



Chasing the Excitement of Impulse Buying through Store Atmosphere and Packaging Design

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ABSTRACT

This research aims to determine the impacts of store atmosphere and packaging design on impulse buying through shopping lifestyle as a moderating variable among consumers at Borma Supermarkets in Bandung City. This study employs a quantitative approach with descriptive and verification research methods. The problem addressed in this study is to investigate the influence of store atmosphere and packaging design on impulse buying through shopping lifestyle, both directly and indirectly. Primary data collection is conducted by distributing questionnaires to a sample of 384 consumers at Borma Supermarkets in Bandung City. The analysis method employed in this research is Structural Equation Modeling Partial Least Square (SEM-PLS) using SmartPLS software. The results of the study indicate that the variables of Store Atmosphere and Packaging Design each have a significant influence on Impulsive Buying. Furthermore, Store Atmosphere, with Shopping Lifestyle as a moderating variable, has a significant impact on Impulsive Buying. However, the variable of Packaging Design, with Shopping Lifestyle as a moderating variable, does not have a significant effect on Impulsive Buying. Consequently, supermarkets should focus on enhancing the store atmosphere and packaging design to improve the overall shopping experience and encourage impulse buying among consumers. By investing in strategies that prioritize consumer comfort and convenience, as well as emphasizing an appealing store atmosphere and packaging design, supermarkets can effectively capitalize on impulse buying tendencies and drive sales growth.

Keywords: Impulse Buying, Store Atmosphere, Packaging Design, Shopping Lifestyle, Supermarkets

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1. INTRODUCTION

The current business competition among supermarkets is rapidly evolving as many supermarkets possess their own unique advantages (Balaji & Maheswari, 2021). In addition to having their own strengths, supermarkets also compete in terms of store atmosphere, which provides a comfortable impression to consumers (Nguyen Thi Hang et al., 2020). Store atmosphere is a combination of physical characteristics such as architecture, layout (display), lighting, color, temperature, music, and scent, all aimed at designing an emotional response and customer perception, and influencing customers to make purchases (Rivera, 2023). Modern companies or retailers must dare to stand out and have a competitive edge over other companies (Mehta, 2021). In the context of the rapidly growing supermarket business competition, a supermarket in Bandung, stands out with its strategy of developing a store atmosphere and packaging design that captivates consumers (Sutiyani, 2018). This Supermarket presents a comfortable and attractive store atmosphere with a combination of physical characteristics that include modern architecture, organized and appealing product layouts, bright but non-glaring lighting, eye-pleasing colors, background music for shopping, and an attractive scent (Rosita & Tahmat, 2021). All these elements are designed to stimulate an emotional response and positive perception in customers, there by encouraging impulse buying (Iyer et al., 2020). Case studies show that the comfortable and attractive store atmosphere at a supermarket in Bandung has successfully attracted consumer attention and increased the level of impulse buying (Redine et al., 2023). Furthermore, good product arrangement and practical and appealing packaging design also contribute to encouraging impulse buying in this supermarket (Zafar et al., 2021). Thus, the strategy of developing store atmosphere and packaging design at a supermarket in Bandung has proven successful in winning the increasingly tight supermarket business competition (Zhu et al., 2022).

Attracting consumers to make impulsive purchases by providing a pleasant store atmosphere for consumers while inside the store, and offering something that encourages potential customers to act due to the appeal of certain sentiments or passions (H. Wang et al., 2023). Therefore, it is not surprising that competitors are racing to offer the best to their consumers so that consumers feel comfortable when visiting and making purchases of products provided in the supermarket (Chi et al., 2021). In addition to paying attention to the store atmosphere, supermarkets must also consider the arrangement of products to be sold, especially in packaging design, which provides convenience for consumers (Svanes et al., 2010). Packaging design itself is a method used to wrap, protect, ship, dispense, store, identify, and differentiate a product in the market (Budhipurwawa & Warmika, 2021). The design, materials, and shape of the product packaging are assumed to have an influence on consumer purchase desire (Liu et al., 2023). Thus, it is possible for someone to make an impulsive purchase when a consumer sees the product packaging (Babaremu et al., 2023). This is inseparable from the nature of a consumer who has a shopping lifestyle, which reflects an individual's choices in spending time and money (Febrianti et al., 2021). With the availability of time, consumers will have plenty of time to shop, and with money, consumers will have high purchasing power (Gardi & Darmawan, 2022). This is certainly related to consumer involvement with a product, which also affects the occurrence of impulsive buying (Y. Wang et al., 2022).

