

Analysis of the Effect of Store Atmosphere, Price Discount, and Sale Person on Impulse Buying, with Shopping Lifestyle and Emotional Response as Mediation Variables Study on UNIQLO Products Consumers in Yogyakarta

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Abstract

This study aims to determine: (1) the effect of store atmosphere on impulse buying with emotional response as a mediating variable, (2) the influence of store atmosphere on impulse buying with shopping lifestyle as a mediating variable, (3) the effect of price discount on impulse buying by emotional response as a mediating variable, (4) the effect of price discounts on impulse buying with shopping lifestyle as a mediating variable, (5) the influence of sales persons on impulse buying with emotional responses as mediating variables, (6) the influence of sales persons on impulse buying with shopping lifestyle as a mediating variable. The population in this study were all consumers of Uniqlo products. Sampling using the purposive sampling method, namely consumers who have purchased Uniqlo brand fashion products at the Uniqlo store at least 2 times within 3 months with a total of 100 respondents. Data collection techniques using a questionnaire. Data analysis using Structural Equation Modeling (SEM) with WarpPLS approach, Warp PLS software version 6.0.m3. The results of the study prove that. (1) Store atmosphere has a positive and significant influence on impulse buying with emotional response as a mediating variable. (2) Store atmosphere has a positive and significant influence on impulse buying with shopping lifestyle as a mediating variable. (3) Price discount has a positive and significant effect on impulse buying with emotional response as a mediating variable. (4) Price discount has significant effect on impulse buying with shopping lifestyle as a mediating variable. (5) Sales person has a positive and significant influence on impulse buying with emotional response as a mediating variable. (6) Sales person has no positive and significant effect on impulse buying with shopping lifestyle as a mediating variable

Keywords

store atmosphere; price discount; sale person; impulse buying; shopping lifestyle



I. Introduction

Retail business Fashion is one of the businesses that is growing quite rapidly at this time. Retail business fashion is influenced by the needs of people's lifestyles for fashion or clothing models. Data Global Consumers Claimed Purchasing (2018), states that fashion is the best-selling product in the world where as many as 61% of the world's population buy fashion products (Source: databoks, accessed on 05/02/2020).

In Indonesia, especially in Yogyakarta, Uniqlo is a fashion brand that is quite well known and in demand. Uniqlo itself is a retail business from Japan that is not only growing in Japan and in Indonesia, but has spread to the Asian region and has become the largest retail network in Asia. Uniqlo is in great demand by the public because it has a cheap

selling price for products with good quality ((Low Cost High Quality). ability to develop sustainably (Burnes, 2017; Teixeira & Werther, 2013; Porter et al., 2016) so that organizations can compete and maintain their existence (Bharjoo, 2005).

With the increase in the number of fashion retail businesses, the competition among retail businesses is getting tougher. Therefore, a strategy is needed to win competitive competition. One of the consumer behavior about *Impulse Buying* can be used as a strategy.

Utami (2010) defines "*impulse buying*" as a process of buying by consumers on a certain product that is not planned. This process starts from the consumer who sees the product, then become interested in buying it. "Unplanned" buying behavior needs to be considered by retail companies.

To create "*impulse buying*" it is necessary to pay attention to several factors that can support *impulse buying* such as *Store Atmosphere*, *Price Discounts*, and *Sale Persons*.

According to Utami (2010) *store atmosphere* is a blend of s Physical characteristics that exist in a retail outlet, such as layout, architecture, display, lighting, *temperature*, *color*, *music*, and room aroma, which as a whole will attract the attention of consumers.

According to Kotler & Keller (2009) *price discount* is the determination of price discounts set by the company to consumers with the aim of increasing the number of sales. Banerjee & Saha (2012) state that consumer impulse buying will increase if the company installs a discount price.

Meanwhile, what is meant by personal selling according to Shimp & Terence (2010) is a form of activity to influence consumers by focusing on direct communication to offer products or services to consumers, so that consumers are interested in buying.

As for the internal factors of "*impulse buying*" namely *shopping lifestyle* and *emotional response*. In research conducted by Gunadhi & Japariato (2015), "*shopping lifestyle*" and "*emotional response*" have a positive influence on "*impulse buying*".

II. Review of Literature

2.1 Consumer Behavior

Kotler & Keller (2016) defines consumer behavior as a study of how a consumer (individual, group, and organization) in choosing, buying, how using, and goods, services, ideas or experience to satisfy needs and want themmy

2.2 Store Atmosphere

Kotler & Armstrong (2012) revealed that, "*The store atmosphere is another important element in the reseller's product. Retailers want to create a unique store experience, one that suits the target market and moves customer to buy*". This means that the store atmosphere is another important element in reseller products. Retailers want to create a unique that fits the target market and drive customers to buy.

