How Shopping Lifestyle Moderates the Effect of Product Variety and Store Atmosphere on Impulse Buying

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ARTICLE INFORMATION

ABSTRACT

Impulse buying is one of the effective steps that can be taken to improve marketing. Although impulse buying is seen as a negative stigma for shopper, for business actors, impulse buying is an opportunity that must be maximized with the right marketing strategy. The sampling technique was carried out using non probabilty sampling technique with accidental sampling method. The number of samples taken was 95 people who were shopper of Kanini Jewelry products who were or had purchased products from the Bali branch of Kanini Jewelry. The analysis techniques used in this study are multiple linear regresion tests, t tests and moderated regresion analysis (MRA) tests, using the IBM SPSS. The results of this study are product variety and store atmosphere have a positive and significant effect on impulse buying, shopping lifestyle moderates the effect of product variety and store atmosphere on impulse buying. Hence, it is important for companies to pay attention to product variations and store atmosphere and shopping lifestyle of shopper.

Keywords: Impulse Buying**,** Product Variation, Shopping Lifestyle, Store Atmosphere

INTRODUCTION

Emergence of lifestyle changes from society and globalization has encouraged the developmental of the business in Indonesia, which does have good prospects due to its huge market potential (Caesariani, 2020). Analyzing consumer behavior is an effective step for business actors, especially in the retail business sector, to find out how consumer behavior is in retail stores which in turn can be used as a reference for making good marketing strategies (Hidiani & Rahayu, 2021).

One of the consumer behaviors that really needs to be studied is impulse buying or what is called unplaned purchases (Yasin et al., 2023). Although impulse buying is seen as a negative stigma for shopper, for business actors, impulse buying is an opportunity that must be maximized with the right marketing strategy (Purwanto, 2021). Impulse buying is an action in purchasing activities that is carried out spontaneously, without planning and consideration due to a sudden urge from shopper to make purchases that cannot be avoided (Saputra, 2022).

In terms of increasing impulse buying, when there is a large variety of products displayed visually, customers may be tempted to buy more items than originally planed (Rinanda, 2020). A large selection of product variations can increase impulse buying because customers can see many attractive options and want to satisfy their desires, such as the research conduct by Rasuli et al. (2022) found that product variations have a positif and significant effect on impulse buying (IB). Apart from the variety of product variations, impulse buying can also occur when the store atmosphere is positifly excited, so buyers tend to spend more time in the store and this situation can cause purchases to increase (Vishella & Megawati, 2022). This is assist by the results of output conducted by Isnaini and Rahmidani (2021) that store atmosphere (SA) has a positif and significant effect on impulse buying.

From the description above, it can be seen that impulse buying (IB) can be influenced by product variations and store atmosphere, but apart from the influence of these two things there are internal factors that influence impulse buying from an individual, namely shopping lifestyle. Shopping lifestyle is a lifestyle where a description of a person's lifestyle in spending time and money shopping (Padmasari & Widyastuti, 2022). Then in research according by Tricahyaningtyas et al. (2023), shoping lifestyle has a positif and significant affected on impulse buying from an individual because someone who has accompany lifestyle evolutions such as fashion, is willing to spend time following the latest trends, in other words, shopping lifestyle is indicated as being able to strengthen the creation of impulse buying.

Social and cultural evolutions in the world today are also expansion approach followed by the development of fashion trends. Fashion trends are modes of clothing or jewelry that are famous during a certain time and are one of the most important assets in a modern human lifestyle development (Tirtayasa et al., 2020). In addition, according to Sani and Hafidah (2020), fashion tendency also function as a mirror of social and economic status, namely a function that explains trends.

The fashion chosen by a person can show what his social status and lifestyle are like, a modern lifestyle can be seen from someone who always follows existing trends, so his social status in society can be called high (Basyir, 2019). Because fashion has a high involvement for shopper in the purchasing process, so when shopper shop they find the desired item with a preferred model, then they tend to do impulse buying (Lestari, 2022).

According to the results of research by Katadata Insight Center (KIC) and Sirclo, fashion products and accessories are the products most sought after and purchased by shopper when shopping. This research was conducted on 4,590 respondents throughout Indonesia aged 17 years and over. The research illustrates the survey results, 71% of shopper search for fashion and accessories products and 66.6% decide to buy them. One form of accessories and fashion is jewelry. Jewelry is one type of fashion that is in the spotlight by women these days.