Unfortunately, there are some differences in this study compared to previous research. The study conducted by previous research only discussed the analysis of the influence of store atmosphere and price discounts on impulsive buying with positive emotions as a mediator for consumers at Coco Mart in Denpasar (Setiawan & Sri Ardani, 2022). Meanwhile, another study only discussed the influence of various retail environmental factors in the store on consumer purchase intentions at Nilgiri's supermarket in Chennai, India (Ramprabha et al., 2020). Conversely, another study only explored the factors influencing impulsive buying in consumers at Carrefour Jakarta, with variables consisting of shopping lifestyle, store atmosphere, and packaging design using WarpPLS analysis tools (Yudiatantri & Nora, 2019). Furthermore, another study only discussed the role of packaging in influencing consumer purchasing behavior in general, highlighting the characteristics of packaging and its impact on purchasing decisions (Rajkumar & Jain, 2021). However, another study only discussed the influence of visual merchandising, store atmosphere, and sales promotions on the impulsive buying behavior of consumers at a supermarket in Demak (Nurudin, 2020). Moreover, on the other hand, another study also revealed that the influence of packaging design on the impulsive buying behavior of consumers in supermarkets in the eastern region of Nepal. This study aims to test the significance of packaging design and its impact on impulsive buying by consumers in supermarkets in that region (Mishra et al., 2023).

This study aims to investigate the impact of store atmosphere and packaging design on impulse buying through shopping lifestyle as a moderating variable among consumers at a supermarket in Bandung. A quantitative approach with descriptive and verification research methods was employed in this study. Primary data were collected through distributing questionnaires to a sample of 94 consumers at a supermarket in Bandung. Data analysis was conducted using Structural Equation Modeling Partial Least Square (SEM-PLS) method with SmartPLS software.

2. LITERATURE REVIEW

Store atmosphere is a crucial physical characteristic for any retail business, serving as a cornerstone for building its image and enticing customer interest. As emphasized by Berman & Evans (2010), highlighting the physical appearance of a store becomes instrumental in creating a unique identity and attracting clientele. Moreover, Ayu et al. (2020) underscores the significance of store atmosphere by noting its primary aim: to fulfil functional requirements while simultaneously offering a pleasant shopping experience. This concept is meticulously crafted to cater to consumer comfort through a blend of physical store attributes, such as architecture, layout, signage, colour schemes, lighting, temperature, sound, and scent. These elements work synergistically to evoke desires and influence purchasing decisions, ultimately fostering a conducive environment for consumers to make product selections. Therefore, investing in and meticulously designing store atmospheres remains paramount for retailers, as it directly impacts consumer perception and behaviour, thereby contributing to the overall success and sustainability of the business.

Packaging design encompasses the creation of a package for a product, aimed at enhancing production requirements and bolstering marketing efforts. As articulated by Klimchuk & Krasovec (2013:33), packaging design is a fusion of various elements such as shape, structure, materials, colors, images, typography, and design components, all integrated with pertinent product information. This multifaceted approach to design serves

as a vehicle for symbolism, crucial for reinforcing brand image and conveying anticipated information to consumers. In contemporary consumer culture, packaging design serves a dual purpose (Shimp & Andrews, 2013:617). Firstly, it acts as a protective barrier for the product, safeguarding it during transit and storage. However, its role transcends mere protection. Packaging must effectively communicate the essence of the product contained within. It becomes a tangible representation of the product, reflecting its qualities, values, and brand identity. Every aspect of packaging, from its color palette to its physical materials and brand name, is strategically employed to evoke specific perceptions and emotions in the consumer. Moreover, packaging design operates as a subtle form of advertising, indirectly promoting the product and strengthening its branding process. In today's market landscape, where consumers often form initial impressions based on visual stimuli, the significance of packaging design cannot be overstated. A visually appealing package not only captures attention but also cultivates positive expectations about the product within. Consequently, consumers are more inclined to perceive the product favorably and proceed with the purchase. Packaging design plays a pivotal role in modern marketing strategies, serving as a bridge between the product and the consumer. Its ability to convey brand identity, provide essential information, and stimulate consumer interest underscores its indispensable nature in the competitive marketplace. As consumers continue to prioritize visual aesthetics and brand perception, investing in compelling packaging design remains a cornerstone for product success and market differentiation.

