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The Effect of Store Atmosphere and Packaging Design toward Impulsive Buying with Shopping Lifestyle As a Moderating Variable at Carrefour in Jakarta

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Abstract

This research was conducted to examine the factors that influence impulsive buying in Carrefour Jakarta consumers, which consists of shopping lifestyle, store atmosphere and packaging design. This study uses survey methods by distributing questionnaires. The population of this study consisted of Carrefour Jakarta consumers, while the number of samples was 96 people. Sample selection is done using random sampling techniques. The data analysis technique used in this study uses SEM with the WarpPLS analysis tool. The results of the study prove that store atmosphere does not have a significant effect on impulsive buying. Packaging design has a positive and significant effect on impulsive buying. Store atmosphere has a significant effect on impulsive buying with shopping lifestyle as a moderating variable. But shopping lifestyle cannot moderate the packaging design relationship to impulsive buying. The contribution of this research is to see the role of shopping lifestyle in moderating store atmosphere and packaging design towards impulsive buying.

Keywords: Shopping lifestyle, Store atmosphere, Packaging design, and Impulsive buying.

1. Introduction

Economic growth and the development of an increasingly modern era, have an impact on the shift in the culture of shopping in Indonesia. The Nielsen research institute (2017) notes that public spending is currently focused on three things, namely food, education and lifestyle (leisure and lifestyle). In fact, this pattern occurs in all groups of society, both upper, middle and lower classes. On average, food expenditure this year contributed 24% to total expenditure, up from 23% last year. In the same period, the share of education expenditure rose from 7% to 10%, and lifestyle expenditure rose from 9% to 10%.

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One of the consumer shopping patterns that almost unknowingly almost all consumers have done is spontaneous buying or impulsive buying. According to Rook and Fisher (1995: 55) impulse buying ³ as the tendency of consumers to buy spontaneously, reflexively, suddenly, and automatically. The survey results of the Nielsen research institute in 2013 stated that Indonesia was in the top 3 in the number of consumers who made impulsive purchases, after India and China.

Impulse buying is also one of the unique characters possessed by Indonesian people. From the results of observations, observations, and interviews with experts, it was concluded that there are 12 characters that can represent consumers in Indonesia in general, namely religious, like to socialize, have short-term thinking, unplanned, adaptive to technology, like to participate, care less environment, love to show off, prestige, like foreign products, strong local culture and the latter is more concerned with content than context (www.marketing.co.id, 2016).

Impulsive buying behavior is influenced by the shopping lifestyle (Anggi, et al, 2016; Ervia, 2016; Nur, 2016; Larassanti, 2016). So shopping is not just to look for an item that is needed solely but to look for entertainment or eliminate boredom. This phenomenon is also evidenced by the changing lifestyles of people who used to shop in traditional markets, but now prefer to shop in modern markets such as minimarkets, hypermarkets, supermarkets and department stores. The desire of the people to shop easily and comfortably is one of the factors increasing the retail business industry in Indonesia (Arvinia, 2013). This encourages very tight retail business competition (Edwin Japarianto, 2010; RiaArifianti, 2016).

One example of the well-known modern retail is Carrefour. According to a survey conducted in 2015, Carrefour ranked sixth in the world out of ten modern retailers with revenues reaching \$ 99.1 billion at the end of 2014 and having 12,200 outlets worldwide (www.investopedia.com, 2015).

A pleasant atmosphere is one element that is very desirable by consumers (Turley & Milliman, 2000; Hussain & Ali, 2015). The store atmosphere is an interior arrangement (instore) and outdoor space (outstore) that can create convenience for customers to shop, the identity of a store can be conveyed to consumers through its atmosphere. So that the store atmosphere is secret communication that can show the social class of the products in it (RizkaMeliyani, 2017). When consumers are satisfied with the atmosphere ¹¹ of the store, he spends more time in the store and buys more because of the stimulation of pleasant environment (Bohl, 2012). The impressive atmosphere of retail outlets increases the level of customer satisfaction and their buying experience (Silva & Giraldi, 2010).

Another thing that can cause impulsive buying is the packaging. The strength of packaging design (packaging design) has a strong influence on purchasing decisions because the unique packaging design has its own appeal to consumers. ¹³ A good packaging design is not only attractive when displayed on a sales shelf, but also can convince consumers to buy (Vita Dhamera, 2013). And packaging gives value to the product (Underwood, et al., 2001; Silayoi&Speece, 2004; Alaeddin&Qais, 2015).

