The Effect of Store Environment on Positive Emotional Response and Impulse Buying Moderated by Situational Factor

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ABSTRACT

The purpose of this study was to identify factors that significantly affect unplanned impulse buying, namely store environment factors, positive emotional responses, and situational factors. Research samples were 90 respondents (consumers) of Ramayana Mall Denpasar. Methods of data collection carried out through questionnaires, while analysis techniques used simple linear regression and Moderated Regression Analysis (MRA). Based on the results of the analysis, it was found that store environment had a positive and significant influence on positive emotional response; positive emotional response had a positive and significant influence on the behaviour of impulse buying; and situational factors were strengthening the influence of positive emotional responses to impulse buying behaviour.

Keywords: Impulse buying, Positive emotional response, Situational factor, Store environment

1. INTRODUCTION

The company's ability to provide stimuli will certainly have an impact on consumer purchasing decisions. Including unplanned or impulse buying. Good store displays, products and services will be more attractive and increase the desire of consumers to visit the store concerned. This has an effect on consumers' desire to buy products without being planned beforehand because they see attractive shops.

Many factors influence consumers to buy products directly without being planned in advance. These factors include the layout of the store, the music played in the shop, the situation from inside the shop, lighting / lighting, employees who work or the products sold. The characteristics of the store environment such as music and light have an effect on consumers which has a positive impact which, in turn, affects impulse buying [1].

When consumers are interested in entering or visiting a store, management must also be able to process consumers' emotions towards positive emotions. The positive emotional response of consumers to the store environment affects consumer behavior suddenly or unplanned purchases. In general, consumers are attracted to a shop that looks unique and attractive from the outside and then enter the store to find out more

about the products offered. Consumers with positive emotions will immediately buy products that they see spontaneously.

Apart from these two factors, there are other factors that have contributed to the increase of unscheduled purchases. One of these factors is a factor originating from within the consumer or situational characteristics [2]. Other attributes strengthen the positive response of impulse buying are costumers' availability of time, money, and task definition. Consumers' perceptions and behavior are often reinforced by the situation that consumers have today.

The Point of Purchase Advertising Institute (POPAI) stated that about 75 percent of purchases in supermarkets are unplanned. This data is also supported by the results of a study conducted by [3] which states that 50 percent of shoppers at the Mall shop impulsive acts. This is because impulsive buying is a phenomenon and a tendency for widespread shopping behavior that occurs in the market and is an important point that underlies marketing activities [4]. In Indonesia, the results of a survey conducted by AC showed that 85 percent of modern retail consumers in Indonesia tend to shop impulsively. Given the magnitude of the influence of impulsive buying on total sales, marketers need to

identify the factors to be able to formulate the right marketing strategy [5].

The higher the level of attractiveness of product displays with the support of a good store environment and the ability of marketers to create positive emotional responses will increase purchasing decision making including purchases without plans. Purchases without a plan will be greater when consumers have supportive situational characteristics such as limited time, higher financial capacity and the duties or roles of consumers [2].

According to [6], most Indonesian consumers have unplanned characters. They usually like to act "last minute." When shopping, they often become impulse buyers. The phenomenon of impulse buying that occurs in modern shops also applies in Denpasar City. One of the largest retail chains in Denpasar City is Ramayana Mall which is located at Jalan Diponegoro No. 103 Denpasar, provides complete clothing products ranging from children to adult sizes. Ramayana Mall also provides various types of facilities to support shopping activities.

The results of the pre-survey research conducted by researchers in March 2019 of 30 Ramayana Mall Denpasar consumers showed that Ramayana Mall Denpasar consumers who did not plan for the items they wanted to buy before shopping were 4 consumers (13.3%), planning the items they wanted to buy before shopping but buying additional items that were not previously planned, namely as many as 9 consumers (30%), and planning the items to be purchased before shopping and did not add additional items outside the previous planning, namely 17 consumers (56.7%). This shows that these consumers are not affected by the stimulus generated by Ramayana Mall Denpasar to make purchases impulsively.

A store design that reflects the products in the store will create a comfortable environment, thereby increasing consumer interest to come and shop at the [7]. The environmental characteristics of lighting and cleanliness are important things in a store, because consumers will feel more interested in entering the store. That a store that is able to create a comfortable atmosphere will cause customers to be more likely to enjoy the buying process.

H_1: Store environment has a positive and significant effect on positive emotional responses.

Positive emotions are defined as moods that influence and determine the intensity of consumer decision making [8]. Consumer purchasing decisions are supported by the emotional state that consumers feel at that time. Consumers in a positive emotional state tend to experience less decision complexity, make decisions in less [9] and are more willing to spend more time and money in stores [10].