A shopping lifestyle is a pattern of consumption that reflects an individual's choices in allocating their time and money (Solomon, 2013). This is evident in the way a person expresses their opinions towards certain objects. An individual's shopping lifestyle is reflected in their daily consumptive decisions, serving as an indicator of how they choose to use their resources. Meanwhile, Grewal et al. (2018) define the shopping lifestyle as the way a person leads their life, including how they spend their time and money, what they purchase, and their attitudes and views towards the world around them. This concept goes beyond mere consumption patterns and includes other aspects of an individual's life, such as values, interests, and preferences that shape their overall identity. In both perspectives, the shopping lifestyle is not just about economic transactions, but also a reflection of a person's values, preferences, and personal identity. This indicates that the way a person shop not only affects their purchasing decisions but also reflects how they interpret and experience the world around them.

Impulsive buying can be defined as a consumer's spontaneous action characterized by a temporary loss of control, marked by a strong desire to purchase a product (Zhang et al., 2022). This phenomenon of impulsive buying behavior is quite common in the consumer market context, where individuals are often tempted to make purchases without thorough planning or careful consideration. Another perspective offered by Darmawan (2021) states that impulsive buying is a purchasing activity that occurs when potential customers are inside a store and exposed to certain external stimuli. At that moment, an urgent impulse arises, prompting them to immediately purchase the product, bypassing a lengthy deliberation process or in-depth analysis. Both definitions highlight the essential characteristics of impulsive buying: decisions made spontaneously, often without thorough planning, and triggered by a strong, sudden urge. This phenomenon is an important subject of study in consumer psychology and marketing strategy, as it has a significant impact on shopping behavior and product sales strategies.

3. METHODOLOGY

This research utilizes both descriptive and verificative methodologies, employing a quantitative approach. Descriptive analysis is employed to clarify variables such as store ambiance, packaging design, impulsive buying, and shopping habits. Verificative analysis, on the other hand, is employed to test impulse buying considering store atmosphere and packaging design moderated by shopping lifestyle. In this study, a probability sampling technique was employed to select respondents who have visited and made purchases at a supermarket in Bandung. The total number of respondents targeted for the study was 384. In the conducted study, 384 respondents provide a balance between statistical significance and practicality, allowing for meaningful analysis while remaining manageable within the constraints of the study's scope, time, and resources.

The data was obtained through literature review and questionnaires conducted with Google Forms in the 2nd and 4th quarters of 2023. Validity and reliability tests were processed using the outer model analysis with Smart Partial Least Squares (SmartPLS 4.0) software. This research utilized the inner model (path coefficient and R-Square) with the Partial Least Squares (PLS) method analysis technique, which consists of Goodness of Fit (GoF). Further testing involves hypothesis testing among constructs, which includes Direct Effect and Specific Indirect Effect (t-Statistics and P-Values).

Based on literature review and previous research, the variables used in this study are impulse buying as the dependent variable, store atmosphere and packaging design as independent variables, and shopping lifestyle as the moderating variable. Thus, the research design formed is depicted in Figure 1.

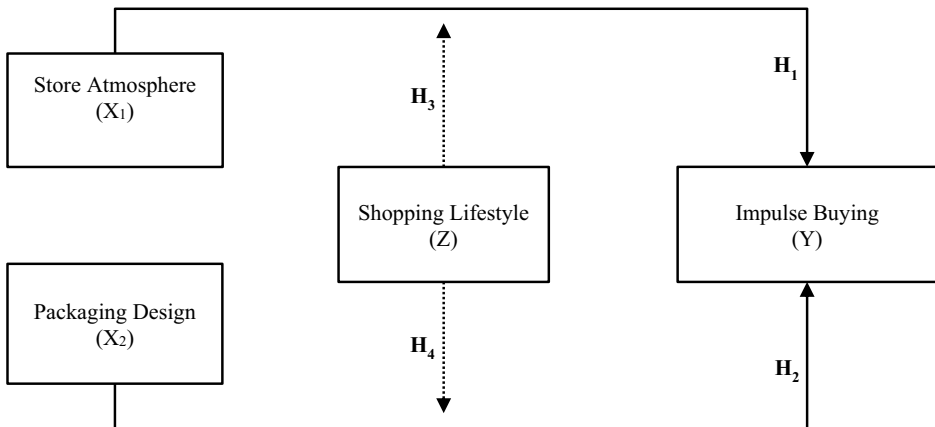


Figure 1: Research Design

Source: Data processed by the author (2024)

Based on the research model depicted in Figure 1, the main hypotheses derived from this study are that store atmosphere and packaging design partially influence impulse buying. Additionally, store atmosphere and packaging design influence impulse buying moderated by shopping lifestyle among consumers at a supermarket in Bandung.