Marketers must be as creative as possible in creating packaging designs (Klimchuk&Krosovec, 2007), because attractive and unique packaging designs can spur impulsive buying behavior (Cahyorini&Rusfian, 2011; Vita Dhamera, 2013; Priscilla &Ellyawati, 2014).

Based on the overall explanation above, ⁵ this study was conducted to examine the effect of ⁵ factors that influence impulse buying on Carrefour consumers in Jakarta, ⁵ which consists of lifestyle shopping, store atmosphere and packaging design. Based on the above phenomena, it can be concluded that some formulation of research problems are as follows:

1. Does store atmosphere have an effect on impulsive buying at Carrefour in Jakarta?
2. Does packaging design affect impulsive buying at Carrefour in Jakarta?
3. Does store atmosphere affect ¹ impulsive buying with the shopping lifestyle as a moderation at Carrefour in Jakarta?
4. Does ¹ packaging design affect impulsive buying with the shopping lifestyle as a moderation at Carrefour in Jakarta?

2. Methods and Equipment

2.1. Methods

2.1.1. Store Atmosphere

According to Utami (2010: 255), store atmosphere is a combination of the physical condition of the store such as architecture, layout, lighting arrangement, display, integration of colors, air temperature, music, scents that will create an image in the minds of consumers. An impressive atmosphere creates a pleasant shopping experience among consumers, which directly influences consumers' buying interest and their decision-making process (Srinivasan&Srivastava, 2010). According to Hussain& Ali (2015), store

atmosphere variables have seven indicators, namely: cleanliness, music, scent, temperature, color lighting, display / layout.

2.1.2. Packaging Design

⁴ Kotler and Armstrong (2012) define "packaging involves designing and producing a container or wrapper for a product" which means that the packaging process involves designing and producing, the main function of the packaging itself is to protect the product so that the product is maintained. According to Nilsson & Ostrom (2005), ¹⁶ the packaging design variable consists of 3 dimensions, namely: graphic design, design structure, and product information.

2.1.3. Shopping Lifestyle

According to Japarianto (2011: 33), ¹² shopping lifestyle is an expression of lifestyle in shopping that reflects differences in social status. ³ The way we shop reflects status, ⁸ dignity and habits. According to Levy (2009: 131), shopping lifestyle is a lifestyle that refers to how a person lives, how they spend time, money, purchasing activities carried out, their attitudes and opinions about the world in which they live. To measure the relationship between shopping lifestyle and impulse buying behavior used the dimensions of Activity, Interest and Opinion (Mowen & Minor, 2002).

2.1.4. Impulsive Buying

Impulse buying when defined in general is the purchase of any product that is instantaneous (Loudon and Bitta, 1993; Anggriawan, 2016). According to Rook & Fisher (1995), ³ impulsive buying is the tendency of consumers to buy spontaneously, reflex, suddenly and automatically. Whereas according to Schiffman and Kanuk (2007: 511), impulsive buying is an emotional decision or according to the insistence of the heart. Emotions can be very strong and sometimes apply as the basis of the dominant buying motive.

Based on the description above, it can be said that ¹⁷ impulsive buying is an activity based on someone's emotions that arises because of an interest in a particular product. This is done quickly and without thinking long beforehand. This emotion is involved because of the demand to meet the needs of life quickly. The impulsive buying variables measured in this study used four indicators adopted from the Sari & Suryani journal (2014):

1. Purchases spontaneously
2. Purchases without thinking
3. Purchases that are affected by emotional conditions

2.2. Hypothesis

2.2.1. Store atmosphere for impulsive buying

Based on previous research, store atmosphere has seven dimensions, namely: Cleanliness, music, aroma, color, lighting, temperature and display / layout. The relationship between store atmosphere and impulsive buying shows that partially the store atmosphere has a positive influence on impulsive buying behavior (Larassanti, 2016). Whereas according to Leba&Suhemin (2015), outlet atmosphere has a positive and significant effect on positive emotions, this can be interpreted that the better the atmospheric outlets created it will increase positive emotions. In addition, store atmosphere has a significant positive influence on purchase intention in a shopping center (Hussain& Ali, 2015). Based on the results of the above research, the hypotheses taken are as follows:

H1: Store atmosphere has an effect on impulsive buying.