2.3 Price Discount

Prices are one of the company's tricks to attract consumer buying interest. Determination of discount prices is also known as a promotional strategy. Promotion strategy is a concept that is close to communication science. In the promotion, there are various forms of communication learned in communication science such as advertising, publicity, communication from mouth to mouth, personal sales, and direct marketing (Amin, 2019). According to (Kotler & Armstrong 2012) the *definition of discount is a straight reduction in price on purchases during a stated period of time*.

According to Belch & Belch (2009) there are 3 indicators that are used to assess or measure the "price discount" namely:

- a. Can attract consumer buying interest in large quantities.
- b. Anticipating promotions by Thrifty competitors
- c. Where consumers minimize their spending by buying products that are on discount.

2.4 Sales Person

Tjiptono (2008) defines "personal selling" as face-to-face communication that occurs between sellers and potential buyers. In this case the seller will offer and introduce their products to potential buyers. In addition, the seller will form an understanding of the product to consumers in the hope that consumers will buy the product.

Gunasekharan, Basha & Lakshmana (2015) state that there are four indicators to measure personal selling, including: product communication skills, knowledge, creativity, and empathy.

2.5 Emotional Response

Jarvis R.Kendall (2014) states that emotion is an outpouring of feelings of anger, happiness, hate, love and others. Emotions are not only synonymous with feelings of anger. According to Eggen & Kauchak (2012), *emotional responses* have three dimensions, namely *pleasure*, *arousal* and *dominance*.

2.6 Shopping Lifestyle

Prastia (2013) defines *shopping lifestyle* as a consumer lifestyle in category *fashion* which shows their attitude towards the brand, the influence of advertising and personality. According to Cahyono (2012) indicators of *shopping lifestyle* include advertising offers, latest models, famous brand, best quality, buy different brand and other same brand.

2.7 Impulse Buying

Impulse buying is a reflex unplanned sudden, when spontaneous, automatic and needs or remembering an item that is almost finished it has and is interested with become offer of the goods. According to Utami (2010) Impulse impulse is a purchase that occurs when consumer sees a product then or of a particular brand, the consumer becomes interested to get it. Verplanken & Herabadi (2001) says that there are two aspects important in impulse buying impulse (buying), namely cognitive and emotional.

2.8 Conceptual Framework

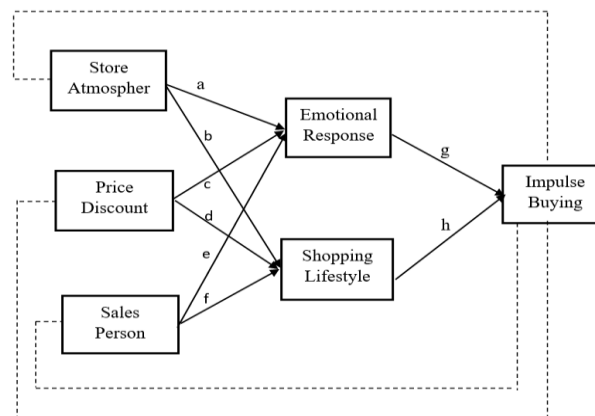


Figure 1. Conceptual Framework

Hypothesis

The hypotheses proposed in this study are:

- H1: Store atmosphere has a positive effect on impulse buying mediated by emotional response.
- H2: Store atmosphere effect positive and significant ion impulse buying which mediated by shopping lifestyle
- H3: Price discount impulse buying positive significant effect on and which is mediated by emotional response
- H4: Price discount has a positive and significant effect on impulse buying mediated by shopping lifestyle.
- H5: Sales person positive and significant effect on which is mediate dimpulse buying emotional by response.
- H6: Sales person positive and effect on impulse buying which is mediated by significant shopping lifesty.

III. Research Method

3.1 Population and Sample

In this study, the population is all consumers who buy the product "*fashion brand*" in Yogyakarta. The sample technique used to determine the respondent's criteria is "*Purposive Sampling*". The research sample is consumers who have bought *brand fashion* at Hartono Mall Yogyakarta at least twice within a period of three months.

Due to the unknown exact number of the population, the number of samples in the study was calculated based on the formula:

$$n = \frac{z^2}{4(moe)^2}$$

$$n = \frac{(1,96)^2}{4(0,1)^2}$$

$$n = 96,04$$

3.2 Operational Definition of Variables

Variables that will be used in this study consist of 6 variables, namely:

- a. *Store Atmosphere* with indicators: exterior, general interior, store layout, and interior display
- b. *Price Discount* with indicators: trigger consumers to buy in large quantities, anticipate competitors, and save money.
- c. *Sales Person* with indicators: knowledge of products, services, and easy-to-understand communication.
- d. *Emotional Response* with indicators: level of pleasure in shopping, level of comfort in doing shopping, level of memories created when shopping.
- e. *Shopping Lifestyle* with indicators: advertising offers, latest models, famous brands, best quality, buy different brands, other brands of the same
- f. *Impulse Buying* with indicators: spontaneity, not considering consequences, sudden buying urge followed by emotion, can't resist the desire

3.3 Technique Data Analysis

Researchers used Structural/analysis *Equation Modeling* (SEM) with Warp PLS approach, *software Warp PLS* used version 6.0.m3. The data analysis method was quantitative descriptive analysis.