H_2: Positive emotional responses have a positive and significant effect on impulse buying.

Consumers who have enough time to shop will experience less pressure when choosing products and pay more attention to the shop environment visually which can produce a sense of relaxation and positive emotional responses when shopping. This can lead to impulsive buying. Conversely, consumers who do not have enough time to shop will reduce the opportunity to make impulsive purchases [2]. [2] found that when shopping is a specific task, consumers are happy with their shopping experience and thus tend to make purchases impulsively.

H3: Situational Factor moderates the effect of positive emotional responses on impulse buying.

Based on the description above, this study aims to explain: (1) The effect of the store environment on positive emotional responses, (2) the effect of positive emotional responses on impulse buying, and (3) the role of situational factors in moderating the effect of positive emotional responses on impulse buying.

2. METHOD

The research design used in this study is a causal effect research, namely research that aims to determine the relationship or influence between two or more variables. The population in this study are all consumers who shop at Ramayana Mall Denpasar. The number of indicators used in this study is 18 indicators so that the number of respondents taken as the sample is 18x5 = 90 respondents. So the respondents who were taken were 90 respondents.

The method of determining the sample in this study is not random (non-random sampling), namely purposive sampling. Collecting data used in this study were questionnaires and surveys. The data collection method used in this study was a questionnaire, which is a data collection technique by making a list of written questions to be distributed to respondents with several alternative answers that have been provided. The data analysis technique used in this research is simple regression analysis and moderated regression analysis.

Simple linear regression analysis was used to examine the effect of the store environment on consumers' positive emotional responses. The simple linear regression analysis formula is as follows [11].

$$Y1 = a + \beta X1 + e \qquad\qquad (1)$$
Information:
Y1: Positive Emotional Response
a: constant
β: regression coefficient
X1: Store Environment
e: standard error
α: 0.05

Moderated regression analysis is used to test the role of situational factors as variables that strengthen or weaken the intensity of the effect of positive emotional responses on impulse buying behavior. The analysis used in this study is a regression analysis with moderated variables or Moderated Regression Analysis (MRA). The moderator regression model in this study is as follows:

$$Y2 = a + \beta2Y1 + \beta3X2 + \beta4Y1*X2 + e \qquad (2)$$

Information:
Y1: Positive Emotional Response
Y2: Impulse Buying
a: constant
β2: The dependent variable regression coefficient
β3: Moderating variable regression coefficient
β4: Dependent variable regression coefficient * Moderating variable
X2: Moderating variable
e: Standard error
α: 0.05

3. RESULTS AND DISCUSSION

A simple linear regression analysis model is used to obtain a regression coefficient that will determine whether the hypothesis is accepted or rejected. The results of this analysis refer to the results of the effect of the store environment on positive emotional responses to consumers of Ramayana Mall Denpasar. The results of regression analysis with the Statistical Package of Social Science (SPSS) program version 22.0 for Windows can be seen in the calculation results below.

$Y_1 \quad = 5,139 + 0,685\ X_1$

$S(\beta) \quad = (1,247) \quad (0,078)$

$t \quad = (4,121) \quad (8,811)$

$sig \quad = (0,000) \quad (0,000)$

$R^2 \quad = 0,469 df = 1 F = 77,632 Sig = 0,000$

The result of F calculation shows a number of 77.632, with a significant value of 0.000 <0.05, which means that the variable store environment has an effect on positive emotions and is worthy of being tested in this study.

The coefficient of determination or R2 is 0.469, which means that 46.9% of the positive emotional variables are influenced by the store environment. The remaining 53.1% is explained by factors other than this model.

From these figures, it can be explained that the store environment variable has a positive effect on positive emotional responses to Ramayana Mall Denpasar consumers, in other words if the store environment has

increased, then the positive emotions for Ramayana Mall Denpasar consumers will increase.

This test aims to examine the relationship between the influence of one independent variable and the dependent. This test is used to determine the effect of a positive emotional response (Y1) which is moderated by the situational factor (X2), on impulse buying on consumers of Ramayana Mall Denpasar (Y2). The results of the Moderated Regression Analysis (MRA) test can be seen in the calculation results below.