2.2.2. Packaging design for impulsive buying

Attractive and unique packaging design can stimulate impulsive buying behavior (Astri&Effy, 2011; Dhameraia, 2013; Priscilla &Ellyawati, 2014). The results of the study (Christy &Ellyawati, 2015) showed that packaging design simultaneously was able to predict impulsive buying at 57.2%. Packaging as a strategic tool to attract consumers' attention and shape their perceptions of product quality (Ahmad & Ahmad, 2015). According to Nillson&Ostrom (2005), the packaging design variable consists of 3 dimensions, namely: graphic design, design structure, and product information. Based on the results of the above research, the hypothesis proposed is as follows:

H2: Packaging design has an effect on impulsive buying.

2.2.3. Store atmosphere towards impulsive buying with shopping lifestyle as a Moderation

Based on research (Gunadhi&Japariato, 2015) ⁵ proves that store atmosphere has a positive and significant ⁸ influence on shopping lifestyle, emotional response and impulse buying. Furthermore, the results of the research by Syahputra et al. (2017) suggest that shopping lifestyle can mediate the lifestyle of hedonism, materialism, and income towards online impulsive purchases of fashion products in the people of Banda Aceh. But the mediation role given by shopping lifestyle is partially mediated in nature. In this study, the authors were interested in changing the variable shopping lifestyle as moderation. ⁶ Based on the description above, the hypothesis proposed is as follows:

H3: Store atmosphere has an effect on impulsive buying with shopping lifestyle as moderation.

2.2.4. ¹ Packaging design towards impulsive buying with shopping lifestyle as a Moderation

Direct shopping lifestyle has an effect on impulse buying, but no research has been found that states that shopping lifestyle as a moderating effect of packaging design on impulsive buying. So from that the author was interested in changing the variable shopping lifestyle as moderation. ⁶ Based on the description above, the hypothesis proposed is as follows:

H4: Packaging design has an effect on impulsive buying with shopping lifestyle as moderation.

2.3. Research Methodology

2.3.1. Types of research

This research is associative research, namely research that aims to find the relationship between exogenous and endogenous variables. According to Kuncoro (2013: 145) data can be classified into quantitative data and qualitative data. This study uses quantitative research methods, namely data collection that is statistical in numbers with ordinal data from the results of questionnaire answers.

2.3.2. Population and Samples

The population used in this study was customers who shop at Carrefour in the Jakarta area, with a sample of 96 respondents. ¹⁵ The sampling technique used in this study is simple random sampling, which is the random sampling without taking into account the strata in the population.

2.3.3. Operational Definition of Variables

The operational definitions used in this study consist of 4 variables, namely:

Store Atmosphere (X1)

The first exogenous variable (X1) in this study is store atmosphere. Quoted from Hassan and Ali (2015) this variable has the following indicators: Cleanliness, Music playing, Scent, Room temperature, Lighting, Color, Attractive display / layout

Packaging Design (X2)

The next exogenous variable is packaging design, the product ⁴ packaging process involves designing and producing, the main function of the packaging itself is to protect the product so that its quality is maintained. According to Nilsson and Ostrom (2005), packaging design has the following indicators, namely: Brand name, Color, Typography, Picture, Form, Size, Material, Barcode, Product description, Directions for product use.

Shopping Lifestyle (X3)

¹² Variable shopping lifestyle, is an expression of lifestyle in shopping that reflects differences in social status. The way we shop reflects status, dignity and habits (Japariato, 2011: 33). Has indicators: Shopping is an activity to take advantage of free time, Shopping is a fun activity, The interest in shopping is increasing because of the latest models, Shopping is a pleasant experience, Shopping is a sad remedy.

Impulsive Buying (Y)

The endogenous variable (Y) is the impulse buying variable which is a buying action that is carried out without prior intention. The intention or intention to buy is formed before entering the store. According to Sari & Suryani (2014) impulsive buying has the following indicators: Spontaneous purchase, Purchases without thinking, Purchases that are affected by emotional states, purchases are influenced by attractive offers.

2.4. Data analysis technique

Data analysis was carried out using the Structural Equation Model (SEM) modeling, using the WarpPLS version 5 approach.

3. Results

3.1. Convergent Validity

After processing data using WarpPLS version 5.0, then table 1 presents the results of the results of combined loadings and cross-loadings for each indicator owned by latent variables in the research model.

From the results of table 1 above, it is known that there are indicators that have loading values of less than 0.50, namely X1.1, X1.6, X1.7, X2.1, X2.8, X2.9, X2.10 and X3.1. This means that the indicator has a low validity level that needs to be eliminated or removed from the model.

3.2. Discriminant Validity

To see the discriminant validity can be done in two ways, namely looking at the cross loading value and by looking at the root of average variance extracted (AVE). Table 2 shows the results of discriminant validity from the research model by looking at the cross loading value.

