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Impulse buying is affected by store atmosphere and promotion

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Abstract

The research aims at finding and analyze the effect scale of the store atmosphere and the Promotion on impulse buying at the 3-second store in Gorontalo, whether simultaneously or partially. The research uses a qualitative method with a descriptive presentation. The data collection is done through a questionnaire for respondents, a field survey, and observation. Data analysis employs path analysis. The research suggests that the first hypothesis states that the Store Atmosphere variable and Promotion simultaneously contribute to a positive and significant effect on Impulse Buying, with the value of determination coefficient (R-Square) of 0.527 (52.7%). The result of the F-calculated shows a result with the value of 53.982, while the F-estimated shows the value of 3.090 and the probability sig of $0,000 < \alpha (\alpha) = 0,05$. The second variable of the Store Atmosphere to the Impulse Buying suggests a significant and positive effect. The probability value is $\alpha (\alpha) (0.000 < 0.05)$, and the value of the t-calculated is higher than the value of the t-estimated ($8.313 > 1.661$). The third hypothesis of the promotion variable has a positive and significant effect on Impulse Buying. The probability value is $\alpha (\alpha) (0.030 < 0,05)$ and the value of t-count is higher than the value of t-table ($2.204 > 1.661$).



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1 Introduction

The business world of a trading business is part of marketing activity to meet the community's needs both for individuals, families, or households, and these are the final customers (Istiatin and Sudarwati, 2014). The buying behavior made by consumers is based on the individual's cognitive function, and then they will decide to buy a product (Themba, 2021). In'am et al., (2016) explained that the buying behavior of each individual or individual could be viewed differently. In general, before making a purchase, consumers will find out information to identify the product's target. This planning, as usual, will include several considerations on aspects of the desired product to be purchased, such as consideration of price, location of a place of purchase, and so on (Djaharuddin, 2021). However, through such considerations, sometimes what becomes a desire in a purchase

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becomes suddenly changed, which will arise unintentionally when viewing an item or product. So that the buying process will occur without any prior planning. Through changes in consumer behavior in making this type of impulsive purchase, it is called impulse buying.

Impulse buying behavior tends to highlight the behavior of the purchases made by customers at that time (Naentiana & Setiawan, 2014). Impulse buying itself has become a phenomenon that generally occurs in the market. This has become a point and has become the focus of every activity or activity of marketing (Graa et al., 2014). Impulse buying (unplanned purchase) is a form of action in a purchase that was not initially recognized and carried out consciously as a result of consideration in purchasing a product or from a desire to intend to buy a product, which was formed before entering a store or outlet or can said to be based on a sudden, intense, persistent and unplanned urge to buy a product or item directly, without much regard for the consequences (Mowen & Minor, 2002; Negara & Kusumadewi, 2018). This impulse buying often occurs due to emotional feelings that come to consumers when they shop at a store or outlet (State and Kusumadewi, 2018).

The store atmosphere is closely related to impulse buying (Mulyana & Pertiwi, 2020). The store atmosphere is the atmosphere felt by consumers when they are in the store. Customers who feel comfortable tend to be in the store for a long time to continue to look at the goods displayed in the store and then do impulse buying. The phenomenon of impulse buying behavior is also based on internal factors from within the consumer, and for these internal factors, it is usually related to mood and based on consumer habits in shopping (Mulyana & Pertiwi, 2020). One of the motivations for impulsive buying is because emotional factors drive it to look for their desires and sheer pleasure, namely hedonic shopping motivation, where people who have hedonic shopping motivation tend to be easier to do impulse buying (Tjantoko & Japariato, 2015). Yuliyanti & Wikondo, (2019) explained that an attractive store atmosphere is expected to lead to impulse purchases.

The relationship between store atmosphere and impulsive buying follows the results of the research found by Caesariani, (2020), which states that store atmosphere has a positive impact on impulse buying by consumers. The results of Caesariani's research (2020) explain that an attractive store atmosphere will directly affect the high level of consumers making impulse purchases. Levy & Weitz (2012) explained that impulse purchases occur because consumers see some products in the store. This statement illustrates that the store atmosphere is the main attraction for consumers to see the products displayed in the store and purchase items that are not on the shopping list (Caesariani, 2020).