4. DISCUSSION

4.1. Outer Model

In the outer model, two tests were conducted: Convergent Validity and Average Variance Extracted (AVE). The results of these outer model analysis tests were obtained using the Partial Least Squares (PLS) analysis technique with the smartPLS 4.0 program, as shown in Figure 2.

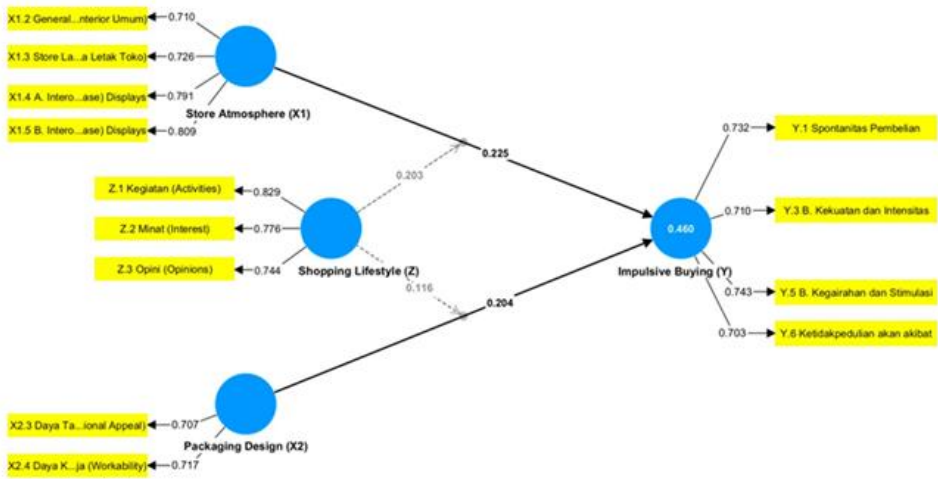


Figure 2: PLS Model Convergent Validity

Source: Data processed by the author (2024)

The results of the outer model analysis test in Figure 2, as observed from the outer loadings, indicate convergent validity values for each indicator greater than 0.7, indicating that all indicators are deemed adequate or valid and can be used for further analysis. Furthermore, Table 1 shows Average Variance Extracted (AVE) values for each variable greater than 0.5, meeting the requirements for each variable.

Table 1: Average Variance Extracted (AVE)

Variable	AVE Value
Store Atmosphere (X ₁)	0,601
Packaging Design (X ₂)	0,784
Impulsive Buying (Y)	0,570
Shopping Lifestyle (Z)	0,612

Source: Data processed by the author (2024)

The results of the AVE values in Table 1, it shows that all the variables in this study have an Average Variance Extracted (AVE) value greater than 0.5. Therefore, it can be stated that each variable already has good Convergent Validity.

4.2. Inner Model (Path Coefficient and R-Square)

In the inner model, several tests were conducted, including Path Coefficient Value and R-Square Goodness of Fit (GoF), as shown in Table 2.

Table 2: Path Coefficient Value

Variable	Path Coefficient Value
<i>Store Atmosphere → Impulsive Buying</i>	0,236
<i>Packaging Design → Impulsive Buying</i>	0,234
<i>Store Atmosphere*Shopping Lifestyle → Impulsive Buying</i>	0,268
<i>Packaging Design*Shopping Lifestyle → Impulsive Buying</i>	0,055

Source: Data processed by the author (2024)

Based on the Path Coefficient values in Table 2, it can be observed that all the variables in this model have a path coefficient with positive figures. This indicates that the larger the path coefficient value of an independent variable towards a dependent variable, the stronger the influence of the independent variables on the dependent variable as well. This means that the variables store atmosphere, packaging design, and the interaction between store atmosphere and shopping lifestyle have a significant positive influence on impulsive buying, this is supported by the study conducted by Nurudin (2020).