From the results of cross loading estimation in table 2, it shows that the construct correlation value with the indicator is greater than the value of the correlation with other constructs. Thus it can be concluded that all constructs or latent variables already have good discriminant validity.

TABLE 1: Combined Loadings and Cross Loadings.

Store Atmosphere (X ₁)	Indikator	Outer Loading
	X _{1,2}	0.686
	X _{1,3}	0.745
	X _{1,4}	0.815
	X _{1,5}	0.741
Packaging Design (X ₂)	Indikator	Outer Loading
	X _{2,2}	0.592
	X _{2,3}	0.784
	X _{2,4}	0.854
	X _{2,5}	0.642
	X _{2,6}	0.684
	X _{2,7}	0.747
Shopping Lifestyle (X ₃)	Indikator	Outer Loading
	X _{3,2}	0.729
	X _{3,3}	0.711
	X _{3,4}	0.623
	X _{3,5}	0.697
Impulsive Buying (Y)	Indikator	Outer Loading
	Y _{1,1}	0.807
	Y _{1,2}	0.828
	Y _{1,3}	0.661
	Y _{1,4}	0.573

Source: WarpPLS processed products, 2018

Table 3 is presented which contains the results of discriminant validity by looking at the root values of AVE.

Based on table 3, it can be seen that the correlation value between constructs and indicators is greater than the value of correlation with other constructs. Thus it can be concluded that all constructs or latent variables have good discriminant validity.

3.3. Composite Reliability and Cronbach's Alpha

Based on the table above, it is known that the composite reliability value for each variable has fulfilled the requirement that is worth more than 0.70. Similarly, the cronbach's alpha value for each variable has fulfilled the requirement, which is more than 0.60.

TABLE 2: Discriminant Validity (Cross Loading) Indicator.

Indikator	Store Atmosphere (X ₁)	Packaging Design (X ₂)	Shopping Lifestyle (X ₃)	Impulsive Buying (Y)
X _{1,2}	0.686	0.11	0.068	-0.119
X _{1,3}	0.745	0.044	-0.102	-0.104
X _{1,4}	0.815	0.012	0.098	0.13
X _{1,5}	0.741	-0.16	-0.068	0.072
X _{2,2}	0.074	0.592	0.043	0.076
X _{2,3}	-0.001	0.784	0.276	0.008
X _{2,4}	0.043	0.854	0.078	-0.006
X _{2,5}	-0.102	0.642	-0.322	-0.145
X _{2,6}	0.028	0.684	-0.289	0.074
X _{2,7}	-0.044	0.747	0.129	-0.005
X _{3,2}	0.108	0.084	0.729	0.013
X _{3,3}	-0.15	0.02	0.711	-0.101
X _{3,4}	0.168	-0.165	0.623	-0.032
X _{3,5}	-0.11	0.04	0.697	0.118
Y _{1,1}	-0.035	-0.097	0.042	0.807
Y _{1,2}	-0.145	0.06	0.119	0.828
Y _{1,3}	0.096	0.003	0.052	0.661
Y _{1,4}	0.148	0.047	-0.291	0.573

Note: The value of loading indicator blocks in bold.

Source: WarpPLS processed products, 2018.

TABLE 3: AVE and Square Root AVE.

Variabel	Store Atmosphere (X ₁)	Packaging Design (X ₂)	Shopping Lifestyle (X ₃)	Impulsive Buying (Y)
X ₁	0.748	0.155	-0.017	0.161
X ₂	0.155	0.722	0.282	0.133
X ₃	-0.017	0.282	0.691	0.067
Y	0.161	0.133	0.067	0.725

Note: The value of loading indicator blocks in bold.

Source: WarpPLS processed products, 2018.

3.4. Testing of Structural Models and Research Hypotheses

This test can be done in two stages, namely: (1) testing the path coefficient of direct influence, and (2) testing the path coefficient of the influence of the moderating variable.

TABLE 4: Composite Reliability and Cronbach's Alpha.

Variabel	Composite Reliability	Cronbach's Alpha
X ₁	0.835	0.736
X ₂	0.866	0.812
X ₃	0.785	0.634
Y	0.813	0.691

Source: WarpPLS processed products, 2018.