In this day and age, jewelry stores are almost located in several malls or shopping centers, because the purpose of shopper tending to come to shopping centers is to buy fashion products including jewelry. Kanini Jewelry store is one of the jewelry stores in the Bali Galeria Mall. Kanini Jewelry is a manufacturing company in the production of jewelry products such as necklaces, rings, bracelets, pendants, and other jewelry products. In addition to the Bali Galeria Mall, Kanini Jewelry which after 23 years of establishment has opened stores and counters in several spots in Indonesia. Kanini Jewelry can be establish by many people who have a excessive shopping lifestyle because it is uneath in a mall with a store atmosphere that is different from jewelry stores on the side of the road and indirectly causes the level of purchases by shopper to be higher, but this can create battling because of the location of the Bali branch of Kanini Jewelry in the mall, so that shopper can switch to other jewelry stores which causes sales at the Kanini Jewelry store in Bali to shrink. In addition, the Bali branch of the Kanini Jewelry store always tries to provide a large variety of jewelry products so that shopper can choose with satisfaction. But often the Bali branch of the Kanini Jewelry store is not fast in restocking its products if the product runs out of inventory in the store so that shopper can switch to another jewelry store which causes sales at the Kanini Jewelry store to possibly decrease.

Empirical studies examining the effect of product variations on impulse buying have been conducted by Safitri & Nurdin (2021), Rasuli et al. (2022), Arya and Telagawathi (2021), and Rinanda (2020) which both suggest the results that product variations can have a significant positif effect on impulse buying. However, research accompanied by Riyanto (2021) found that product variation has no effect on impulse buying which is then in contrast to the opinion of Manurung & Yana (2019), that product variation has a negative effect on impulse buying.

Apart from product variations, store atmosphere in marketing creates impulse buying that cannot be underestimated. So some recent studies have conducted research with the variable effect of store atmosphere on impulse buying as conducted by Rinanda (2020), Maharani & Sudarwanto (2021), and Riyanto (2021) which show the results that store atmosphere has a positif effect on impulse buying. In addition, research conducted by Pranggabayu and Andjarwati (2022) found that store atmosphere has a negative and significant effect on impulse buying. However, research by Atmajaya et al. (2023) obtained different results that store atmosphere has no effect on impulse-buying.

Proves that product variety affects impulse buying (Arya & Telagawathi, 2021). Store atmosphere has an important effect on impulse buying (Rinanda, 2020). Shopping-lifestyle has a relationship between impulse buying (Zayusman & Septrizola, 2019). Apart from these two factors, internal factors from within shopper such as shopping lifestyle can also influence impulse- buying. In addition, the inconsistency in the results of previous research also causes this research to be reviewed again and moderating variabels will be added which will be the latest discussion in this study and provide evidence for research gaps that have not existed before.

LITERATURE REVIEW

Theory of Planned Behaviour

Theory Planed Behavior (TPB) is an extension of the Theory of Reason Action (TRA), according to Ajzen (1991). Theory Planed Behavior (TPB) is a theory which states that the relationship between attitudes, subjective norms, and perceptions will influence individual behavioral intentions to take an action of a person or individual. Impulse buying is usually projected as a response triggered by a positif emotional attitude, not separated from the rational process. From some of the theoretical explanations above, it can be concluded that. Not only positif or negative emotional attitudes are referred to as key factors that drive impulse buying but also other individual rational factors (Shim & Altmann, 2016).

Impulse Buying

According to Telaumbanua and Puspitasari (2022), impulse buying is the behavior or activity of buying products that were originaly unplaned or accidentally purchased by shopper. From the understanding obtained of the opinions of the researchers above, can conclude that the meaning of impulse buying is the purchase of goods or services that are carried out without planning and carried out consciously by shopper. According to Sinambela and Lestari (2022), impulse buying has several indicators, namely: (1) Purchases without prior planning: There is a sudden urge felt by shopper to make transactions immediately; (2) Lack of substantive evaluation, for example, such as a lack of taking into account how important the item is to buy; and (3) Consumer openness and friendliness to stimuli that come or arise from shopper.