The variables store atmosphere and shopping lifestyle have a stronger influence compared to the variables packaging design and shopping lifestyle on impulsive buying at a supermarket in Bandung.

Subsequent testing conducted includes the Goodness of Fit (GoF) test, which is used to evaluate structural and measurement models, providing a simple measure of the overall fit of the model predictions, as shown in Table 3.

Table 3: R-Square Value

Variable	R-Square Value
<i>Impulsive Buying (Y)</i>	0,435

Source: Data processed by the author (2024)

Based on the results in Table 3, it shows that a large percentage of impulsive buying can be explained by store atmosphere and packaging design through the moderating variable of shopping lifestyle, which is 43.5%. Therefore, this value can be concluded to fall within the medium criteria. Store atmosphere and packaging design can shape consumer perception. In marketing to sell products, one can adjust to the characteristics of consumers. This includes targeting specific groups, tailoring marketing messages to meet the values of social identity, and collaborating with figures or communities that can have a positive influence within the group. This is supported by a study conducted by Mishra et al. (2023).

Table 4: T-Statistics dan P-Values

Hypothesis	Effect	T-Statistics	P-Values	Results
H ₁	<i>Store Atmosphere → Impulsive Buying</i>	2,068	0,039	Accepted
H ₂	<i>Packaging Design → Impulsive Buying</i>	2,189	0,029	Accepted

Hypothesis	Effect	T-Statistics	P-Values	Results
H ₃	Store Atmosphere*Shopping Lifestyle → Impulsive Buying	2,299	0,022	Accepted
H ₄	Packaging Design*Shopping Lifestyle → Impulsive Buying	0,447	0,655	Rejected

Source: Data processed by the author (2024)

There are hypothesis testing results in Table 4, showing that H₁, H₂, and H₃ are accepted because each influence shown has P-Values less than 0.05, signifying that the independent variables have a significant effect on the dependent variables. However, H₄ is rejected because the P-Value is greater than 0.05, indicating that the independent variable does not have a significant direct effect on the dependent variable. There is a difference from a previous study conducted by Yudiantantri, which showed that store atmosphere towards impulsive buying with a shopping lifestyle was rejected, while packaging design towards impulsive buying with a shopping lifestyle was accepted. Figure 3 also displays the output results from the SmartPLS 4.0 software.

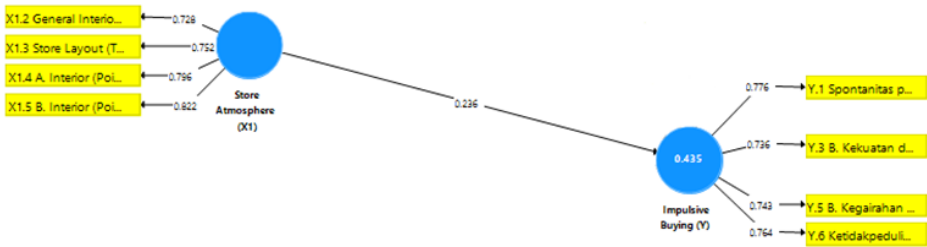


Figure 3: Store atmosphere influences impulsive buying (H₁)

Source: Data processed by the author (2024)

The results of the hypothesis testing in Table 3 and Figure 3 indicate that the value of the Original Sample (Path Coefficient) is 0.236, which is a positive value indicating a unidirectional influence. This result is interpreted to mean that the higher the store atmosphere, the better the impulsive buying will be. Furthermore, the T-Statistics (t_{count}) value obtained is $2.036 > 1.986$ which is $t_{\text{count}} > t_{\text{table}}$ (H₁ accepted), meaning that there is a significant influence of store atmosphere on impulsive buying because the P-Values are $0.000 < 0.05$. Additionally, the T-Statistics value of 2.068 falls within the rejection region of H₀, indicating that store atmosphere has a positive influence on impulsive buying among a supermarket Bandung consumer. These findings are consistent with a study conducted by Setiawan & Sri Ardani (2022), which showed that store atmosphere leads consumers to spend more time and linger longer in a store, thereby influencing them to engage in impulsive buying. The store atmosphere is one of the factors a store possesses to attract consumers. Each store has a physical layout that either facilitates or complicates buyers' ability to navigate within it. Every store must have a store appearance that creates a planned ambiance in line with its target market to attract consumers to make purchases. Figure 4 also displays the output results from the SmartPLS 4.0 software.