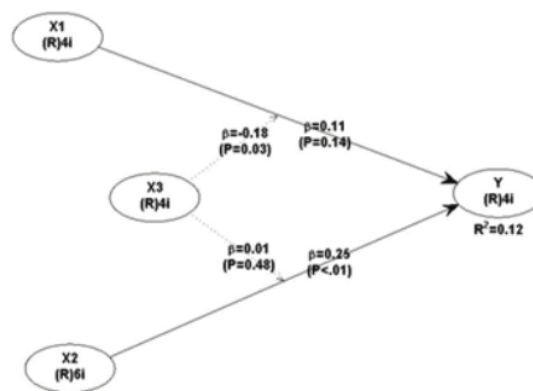


Figure 1: Path Coefficient Diagram.

6 The results of testing the influence between variables in this study in full are presented in table 5.

TABLE 5: Inter-variable Effect Path Coefficients and Hypothesis Testing.

Hypothesis	Relations Between Variables	20 Path Coefficient	P-Value	Description
H1	X ₁ -> Y	0.107	0.14	Not Significant
H2	X ₂ -> Y	0.246	0.006	Significant
H3	X ₁ *X ₃ -> Y	-0.179	0.034	Significant
H4	X ₂ *X ₃ -> Y	0.006	0.478	Not Significant

Source: WarpPLS processed products, 2018.

3.5. Hypothesis Testing and Direct Influence Coefficient

3.5.1. H1: Store atmosphere has an effect on impulsive buying.

Store atmosphere variable path coefficient value on impulsive buying of 0.107 means that with the better atmosphere of a store it will increase impulsive buying. In addition, the results of the study indicate that the p-value of 0.14 is greater than 0.05, this means that store atmosphere has no significant effect on impulsive buying.

3.5.2. H2: Packaging design has an effect on impulsive buying.

The packaging variable design coefficient value for impulsive buying is 0.246, meaning that with the better design of a package it will increase impulsive buying. In addition, the results of the study indicate that the p-value of 0.006 is smaller than 0.05, this means that packaging design has a significant effect on impulsive buying.

3.6. Hypothesis Testing and the Moderate Path Effect Coefficient

3.6.1. H3: Store atmosphere has an effect on impulsive buying with shopping

lifestyle as moderation.

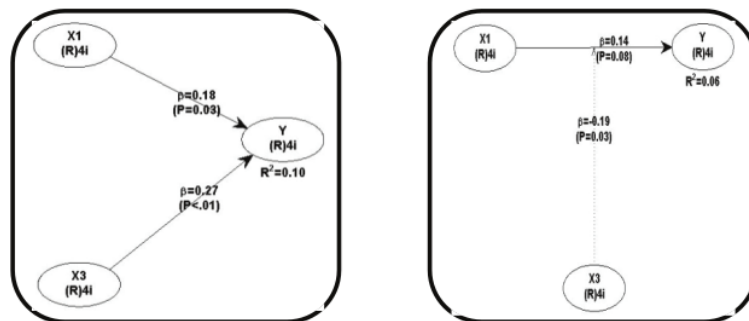


Figure 2: Path Diagram Testing with Moderation Variables and Without Variable Moderation of Store Atmosphere Effects on Impulsive Buying.

The store atmosphere path coefficient value on impulsive buying which is moderated by shopping lifestyle is -0.179, meaning that store atmosphere can increase impulsive buying but this increase is reduced by the existence of shopping lifestyle. In addition, the p-value obtained was 0.034 (<0.05) so it was said to be significant, so shopping lifestyle was a moderating variable.

The results of Figure 2 show the results that the variable shopping lifestyle, both directly processed and as a moderating variable, has positive and significant results. So the existence of variable shopping lifestyle functions as a moderating variable as a predictor (explanatory) variable. Thus the shopping lifestyle can be said as a quasi moderation.

3.6.2. H4: Packaging design has an effect on impulsive buying with shopping lifestyle as moderation.

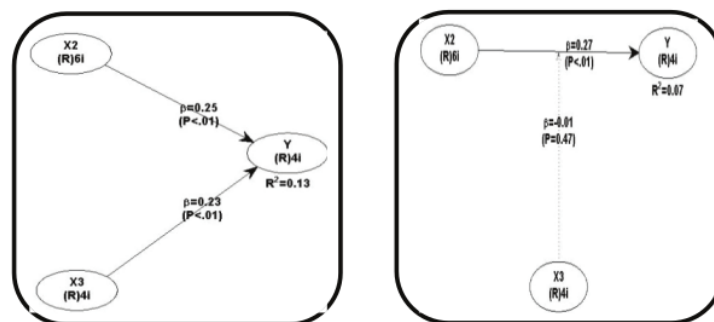


Figure 3: Path Diagram Testing with Moderation Variables and Without Variables Moderation of Packaging Design Effects on Impulsive Buying.