Product Variation

According to Kridaningsih (2020), product variation is a set of all product types of products ofered by merchant to purchasers, together with the number of product elements connected to them. Based on the meaning of variation according to the experts above, it can be terminated that product variation is a marketing strategy carried out by increasing the variety of products in one type of product so that shopper can choose from a variety of products. According to Indrasari (2019), the indicators of product variation are as follows: Diverse product sizes; Diverse product types; Diverse product materials; Diverse product designs; Diverse product quality.

Store Atmosphere

Dakhi (2022) argues that store atmosphere (SA) is the overall emotional effect created by the physical attributes of the store that can five human perseption, namely vision, hearing, smell, touch, and taste. Based on several meaning put forward by previous researchers, the researcher concludes that the definition of store atmosphere is the atmosphere designed by the store that seeks to make shopper feel comfortable and is able to provide long-term benefits. Based on several definitions put forward by previous researchers, the researcher concludes that the definition of store atmosphere (SA) is the atmosphere build by the store that seeks to make shopper feel comfortable and is able to provide long-term benefits.

Shopping Lifestyle

According to Ratnasari (2018), a shopping lifestyle is how a person spends time, how to spend his money and a person's life pattern to express his activities and interests and what they consider important in his environment (attraction). While the opinion of Kaligis (2020), shopping lifestyle is a description of a figures lifestyle in loiter and money shopping. Based on some of the meanings above, it can be concluded that shopping lifestyle is a lifestyle or pattern by living habits spending money and time by buying products or services to meet their needs. According to Nora and Minarti (2016), lifestyle is described by the following dimensions: activities, interest, and opinion.

Framework and Hypothesis

Figure 1. Research Model
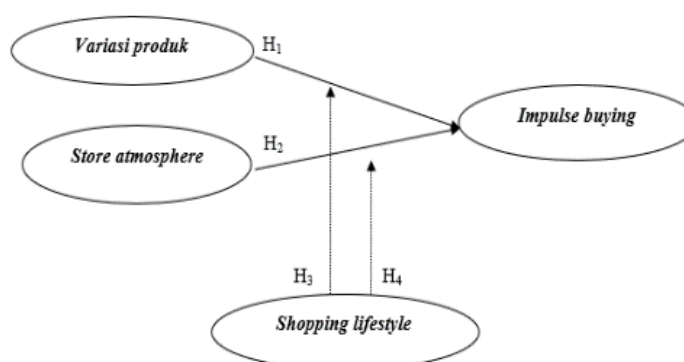
Sumber: Hasil Pemikiran Peneliti (2023)

Research Hypothesis

According to Arya and Telagawathi (2021), in accordance with current industrial conditions, providing various types of brands, sizes, and qualities can attract unplaned purchases or impulse purchases from shopper. Research lead by Arya & Telagawathi, 2021 and Rasuli et al. (2022) found that product variety affects impulse buying. Based on this previous research, the folowing hypothesis can be drawn: H1: Product variety has significant effect on impulse buying.

A comfortable store atmospere will increase the tendency of shopper to glance at the marchandise in the mart and then make impulse buying (Supriono, 2018). Research conducted by Rinanda (2020) and Riyanto (2021) which shows the results that store atmosphere has a positif effect on impulse buying. Based on this previous research, the following hypothesis can be drawn H2: Store atmosphere (SA) has a significant effect on impulse buying (IB).

Research by Zayusman & Septrizola (2019) and Padmasari & Widyastuti (2022) found that shopping lifestyle variabels have a positif effect on impulse buying. Based on this previous research, the following hypothesis can be drawn H3: Shopping Lifestyle moderates the effect of product variety on impulse buying.

Shopping lifestyle (SL) is inluencing on impulse buying (IB) has a ingenue for shopper in authoriting consumer resolutions in making impulse purchases or impulse buying, shopping lifestyle and impulse buying are closely related (Hidayat & Tryanti, 2018). H4: Shopping Lifestyle moderates the authority of store atmosphere (SA) on impulse buying (IB).