IV. Results and Discussion

4.1 Results

The results of testing the measurement model (Outer Model) in this study are as follows:

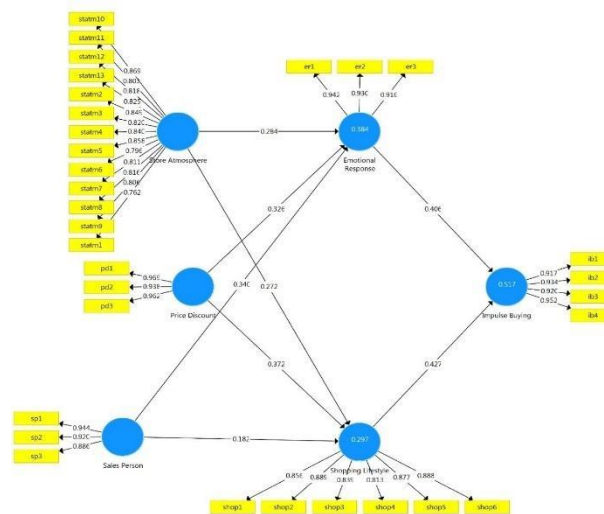


Figure 2. Testing the Measurement

Model shows how variable manifests or observed variable represents the latent variable to be measured. Convergent measured using parameters loading AVEV ariance) Extracted Average and validity outer (is by impulse ibuying> 0.7, then nothing is removed.from the model

Based on discriminant validity testing, the results show that the value of cross loading on each item has a value > 0.70, and also on ieach item has the greatest value when is associated latent variable compared to when it is associated with variables other latent. This ishows ithat every and manifest variable in this research has correctly explained the latent variable proves that descriminant validity all items are valid

Based on the reliability test, the results obtained that the *Cronbach's Alpha* on all variables has a value > 0.70, and has an *Average Variance Extracted* (AVE) value > 0.50. The existing results indicate that the variables tested in this study are valid and reliable, so that it can be continued for testing the structural model.

Test *R Square* (R2) show that the *emotional responses* coefficient of determination *R Square* of 0.365 which indicates that the *emotional response* has an effective contribution of 36.5% to the criterion variable. While the *impulse buying* has a coefficient of determination *R Square* of 0.507 which indicates that the impulsive buying variable has an effective contribution of 50.7% to the criterion variable. The test on the *shopping lifestyle* has a coefficient of determination of 0.327 which indicates that the *shopping lifestyle* has an effective contribution of 32.7% to the criterion variable.

Hypothesis Testing

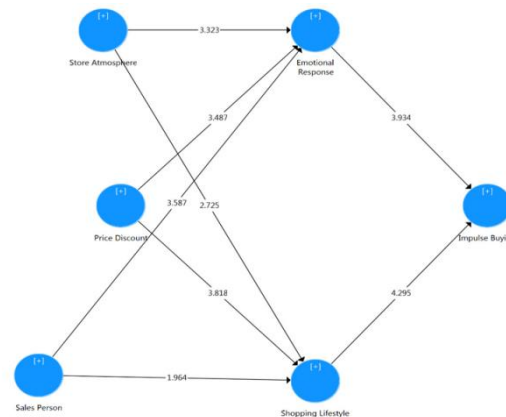


Figure 3. Structural Model

Testing Hypothesis testing of the role of the *store atmosphere* on *impulse buying* mediated by *emotional response* has a positive sample value of 0.115 with a p significance value of $0.004 < 0.05$ and a t value of $2.875 > 1.96$. This shows that *store atmosphere* plays a significant positive role on *impulse buying* by mediating *emotional responses*. These results indicate that the first hypothesis is accepted.

In testing the second hypothesis, it shows that the role *store atmosphere* on *impulse buying* mediated by *shopping lifestyle* has a positive sample value of 0.116 with a p significance value of $0.026 < 0.05$ and a t value of $2.231 > 1.96$. This shows that *store atmosphere* plays a significant positive role on *impulse buying* by mediating *shopping lifestyle*. These results indicate that the second hypothesis is accepted.

In testing the third hypothesis, it shows that the role *price discount* on *impulse buying* mediated by *emotional response* has a positive sample value of 0.132 with a p significance value of $0.021 < 0.05$ and a t value of $2.314 > 1.96$. This shows that the *price discount* has a significant positive role on *impulse buying* by mediating *emotional response*. These results indicate that the third hypothesis is accepted.