This study was conducted at Store 3 (three) Second Gorontalo, one of the local brand stores located in Mall Gorontalo. The 3 Second Store has the motto "Feel Famous," meaning that if consumers or customers use or use products from the 3 Second Store, they will feel like a celebrity. However, this is not a reason to bring consumers in this place to shop, but rather the atmosphere of the store that seems attractive to consumers. This is because Store 3 Second Gorontalo is located at Mall Gorontalo. So that every customer who passes by will immediately feel interested in visiting the 3 Second store and will unconsciously influence the customer to behave impulse buying to shop at this place, even without planning (impulse buying) to buy the product. However, based on the sales system carried out by the 3 Second store, even though the store atmosphere looks beautiful, the store uses very little promotion in selling its products, such as providing convenience to consumers through Advertising (advertising), Sales promotion (sales promotion).), Personal selling (personal selling). So by not doing this, this shop is experiencing a lack of buyers. However, when this store provides promotions, although not continuously or not intensely, it can be seen in the behavior in purchases made by consumers in shopping; consumers seem to make purchases without planning to buy products sold by 3 Second stores. This is recognized by the consumers who come or the salespeople in the store, even by the store owner. Thus, the thing that needs and is very concerned about by the management of the 3-second store is continuous promotion, not just at certain times.

Impulse buying is a condition that occurs when a person has experienced a feeling that has been urgent and can no longer be controlled suddenly (Solomon & Rabolt 2009; Yulianti & Wikondo, 2019). Impulse buying is a form of action when the purchase of a product is made suddenly or suddenly, or spontaneously (Setiawardani, 2019). A consumer who at first never had a plan at the time of making the purchase, only because of the desire to buy a product that appeared suddenly or suddenly when he saw the product in person (Utami, 2010; Yulianti & Wikondo, 2019). In general, the actions taken by these consumers have overridden the rational way of thinking. Rook & Fisher (Bong, 2011) describe five indicators that cause a person to make an impulsive

purchase: spontaneous, not considering based on rational thinking, difficulty controlling oneself, seeing attractive offers on the product seen, perception of time, and the latest models.

Katarika & Syahputra (2017) explain that store atmosphere is an essential factor for shopping centers to make consumers feel interested in coming to visit and feel comfortable in shopping. The store atmosphere is a form of a combination of information physically and has been through planning (Mahgfiroh, 2014). A store atmosphere is also a form of previously planned change and turned into a sudden purchase (Hidayat & Erika, 2017). Berman & Evans, (2014) explained that part of a store, such as physical appearance is significant to be able to provide to build an image and provide customer interest. Utami (2017) gives an opinion about the definition of Store atmosphere that is a combination of the physical characteristics of the store such as architecture, layout, lighting, display, color, temperature, music, aroma, which as a whole will create an image in the minds of consumers (Yistiani, 2012; Sutisna & Pawitra, 2001).

Promotion is an effort made by a company that can influence potential buyers through several uses of all marketing mix elements (Simamora, 2007; Cakraningrat & Ardani, (2016). Promotion is a strategy or technique that is created and designed to sell goods or products. This promotion is one of the factors determining the success of a marketing program (Griffin & Ebert, 2002; Cakraningrat & Ardani, 2016). Promotion is any form of visual or communication used to provide information (to inform), persuade (to persuade), or reminding people or individuals about the products produced by individual organizations and households (Simamora, 2007; Finthariasari et al., 2020). By paying attention to this, all preparations or promotional tools are needed so that the companies expected and desired can meet the target's target and be efficient (Finthariasari et al., 2020). Opinions expressed by Persona et al. (2013:1150) five indicators can be used to measure promotion: personal selling, Advertising, Sales Promotion, Public relations, and Direct marketing.

H1: Store atmosphere (X1) partially positive and significant effect on Impulse Buying (Y) at Store 3 Second Gorontalo

H2: Promotion (X2) partially has a positive and significant effect on Impulse Buying (Y) at the 3 Second Gorontalo Store

2 Research Method

This study was designed systematically to discuss and analyze the influence of store atmosphere and promotion on consumer decisions to make impulse buying. This research was conducted at 3 Second Gorontalo stores. We collected data by distributing questionnaires to all customers of the 3 Second Gorontalo stores. Sampling in this study using a simple random sampling technique provides equal opportunities to each population (Sugiyono, 2015). The sampling technique in this study was carried out using the accidental sampling technique, which means that in sampling, the number of population members is based on coincidence. This means that only individuals who happen to be found or who can be found are chosen; this is because the sample does not have exact data about population size and complete information about each population element. (Sugiyono, 2015).

$$Y = a + b_1x_1 + b_2x_2 + \varepsilon$$

Description:

- Y = Impulse Buying
- X1 = Store Atmosphere
- X2 = Promosi
- a = Constants
- b = Regression coefficient
- ε = Error

The measurement indicators for each research variable are contained in the form of a questionnaire. Measured using a Liker scale by grouping into five categories, namely (5 = Strongly agree, 4 = Agree, 3 = Neutral, 2 = Disagree, 1 = Strongly Disagree).

