40.1
<b>Total</b>		<b>327</b>	<b>100</b>

**B. Factor Correlation between Variables**

As shown in Table IV, all variables have positive correlations. Among them, the highest association of POSEMO and IMBUY demonstrated that the better tourists' emotion the higher probability of impulse buying decision. Following is PROMO with  $r = .354, p < .05$ , it indicated that an increased focus on sales promotion can strongly impact on tourists' buying behavior in the store.

TABLE IV: CORRELATION BETWEEN VARIABLES

	IMBUY	1	2	3	4	5	6
1. VIADS	.260	1.00					
2. STODE	.136	.249	1.00				
3. DISPY	.055	.219	.259	1.00			
4. PROMO	.354	.347	.228	.190	1.00		
5. PACKA	.165	.194	.497	.187	.265	1.00	
6. POSEMO	.356	.281	.386	.222	.365	.385	1.00
<b>Mean</b>	<b>2.94</b>	<b>3.64</b>	<b>4.01</b>	<b>3.62</b>	<b>3.77</b>	<b>3.90</b>	<b>3.59</b>
<b>SD</b>	<b>.768</b>	<b>.623</b>	<b>.663</b>	<b>.696</b>	<b>.788</b>	<b>.676</b>	<b>.613</b>

All correlations are significant at the .05 level ( $p = .000$ )

**C. Factors Directly Affect Tourists' Positive Emotion**

Continuously, regression was applied to test the relations among variables. From the result showed in Table V, there are four factors to have the significance which positively influence POSEMO with coefficients of VIADS ( $B = .101$ ), STODE ( $B=.179$ ), PROMO ( $B=.171$ ), and PACKA ( $B=.180$ ) respectively.

The regression equation of POSEMO is presented as follows:

$$\text{POSEMO} = .935 + .101*\text{VIADS} + .179*\text{STODE} + .171*\text{PROMO} + .180*\text{PACKA}$$

It can be concluded that the better quality of store ambiance, packaging as well as the more interesting video ads and sales promotion, the more positive mood tourists would perceive.

TABLE V: COEFFICIENTS BETWEEN INDEPENDENT VARIABLES AND POSEMO

Given Name	Unstandardized Coefficients (Beta)	t	Sig.
	.935	3.667	.000
PACKA	.180*	3.548	.000
DISPY	.062	1.405	.161
PROMO	.171*	4.208	.000
VIADS	.101*	1.972	.049
STODE	.179*	3.431	.001

\*Coefficient is significant at the .05

Predictors: VIADS, STODE, DISPY, PROMO, PACKA

Dependent Variable: POSEMO

ANOVA: F = 24.420; Sig. = .000, p < .05

Model summary: Adjusted R<sup>2</sup> = .264

#### D. Factors Directly Affect Impulse Buying Behavior

Regarding coefficients among independent variables, POSEMO and IMBUY, the results in following Table VI showed that POSEMO got the highest direct effect on IMBUY (B= .327, p<.05), which confirmed significant domination of positive emotion on impulse buying behavior of tourists. PROMO followed with B= .227, P<.05, explaining that sales promotion would lead to impulse buying properly. Last but not least, even though VIADS (B= .158, P<.05) is lower a little bit, it has still impacted significantly on tourists' impulse buying behavior. Interesting video ads can easily capture much tourists' attentions when they shopping at the store.

TABLE VI: COEFFICIENTS BETWEEN INDEPENDENT VARIABLES AND IMBUY

Given Name	Unstandardized Coefficients (Beta)	t	Sig.
	.734	2.139	.033
PACKA	.010	.144	.885
DISPY	-.074	-1.268	.206
PROMO	.227*	4.129	.000
VIADS	.158*	2.332	.020
STODE	-.043	-.610	.543
POSEMO	.327*	4.449	.000

\*Coefficients is significant at the .05

Predictors: VIADS, STODE, DISPY, PROMO, PACKA, POSEMO

Dependent Variable: IMBUY

ANOVA: F = 13.448; Sig. = .000, p < .05

Model summary: Adjusted R<sup>2</sup> = .186

Then, the following regression equation of IMBUY is stated that:

$$\text{IMBUY} = .734 + .158*\text{VIADS} + .227*\text{PROMO} + .327*\text{POSEMO}$$

#### E. Indirect Effects on Tourists' Impulse Buying Behavior

Path coefficients of hypotheses testing as in Fig. 1.

