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**INFORMATION PAGE ON THE NEW ACADEMIC
AND THEORETICAL CONTRIBUTIONS OF THE DISSERTATION**

Dissertation Title: The Impact of In-Store Factors and Shopping Companions on Impulse Buying Behavior: The Mediating Role of Positive Emotions and Urge to Buy

Major: Business Administration

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Doctoral Candidate: Nguyen Thi Thoa

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Institution: University of Finance – Marketing

Supervisors 1: Dr. Kieu Anh Tai

Supervisors 2: Dr. Tran The Nam

CONTRIBUTIONS OF THE DISSERTATION

The dissertation makes several novel contributions in terms of theory, research methodology, and managerial practice in the field of retail marketing, particularly in the study of customers' impulse buying behavior in the context of modern retail environments such as hypermarkets. The main contributions of the dissertation are presented as follows:

1. Theoretical Contributions

First, the study contributes to extending the SOR model by integrating and examining the roles of two stimulus (S) factors: in-store events and employee respectfulness. Compared to previous studies that mainly focused on basic service interaction characteristics, this study adds a perspective on psychological–social interaction factors through the variable of respectfulness. At the same time, investigating the factor of in-store events provides further evidence regarding the role of experiential activities in the retail environment. The analysis results indicate that these two factors are associated with impulsive buying behavior through mediating mechanisms such as positive

emotions and the urge to buy. Therefore, the study further clarifies the role of stimulus factors within the SOR model in a specific research context, while also providing additional empirical evidence for the application of this model in customer behavior research in modern retail environments such as hypermarkets.

Second, the dissertation contributes to the development of consumer behavior theory by integrating Social Facilitation Theory into the SOR framework. Unlike many previous studies that mainly examined physical environmental factors or consumers' individual psychological states, this dissertation incorporates shopping companions into the research model as a moderating variable. The research findings indicate that the presence of shopping companions can alter the strength of the impact of positive emotions on impulse buying behavior. In particular, the effect of positive emotions on impulse buying behavior becomes stronger when customers shop with family members compared to when they shop with friends. This finding helps clarify the mechanism through which the social context influences the transformation of emotions into consumer behavior, while also providing additional empirical evidence for Social Facilitation Theory in the context of shopping at modern retail outlets.

Third, the dissertation provides additional quantitative empirical evidence to help clarify inconsistencies in previous studies regarding the effects of in-store stimulus factors. By collecting and testing data from hypermarkets in Vietnam (Ho Chi Minh City), the study offers an empirical perspective on how customers respond in a large-scale retail environment within a specific market context. Regarding music, the analysis results indicate that music can function as an environmental stimulus, contributing to the evocation of positive emotions and thereby having an indirect association with impulse buying behavior. In contrast, concerning employee characteristics, the empirical findings reveal that friendliness and helpfulness do not have a statistically significant effect on impulse buying behavior in this research context. This finding suggests that the role of basic service interactions may not be consistent across contexts, but instead depends on the characteristics of different retail formats as well as specific market conditions.

2. Practical and Managerial Contributions

Regarding practical contributions, the findings of the dissertation provide practical insights and information that help hypermarkets better understand customer shopping psychology, thereby serving as a basis for making more effective business decisions. First, the research findings provide empirical evidence showing that in-store activities such as events, music, and promotions are associated with impulse buying behavior when these activities are linked to stimulating customers' positive emotions and urges to buy. Accordingly, the study offers an empirical basis for businesses to consider and evaluate the effectiveness of in-store activities in actual retail contexts. Second, the research results indicate that respectfulness in interactions with customers is associated with impulse buying behavior in the hypermarket context, whereas employee characteristics such as friendliness and helpfulness do not show statistically significant effects. This finding suggests that not all aspects of employee–customer interactions play the same role in influencing purchasing behavior. Finally, the research findings reveal that customers' impulse buying behavior differs according to the type of shopping companion. Customers tend to engage in higher levels of impulse buying when shopping with family members. This finding highlights behavioral differences among customer groups based on shopping companions and emphasizes the role of the social context at the point of sale in practice.

The dissertation provides a scientific basis that helps managers in modern retail better understand the mechanisms underlying customers' impulse buying behavior in hypermarkets. The research results indicate that in-store factors such as events, promotions, music, and employees' respectful behavior can influence impulse buying behavior through two key psychological mechanisms – positive emotions and urge to buy – while also being affected by social contexts such as shopping companions. Based on these findings, the study offers important managerial implications that enable retail businesses to design and manage point-of-sale marketing activities more effectively, enhance the shopping experience, and increase the likelihood of impulse purchases among customers.