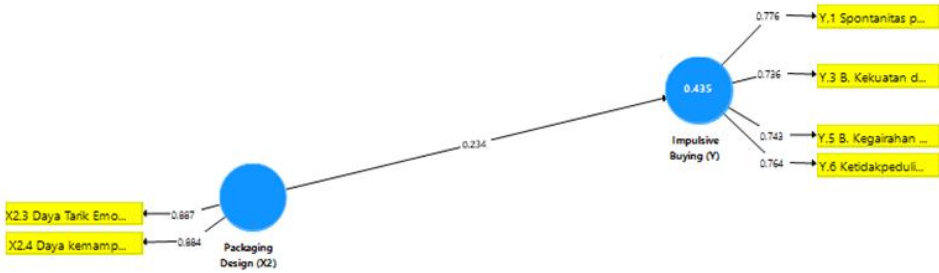


Figure 4: Packaging design influences impulsive buying (H₂)

Source: Data processed by the author (2024)

The results of the hypothesis testing in Table 3 and Figure 4 indicate that the value of the Original Sample (Path Coefficient) is 0,234, which is a positive value indicating a unidirectional influence. This result is interpreted to mean that the higher the packaging design, the better the impulsive buying will be. Furthermore, the T-Statistics (t_{count}) value obtained is $2,189 > 1,986$ which is $t_{count} > t_{table}$ (H₂ accepted), meaning that there is a significant influence of packaging design on impulsive buying because the P-Values are $0.000 < 0.05$. Additionally, the T-Statistics value of 2.189 falls within the rejection region of H₀, indicating that packaging design has a positive influence on impulsive buying among a supermarket in Bandung consumers. These findings align with a study by Ramprabha et al. (2020), which provides evidence that unplanned consumer purchases of products are caused by the packaging design of a product. Packaging design, which includes graphic design, structural design, and product information, has a positive and significant influence on increasing unplanned consumer purchases. Providing eye-catching packaging on display shelves with bright colors, illustrations, or attractive images can immediately draw consumers' attention and make them interested in picking up the product. Attractive and effective packaging design can enhance interest and the desire of buyers to purchase products without prior planning, or impulsive buying. Figure 5 also displays the output results from the SmartPLS 4.0 software.

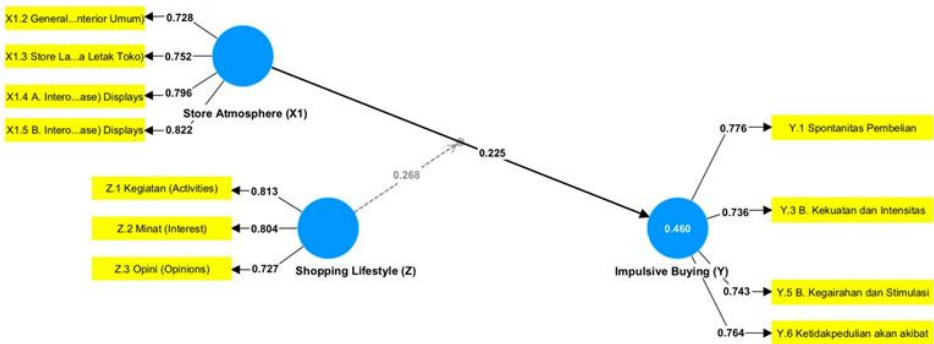


Figure 5: Store atmosphere affects impulsive buying with shopping lifestyle as a moderating variable (H₃)

Source: Data processed by the author (2024)

The results of the hypothesis testing in Table 3 and Figure 5 indicate that the value of the Original Sample (Path Coefficient) is 0,268, which is a positive value indicating a unidirectional influence. This result is interpreted to mean that the store atmosphere is higher, then impulsive buying with a moderating shopping lifestyle will also be better. Furthermore, the T-Statistics (t_{count}) value obtained is 2,299 > 1,986 which is $t_{count} > t_{table}$ (H_3 accepted), meaning that store atmosphere then impulsive buying with a significant moderating shopping lifestyle because the P-Values are $0.020 < 0.05$. Additionally, the T-Statistics value of 2.299 falls within the acceptance region of H_0 , indicating that store atmosphere has a positive influence on impulsive buying with shopping lifestyle among A supermarket in Bandung consumers. These findings align with a study by Yudiantantri & Nora (2019), which provides evidence that shopping lifestyle of consumers at a supermarket in Bandung can influence their reactions to the store atmosphere and the likelihood of impulsive buying. Consumers who manage their finances and time well tend to be more easily tempted by new products or attractive packaging. Meanwhile, consumers who pay more attention to value or discounts may be more influenced by special offers promoted in the store. Therefore, adjusting the layout and promotions can enhance comfort for consumers and encourage impulsive purchases. Figure 6 also displays the output results from the SmartPLS 4.0 software.