RESEARCH METHOD

This research uses quanitative research methods conducted at the Bali Galeria Mall in Badung Regency. The population used in this research are all shopper who buy jewelry products from the Bali branch of Kanini Jewelry. The sample size in this study was 95 respondents. Sampling in this research was conducted using non-probability sampling tehnique with accidental sampling method. Hypothesis testing consists of Multiple Linear regresion analysis, t test and Moderrated Regresion Analysis (MRA). By using IBM SPSS 25.0 for windows.

RESULTS

Analysis Results
Classical Assumption Test
The output of the normallity test, multicolinearity and heterosscedasticity tests in this study meet the requirements, which means that this research can be continued.

Determination Coefficient Test
Impulse Buying variation at Kanini Jewelry is 92.3% which can be described by product variations (VP) and store atmosphere (SA), while 7.7% is authority by other variabels not examined.

Hypothesis Test
Multiple Linear Regresion Analysis
Based on the results of multiple linear regresion analysis in Table 5.15, the following equation can be obtained:

$$IB = 0{,}155 + 0{,}141VP + 0{,}867SA + e$$

Table 1. Regression Analysis Results

Coefficients[a]					
Model	**Unstandardized Coefficients**		**Standardized Coefficients**	**T**	**Sig.**
	B	**Std. Error**	**Beta**		
1 (Constant)	0.115	0.131		0.882	0.380
Product Variant	0.141	0.043	0.156	3.296	0.001
Store Atmosphere	0.867	0.049	0.832	17.559	0.000
a. Dependent Variable: Impulse Buying					

From that table, the value of α = 0.155 means that the product variety and store atmosphere remain (constant), then impulse buying at Kanini Jewelry is 0.155. The regresion coefficient value of 0.141 means that the regresion coefficient value of product variation of 0.141 has a positif relationship direction, meaning that the better the product variation, the better the Impulse Buying at Kanini Jewelry. The regresion coefficient value of 0.867 means that the store atmosphere regresion coefficient value of 0.338 has a positif relationship direction, meaning that the better the store atmosphere (SA), the better the Impulse Buying (IB) at Kanini Jewelry.

T-test
Effect of product variations on impulse buying (IB). According on the results of the analysis, product variation has a positive beta of 0.141 and a significant of 0.001 <0.05, it can be concluded that product variation has a positif and significant effect on impulse buying at Kanini Jewelry. This means that hypothesis 1 is supported.

The effect of store atmosphere on impulse buying. Based on the results of the analysis, store atmosphere has a positif beta of 0.867 and a significant of 0.000 < 0.05, it can be concluded that store atmosphere has a positif and significant effect on impulse buying at Kanini Jewelry. This means that hypothesis 2 is supported.

Moderrated Regresion Analysis (MRA)

Table 2. Moderrated Regresion Analysis Results

Coefficients[a]					
Model	**Unstandardized Coefficients**		**Standardized Coefficients**	**t**	**Sig.**
	B	**Std. Error**	**Beta**		
1 (Constant)	0.115	0.131		0.882	0.380
Product Variant	0.141	0.043	0.156	3.296	0.001
Store Atmosphere	0.867	0.049	0.832	17.559	0.000
VP.SL	0.067	0.017	0.479	3.879	0.000
SA.SL	0.073	0.016	0.519	4.480	0.000
a. Dependent Variable: Impulse Buying					

Results of multiple linear regresion analysis in Table 5.15, the following equation can be obtained:

$$IB = 0,155 + 0,141VP + 0,867SA + 0,067VPSL + 0,073SASL + e$$

Decision making is based on the effect of the relationship between the independent variable and the dependent variable, which can be seen from the significant level of 5%. Based on the results of the Moderrated Regresion Analysis, it can be seen that the significantce value of the interaction of product variations with shopping lifestyle on impulse buying has a positif beta of 0.067 and a significantce of 0.000 < 0.05, it can be cease that shopping lifestyle can moderate the effect of product variations on impulse buying at Kanini Jewelry. This means that Hypothesis 3 is proven.

Based on the results of the Moderated Regresion Analysis, it can be seen that the significantce value of the interaction of store atmosphere with shopping lifestyle on impulse buying has a positif beta of 0.073 and a significantce of 0.000 < 0.05, it can be concluded that shopping lifestyle can moderate the effect of product variations on impulse buying at Kanini Jewelry. This means that hypothesis 4 is supported.