3 Result and Discussion

Result

From the results seen from the table above, it can be explained that of the total number of impulse buying customers, namely 100 people, there are about 73% dominated by male customers with a total of 73 people, and the remaining 27 people or 27% as female customers.

Table 1. Classification of Respondents by Gender

No	Gender	Number of Respondents	Percentage
1	Man	73	73
2	Woman	27	27
Total		100	100

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Table 2. Validity and Reliability Test Results of Research Instruments

Variabel	Indicator	Validity Test			Reliability Test	
		r-calculated	r-estimated	Info	Alpha	Info
Store Atmosphere (X1)	X1.1	0.723		Valid		
	X1.2	0.800		Valid		
	X1.3	0.652		Valid		
	X1.4	0.835		Valid		
	X1.5	0.737		Valid		
	X1.6	0.759	0.197	Valid	0.928	Reliable
	X1.7	0.813		Valid		
	X1.8	0.807		Valid		
	X1.9	0.807		Valid		
	X1.10	0.754		Valid		
	X1.11	0.793		Valid		
Promotion (X2)	X2.1	0.785		Valid	0.730	
	X2.2	0.713		Valid		
	X2.3	0.586	0.197	Valid		Reliable
	X2.4	0.753		Valid		
	X2.5	0.627		Valid		

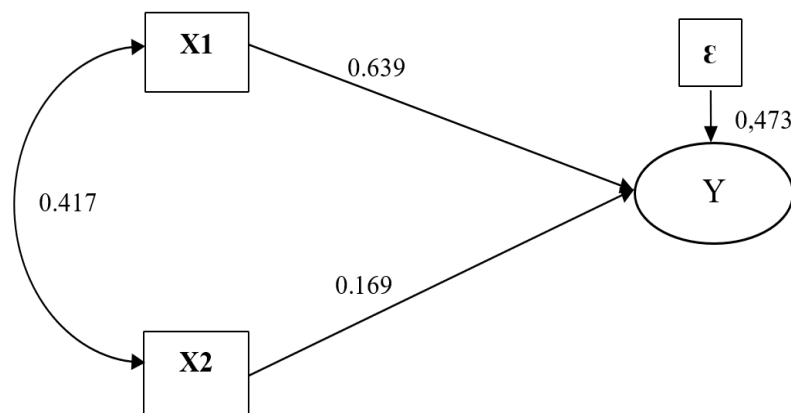


Figure 1. Relationship between Variables

From Figure 1, information is obtained that the variable with the most dominant influence is Store Atmosphere (X1) because its influence on the dependent variable of Impulse Buying (Y) is 0.639. The Promotional variable (X2), its influence on Impulse Buying (Y), is low because the value is only equal to 0.169. The results of the estimation of data analysis on statistical data processing using path analysis will be known whether the independent variables (independent) either simultaneously or partially have a real influence or are stated significantly on the dependent variable (dependent). Based on the results of data processing on 100 respondents as consumers who make impulse buying purchases using path analysis, the following equation is obtained:

$$Y = 0.639X_1 + 0.169X_2 + 0.473\varepsilon$$

$$R^2 = 0.527$$

The coefficient of the independent variable, namely Store Atmosphere, which is measured on Impulse Buying, has a positive effect. The magnitude of the direct influence of the Store Atmosphere (X1) variable on Impulse Buying (Y) is 0.639 or 63.9%. X2 = Promotion, indicating that Promotion (X2), measured against Impulse Buying, has a positive effect. The magnitude of the direct effect of the Promotion on Impulse Buying is 0.169 or 16.9%. Meanwhile, the value of the epsilon variable (ε), which is not examined in this study, is 0.473. This value indicates that other variables are not used in this study, with a 0.473 or 47.3% practical value. If we look at the results of path analysis calculations, as shown in Figure 1, it can be interpreted that the value of the coefficient of determination (R-Square) is 0.527. This explains that about 52.7% of values affect the Impulse Buying variable through the Store Atmosphere and Promotion variables. Moreover, there is still another influence value of 47.3%, which is determined by other variables, and in this case, it is still needed for further research. This means that the variables in question, by adding other variables such as Merchandising and Emotional Responses (Dewa Ayu Taman Sari & Alit Suryani, 2014; Seno Aji et al., 2020).