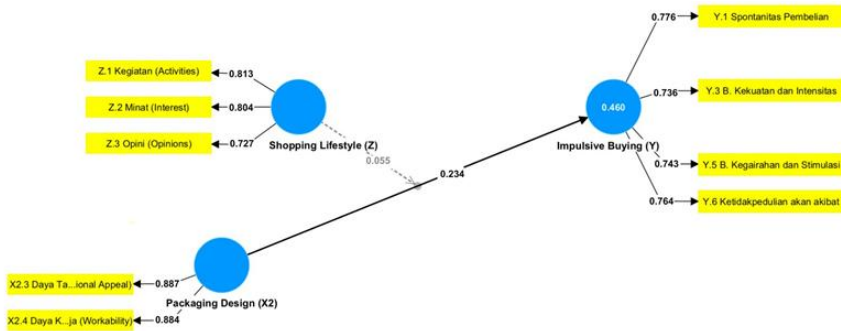


Figure 6: Packaging design affects impulsive buying with shopping lifestyle as a moderating variable (H_4)

Source: Data processed by the author (2024)

The results of the hypothesis testing in Table 3 and Figure 6 indicate that the value of the Original Sample (Path Coefficient) is 0,055, which is a positive value indicating a unidirectional influence. This result is interpreted to mean that if the Packaging Design is higher, then Impulsive Buying will also be better without moderation. However, when the Shopping Lifestyle variable is used as a moderating factor, the result is influential but not significant. Furthermore, the T-Statistics (t_{count}) value obtained is 0,0447 < 1,986 which is $t_{count} < t_{table}$ (H_3 rejected), indicating that packaging design’s effect on impulsive buying, with shopping lifestyle as a moderating variable, is not significant because the P-Values are $0.665 > 0.05$. Additionally, the T-Statistics value of 0.477 falls within the acceptance region

of H_0 , indicating that store atmosphere has an influence but is not significant on impulsive buying with shopping lifestyle among a supermarket in Supermarket Bandung consumers. These findings align with a study by Rajkumar & Jain (2021), which provides evidence that shopping lifestyle is not a moderating factor that influences the relationship between packaging design and impulsive buying. This means that the shopping lifestyle has a direct path that does not significantly affect impulsive buying. In other words, shopping lifestyle does not alter the way impulsive buying is influenced by packaging design. The consumers of a supermarket in Bandung exhibit a shopping lifestyle that is focused on the store atmosphere provided and not on packaging design, thus the presence of the moderating variable shopping lifestyle does not have a significant impact.

5. CONCLUSION AND RECOMMENDATION

This research underscores the significant impact that the ambiance of a store and the design of its packaging have on consumers' tendencies towards impulsive purchases at a supermarket in Bandung. The research shows that an appealing store atmosphere—marked by modern architecture, well-organized product layouts, ambient lighting, pleasant colours, background music, and inviting scents—is crucial in enticing consumers to make impulsive purchases. Additionally, attractive and functional packaging designs play a significant role in stimulating unplanned consumer purchases by capturing their attention and piquing their interest in the products on display.

Furthermore, the study reveals that consumers' shopping lifestyles affect their responses to the store atmosphere and the likelihood of impulsive buying, with those who manage their finances and time efficiently being more prone to the allure of new products or appealing packaging. Although the shopping habits directly affect impulsive purchasing tendencies and moderate the correlation between store ambiance and impulsive buying, they do not notably moderate the influence of packaging design on impulsive buying.

This indicates that consumers' emphasis on the store atmosphere, rather than packaging design, affects their impulsive buying tendencies at a supermarket. Overall, these findings underscore the importance of enhancing the store atmosphere and packaging design to foster an environment conducive to impulsive buying behaviour and to improve the shopping lifestyle of consumers in Bandung City.

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