DISCUSSION

The Effect of Product Variation on Impulse Buying
Based on the results of the analysis, product variety has a positif and significant effect on impulse buying at Kanini Jewelry. This means that hypothesis 1 is supported. So it can be concluded that the better the product variety, the better the impulse buying at Kanini Jewelry. According to Arya and Telagawathi (2021), in accordance with current industrial conditions, providing various types of brands, sizes, and qualities can attract unplaned purchases or impulse purchases from shopper. Therefore, sellers must determine the diversity of products that are attractive and in accordance with the interests of buyers in order to achieve high sales. The results of this study are in accordance with the research of Arya & Telagawathi (2021) and Rasuli et al. (2022) found that product variety has a positif and significant effect on impulse buying.

The Effect of Store Atmosphere on Impulse Buying
Based on the results of the analysis, store atmosphere has a positif and significant effect on impulse buying at Kanini Jewelry. This means that hypothesis 2 is supported. So it can be concluded that the better the store atmosphere, the better the impulse buying at Kanini Jewelry.

Store atmosphere is closely related to impulse buying. When making a purchase, shopper not only pay attention to the marchandise and services ofered by the retailer, but also the purchasing environment that provides comfort for shopper, so that shopper choose a prefered store and make a purchase. The results of this study are in acordance with the research of Rinanda (2020) and Riyanto (2021) which show the results that store atmosphere has a positif effect on impulse buying.

The Effect of Product Variations on Impulse Buying which is Moderated by Shopping Lifestyle
Based on the results of Moderrated Regresion Analysis, Shopping lifestyle can moderate and strengthen the effect of product variations on Impulse Buying at Kanini Jewelry. This means that hypothesis 3 is supported. Product variations that are presented in an attractive and strategic way can incease the opportunity for impulse buying in shopper. Therefore, companies must make the right decisions regarding the diversity of products sold. According to Arya and Telagawathi (2021), in accordance with current industrial conditions, providing various types of brands, sizes, and qualities can attract unplaned purchases or impulse purcases from shopper. This is the cause of one of them shopping lifestyle, when shopper enter the mall, and see items that look good, even though they were not planed beforehand, shopper will definitely buy these items, which are referred to as impulse buying (Deviana & Giantari, 2016). Research by Zayusman & Septrizola (2019) and Padmasari & Widyastuti (2022) found that shopping lifestyle variabels have a positif effect on impulse buying.

The Effect of Store Atmosphere on Impulse Buying which is Moderated by Shopping Lifestyle
Based on the results of the Moderated Regresion Analysis, shopping lifestyle can moderate and strengthen the influence of store atmosphere on impulse buying at Kanini Jewelry. This means that hypothesis 4 is supported.

Store atmosphere is closely related to impulse buying. When making a purchase, shopper not only pay attention to the marchandise and services ofered by the retailer, but also the purchasing environment that provides comfort for shopper, so that these shopper choose a preferred store and make a purchase. Besides that, the influence of shopping lifestyle (SA) on impulse buying (IB) has a role for shopper in influencing consumer decisions in make impulse purchases or impulse buying, shopping lifestyle and impulse buying are related (Maharani & Sudarwanto, 2021).

CONCLUSION

The results of data analysis showed, it can be concluded that product variety has significant effect on impulse buying, so companies must pay attention to the variety of their products to stimulate impulse buying in customers. Store Atmosphere has a significantt effect on impulse buying, so companies must pay attention to the details of store atmosphere attributes to stimulate impulse buying in customers. Shopping lifestyle moderates and strengthens the impact of product variety on impulse buying, this means that the shopping lifestyle factor of customers will strengthen the influence of product variations on impulse buying, and this is an important factor for companies to observe. Shopping lifestyle moderates and strengthens the impact of store atmosphere on impulse buying, This means that the shopping lifestyle factor of customers will also strengthen the influence of store atmosphere on impulse buying, and this is an important focus for companies to pay attention to.

LIMITATION
This research was only conducted within a certain period of time, while the environment can change at any time, so this research needs to be carried out again in the future. So that the results obtained become more relevant. For the future research, researchers suggest using other predictors that influence impulse buying. Many studies use impulse buying as a dependent variable, the next research uses impulse buying as a variable predictor of other consumer behavior.

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