The value of the packaging design coefficient towards impulsive buying which is moderated by the shopping lifestyle is 0.006, meaning that with the better design of a package it will increase impulsive buying. In addition, a p-value of 0.478 (> 0.05) can be said that can be said to have no significant effect, so shopping lifestyle cannot be said as a moderating variable. On the other hand the direct influence of packaging design on impulsive buying is significant.

In the results of Figure 4, the results show that the shopping lifestyle variable when processed directly has a positive and significant result, but when converted into a moderating variable, the result is not significant ($p = 0.47$). Thus the variable shopping lifestyle is not a moderating variable.

4. Discussion

4.1. Store atmosphere for impulsive buying

The study conducted by Bong (2011), the results of a survey and analysis of hypothetical data on Jakarta hypermarket consumers showed that the dimensions of in-store stimuli

did not significantly affect the consumers' impulsive spending. It is different from the findings (Anggraeny et al., 2018) which state that store atmosphere (discount, exterior, general interior, store layout and interior display) has an effect on impulse buying.

4.2. Packaging design for impulsive buying

Mac Innis and Price (1987) suggest that consumers are more likely to see pictures on the packaging rather than imagine how the contents, tastes, smells and sounds of the product. This is in line with the research conducted by Christy & Ellyawati (2014), ¹³ the results of the study show that packaging design (graphic design, design structure, product information) is able to predict changes in consumer impulsive buying in Jele pudding products. Likewise in the research results of Dhariyal, et al (2017) packaging has an important role in marketing communication and has a significant ⁶ influence on consumer impulse purchases. Furthermore, Dhariyal, et al (2017) stated that ⁶ two factors, namely brand name and color significantly influence Cadbury's purchase of chocolate by customers impulsively.

4.3. Store atmosphere towards impulsive buying with shopping lifestyle as moderation

The research that raised the topic was almost the same carried out by Gunadhi & Japariato (2015), based on the results of the test, it was found that store atmosphere variables proved to have a positive and significant effect on the shopping lifestyle. This shows that shopping lifestyle is understood as consumer shopping behavior that occurs because of the interest and level of interest in a product. This attraction occurs because of the interaction between consumers and external factors that provide stimuli to consumers (Sarli and Tat, 2011). Likewise with the results of the research of Wijaya et al. (2017), which examines the influence of shopping lifestyle and fashion involvement on impulsive buying. The results of the study show that shopping lifestyle influences the impulse buying behavior.

4.4. Packaging design towards impulsive buying with shopping lifestyle as Moderation

The results of this study indicate that shopping lifestyle is not as a moderation of the effect of packaging design on impulsive buying. That is, shopping lifestyle has a direct impact on impulsive buying.

5. Conclusion

5.1. Conclusion

Based on the results of data analysis and discussions related to store atmosphere, packaging design, impulsive buying and shopping lifestyle at Carrefour in Jakarta, the conclusions that can be drawn are:

5.1.1 Store atmosphere directly has no influence on impulsive buying. Store atmosphere is realized through music, aroma, room temperature and lighting. The bad Store atmosphere at Carrefour in Jakarta directly does not result in customers making impulsive purchases.

5.1.2 Packaging design proved to have a direct influence on impulsive buying. This study reveals the fact that packaging design has a role in shaping impulsive buying behavior.

5.1.3 Store atmosphere has a negative and significant effect on impulsive buying with shopping lifestyle as moderation, meaning shopping lifestyle can weaken store atmosphere relations with impulsive buying at Carrefour in Jakarta.

5.1.4 Packaging design does not affect impulsive buying with shopping lifestyle as moderation. This means that shopping lifestyle cannot be said as moderation.

5.2. Suggestion

Based on the findings of this study, it is known that there are various shortcomings and limitations of research. Suggestions that can be put forward are as follows:

5.2.1 Basically a store atmosphere at Carrefour in Jakarta that includes cleanliness, music playing, aroma, room temperature, lighting, color and display / layout has been valued by consumers. However, Carrefour must always improve services, especially in the atmosphere of the shop. So that consumers feel more comfortable in shopping.

5.2.2 For further researchers:

1. Extending the coverage of the population so that it can represent the whole of the shopping center.
2. Develop more complete indicators for store atmosphere variables such as developing the atmosphere outside the store, for example: parking, easy road access, and so on.

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