Table 3. Path Coefficients, Simultaneous and Partial Test Results

Information	Contribution / Influence Coefficient	Percentage
X ₁ Terhadap Y	0.639	63.9%
X ₂ Terhadap Y	0.169	16.9%
Effect of X ₁ and X ₂ variables on Y		52.7%
The influence of other variables not included in the study		47.3%
Total		100%

Table 4. Test Estimation Results

Inter Influence Variable	Calculated	Estimated	Sig	Alpha (α)	Decision	Conclusion
Y $\leftarrow$ X1, X2	53.982	3.090	0.000	0.05	Signifikan	Accepted
Y $\leftarrow$ X1	8.313	1.661	0.000	0.05	Signifikan	Accepted
Y $\leftarrow$ X2	2.204	1.661	0.030	0.05	Signifikan	Accepted

Discussion

The results of testing on 100 customers from 3 second Gorontalo stores show that simultaneously there is a positive and significant direct effect between Store Atmosphere and Promotion variables on Impulse Buying. These findings are because consumers often make purchases spontaneously without prior consideration. This is also influenced by the store atmosphere or the store's atmosphere that provides support when shopping, such as consumer interest in the promos that are displayed. Customers make purchases at the 3 Second Gorontalo store without thinking about the consequences. Partially there is a positive and significant effect of the Store Atmosphere variable on Impulse Buying. According to the number of respondents who stated that this store provides space for visitors or buyers because it has a good clothes rack layout. This store also gives a feel at home because it is accompanied by music that indirectly makes consumers feel at home to linger in the store. This shop has also provided a good lighting arrangement and can satisfy its customers. The lighting arrangement in this store attracts consumers to enjoy the atmosphere in the store. The design and color of the walls seen in the 3 Second Gorontalo store also display a unique and modern impression. So this makes it comfortable for visitors or customers to carry out their feed shopping activities, even without prior planning. Another uniqueness of this store that can attract consumers to feel more comfortable and the shop is because the aroma in the store feels fresh and does not interfere with consumer comfort. There are also comfortable, and safe changing room facilities, plus the air temperature in the room feels cool.

Partially there is a direct positive and significant effect of the Promotion variable on Impulse Buying. This shows that the more promotions carried out by the company, the higher the Impulse Buying. Facts on the ground show that in 3-Second, Gorontalo did not intensely promote. This is due to statements made by consumers that the display of advertisements made by the 3 Second Gorontalo store is sometimes listed on displays so that although this is not always there, because of the attractive atmosphere of the store, consumers feel what they see. on clothing products that are well organized in store windows, this makes consumers feel treated by buying impulse buying. However, advertising promotion does look attractive and easy for consumers to remember when they want to shop again. However, when advertising promotions are carried out, 3 Second Gorontalo store always gives consumers confidence that the promotions from these advertisements are following the facts. The 3 Second Gorontalo store sells clothing products; moreover, the sales promotion is done by giving discounts or buying one get two.

4 Conclusions

In this study, it can be seen that the store atmosphere and promotion variables influence Impulse Buying, either partially or simultaneously. These results state that store atmosphere and promotion are both factors that are considered very important by the company. This is because, either directly or indirectly, these two variables will strongly influence consumers to behave impulsively in purchasing products sold by the 3 Second Gorontalo store. The products sold are indeed needed by consumers, especially millennials, even though this need is not urgent. However, because the atmosphere of the store looks attractive, it can lead to impulse shopping activities. The thing that needs to be maintained is always to prioritize the concept of the store atmosphere. Because this always makes consumers always excited and motivated to shop. So far, the 3 Second Gorontalo store is lacking and rarely provides discounts on the prices of products sold. So the results of this study expect that the 3 Second Gorontalo stores can carry out intense product promotions, sales promotions, advertising, and direct promotions to consumers.

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