In testing the fourth hypothesis, it shows that the role *price discount* on *impulse buying* mediated by *shopping lifestyle* has a positive sample value of 0.159 with a significance value of $p\ 0.005 < 0.05$ and a t value of $2.834 > 1.96$. This shows that the *price discount* has a significant positive role on *impulse buying* with the mediation of *shopping lifestyle*. These results indicate that the fourth hypothesis is accepted.

In testing the fifth hypothesis, it shows that the role *sales person* on *impulse buying* mediated by *emotional response* has a positive sample value of 0.138 with a p significance value of $0.007 < 0.05$ and a t value of $2.772 > 1.96$. This shows that the *sales person* has a significant positive role in *impulse buying* by mediating *emotional responses*. These results indicate that the fifth hypothesis is accepted.

In testing the sixth hypothesis, it shows that the role *sales person* on *impulse buying* mediated by *shopping lifestyle* has a positive sample value of 0.078 with a significance value of $p\ 0.090 > 0.05$ and a t value of $1.071 < 1.96$. This shows that the *sales person* plays an insignificant role in *impulse buying* by mediating *shopping lifestyle*. These results indicate that the sixth hypothesis is rejected.

4.2 Discussion

a. The indirect effect of *store atmosphere* on *impulse buying* with *emotional response* as a mediator variable

From the results of research analysis, it can be proven that *store atmosphere* has a positive effect *impulse buying* by being mediated by *emotional response*. This research is in line with research conducted by Triana D (2017) which states that *store atmosphere* has an indirect effect on *impulse buying* with *emotional response* as an intervening variable.

b. Indirect effect of *store atmosphere* on *impulse buying* with *shopping lifestyle* as a mediator variable

The results show that it can be proven that *store atmosphere* has a positive and significant effect on *impulse buying* mediated by *shopping lifestyle*. This study is in line with research conducted by Sholihah, et al. (2017) which states that *store atmosphere* has an effect on *impulse buying* mediated by *shopping lifestyle*.

c. Indirect effect of *price discount* on *impulse buying* with *emotional response* as a mediator variable

From the results of research analysis, it can be proven that *price discount* has a positive and significant effect on *impulse buying* which is mediated by *emotional response*. This research is in line with research conducted by Dewi and Jatra (2020) which states that emotional responses can be a link between *price discounts* and *impulse buying*.

d. Indirect effect of *price discount* on *impulse buying* with *shopping lifestyle* as a mediator variable

From the results of research analysis, it can be proven that *price discount* has a positive and significant effect on *impulse buying* mediated by *shopping lifestyle*. This study is in line with research conducted by Warahma and Mudiantoro (2017) which states that *price discounts* affect *impulse buying* mediated by *shopping lifestyle*.

e. Indirect influence of *sales person* on *impulse buying* with *emotional response* as a mediator variable

From the results of research analysis, it can be proven that *sales person* has a positive and significant effect on *impulse buying* which is mediated by emotional response. This research is in line with research conducted by Savira and Nurhajati (2020) that *sales people* have an effect on *impulse buying* when mediated by *emotional response*.

f. Indirect influence of *sales person* on *impulse buying* with *shopping lifestyle* as a mediator variable

From the results of research analysis, it is known that *sales person* has no significant effect on *impulse buying* mediated by *shopping lifestyle*. *Sales person* has a negative effect on *impulse buying* mediated by *shopping lifestyle*. This means that the *sales person* has no effect *impulse buying* mediated by *shopping lifestyle*.

Sales person aims to facilitate buyers when shopping at the store. The company must provide better service in accordance with the wishes and expectations of consumers. Personal selling is one of the keys that plays an important role in communicating products to consumers, but does not affect *shopping lifestyle* as we know that *shopping lifestyle* refers to consumption patterns that reflect a person's choices about how to spend time and money, especially how he wants to be perceived by people others or how he

forms an *image* in the eyes of others related to the social status he bears (Sugihartati, 2010: 43).

V. Conclusion

Based on the results of the study, it can be concluded that the better the *Store atmosphere* at store, the higher the consumer's decision to make *impulse buying* mediated by *emotional response*. The better *store atmosphere* at store, the higher the consumer's decision to make *impulse buying* mediated by *shopping lifestyle*. The more *price discounts* given by store, the higher the consumer's decision to make *impulse buying*, mediated by *emotional responses*. The more *price discounts* given by store, the higher the consumer's decision to make *impulse buying* mediated by *shopping lifestyle*. The better *sales person* at store, the higher the consumer's decision to make *impulse buying* mediated by *emotional responses*. *Sales person* does not affect *impulse buying* at store mediated by *shopping lifestyle*.

Suggestion

Future research needs to expand research by adding independent variables that affect *impulse buying*. In addition, research indicators used in research can be added with other indicators outside of this research that are relevant to the research to be carried out.

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