Bootstrapping method was adopted to examine the significance of indirect effects. This method is examining whether there is a zero "0" between the lower (LLCI) and upper (ULCI) boundary of the confidence intervals. Preacher and Hayes (2008) proposed that "if there is a zero, the

indirect effect isn't significant or no effect exists; on the contrary, indirect effect can be claimed".

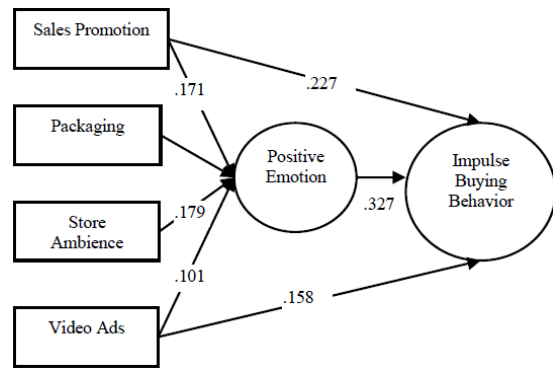


Fig. 1. Significant path coefficients.

Note: All coefficients in the model were significant at the .05 level

TABLE VII: TOTAL CAUSE EFFECT ON IMBUY

Given Name	Causal Effect			LLCI	ULCI
	Direct	Indirect	Total		
PACKA	---	.059	.059	.005	.066
PROMO	.227	.056	.283	.002	.097
VIADS	.158	.033	.191	.028	.088
STODE	---	.059	.059	.026	.096
POSEMO	.327	---	.327	---	---
<b>TOTAL</b>	<b>.712</b>	<b>.207</b>	<b>.919</b>		

According to the Table VII, all values at two columns LLCI and ULCI are completely positive which have no "zero" to fall between them. Then, at a 95% confidence interval, the paper proved the indirectly significant effect of independent variables VIADS, STODE, PROMO, PACKA on IMBUY through POSEMO. To specify, the total effect was .919 with the indirect impact of .207 accounted for 20.7%.

#### V. DISCUSSION AND RECOMMENDATION

According to the results and findings in Part IV, this paper aims to examine the effects of stimuli on POSEMO and IMBUY based on the model proposed by [47].

These findings pointed out that focusing on developing in-store marketing including store ambiance, video ads, sales promotion and packaging will capture tourists' attentions intensively. It creates positive feelings which motivate impulse buying behavior quickly. The way to organize or design the light system, music background or promote sales promotion program, video ads in the store is very significant. Result also demonstrates that positive emotion has a strong effect on impulse buying behavior. The much more positively tourists feel when shopping, the higher probability they could make purchase decision. The hypothesis formed to find the effect and domination of positive emotion on impulse buying is thus validated. This result is in line with validation in another study [48] which affirms that individuals who are in a good mood staying in this emotional state, usually make an impulsive purchase to reward themselves

Additionally, after reviewing and improving in-store marketing stimuli, store managers should conduct randomly some short surveys to get customers' feedbacks. Somehow, it will support store managers understand what consumers' perception and trend are; which strategy should be planned appropriately; which stimuli should be improve to be much

better.

## VI. CONCLUSION

In conclusion, this paper could communicate and present the whole purpose as expectation. In order to evaluate in-store marketing stimuli impacting on tourists' impulse buying behavior to enhance effectiveness and growth for tourism sites, independent variables including store ambiance, video advertising, packaging and sales promotion as well as tourists' positive emotion should be evaluated and applied accordingly. Furthermore, this study is also showing the connection among variables to verify the weakness, disadvantages as well as the seriousness level of each problem and resolve quickly to satisfy tourist's needs and increase their impulsive buying power.

From the samples of 327 responses, the paper could conduct a meaningful result based on consumers' needs at tourism site. In connection with those findings, some suggestions are proposed, which may particularly enhance positive effects on tourists' emotion and tourists' impulse buying behaviors. These things can hopefully bring about valuable contributions for long-term development strategy in tourism industry.

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