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$Y_2 \quad = 15,420 + 2,237\ Y_1 + 1,465\ X_2 + 1,146\ Y_1 X2$

$S(\beta) \quad = (2,237)\ (1,465)\ (1,1146)$

$t \quad = (9,472)\ (5,599)\ (3,631)$

$sig \quad = (0,000)(0,000)(0,000)$

$R^2 \quad = 0,904 df = 3 F = 270,472 Sig = 0,000$

The results of the F calculation show a number of 270.472 with a significant value of 0.000 <0.05, which means that the variable store environment affects positive emotions and deserves to be tested in this study.

The coefficient of determination or R2 is 0.904. This means that 90.4% of the impulse buying variable is explained by the store environment, positive emotional responses and situational factors. The remaining 0.6% is explained by other variables outside of this research model.

In testing the first hypothesis, it can be seen from the test results where it has a significant t test result of 0.000 (0.000 <0.05) then H0 is rejected, meaning that there is an effect that the Store environment variable has a positive and significant effect on positive emotional responses. Regression coefficient X1 of 0.685, indicating that the increase in Store Environment, it will increase positive emotional responses. The results of this study support the first hypothesis, namely Store Environment has a positive and significant effect on positive emotional responses. The results of this study are consistent with research conducted which states that a store that is able to create a comfortable atmosphere will cause customers to be more likely to enjoy the buying process. An attractive store but not supported by poor service from store employees can make consumer perceptions of the store negative.

In testing the second hypothesis it can be seen from the test results where the t test results are significant at 0.000 (0.000 <0.05) then H0 is rejected, meaning that there is a positive and significant positive emotional response variable influence on impulse buying. The regression coefficient Y1 is 2.237, indicating that an increase in positive emotional response will increase impulse buying. The results of this study support the second hypothesis, namely that positive emotional responses have a positive and significant effect on impulse buying. The results of this study are consistent with research conducted by [8]. Consumer purchasing decisions are supported by the emotional state that consumers feel at that time. Consumers in a positive emotional state tend to experience less decision complexity, make decisions in less time [12] and are more willing to spend more time and money in stores[10].

In testing the second hypothesis, it can be seen from the test results where the t test results are significant at 0.000 (0.000 <0.05) then H0 is rejected, meaning that there is an influence of situational factors moderating / strengthening the effect of positive emotional responses on impulse buying. The Y1X2 regression coefficient is 1.146, indicating that with the situational factor, the effect of positive emotional responses on impulse buying will be further strengthened. The results of this study support the third hypothesis, namely Situational factors moderate the effect of positive emotional responses to impulse buying. The results of this study are consistent with research conducted using time to measure the temporal perspective of situational characteristics, which refers to the perception of time available to influence consumers while shopping. Impulse purchasing decisions have a reason why they buy the product. For example, there is a discount, the goods purchased are attractive. Research conducted by [13] found that when consumers have more money in hand to spend, they tend to feel more positive and happier. Thus, consumers with more available money will feel happier and react more positively to impulsive buying behavior, compared to those who have low money availability [14] However, research conducted by [15]states that the role of situational factors can also moderate but weaken the influence of positive emotional responses to unplanned purchases or impulse buying. One of the consumer situational factors that affect the absence of impulse buying is due to the lack of money / financial availability when shopping, this makes positive emotions not grow well when shopping which results in no impulse buying. In general, consumers have more money at the beginning of the month or young date (getting a salary or pocket money). At that time is a good time to provide stimuli for consumers to shop more impulsively. One way to do this is to create sales promotion programs (discounts, discounted prices, etc.) to increase consumer shopping

visits in the retail business and increase purchases without a plan

4. CONCLUSIONS

Based on the results of the research and discussion above, it can be concluded as follows.

1) Store environment has a positive and significant influence on positive emotional responses, which means that an increase in the store environment will increase the positive emotional response of consumers at Ramayana Mall Denpasar
2) Positive emotional responses have a positive and significant influence on impulse buying behavior, which means that an increase in positive emotional responses will increase consumer impulse buying at Ramayana Mall Denpasar.
3) Situational Factor moderates / strengthens the influence of positive emotional responses to impulse buying, which means that with the situational factor the influence of positive emotional responses to consumer impulse buying will be further strengthened.

SUGGESTIONS

Suggestions that can be given are that the Ramayana Mall should pay attention to the light arrangement of existing outlets, and pay attention to the music playing to match the existing nuances to improve purchasing decision making without planning or impulse buying.

Ramayana Mall is expected to improve the service system because by paying attention to the existing service system, consumers also feel at home in making purchases at the mall, this can increase the impulse buying of consumers who shop at Ramayana Mall Denpasar.

In future research it is necessary to consider using other variables that can affect impulse buying such as dionic factors, sales promotions considering that in this case a sales promotion is closely related to impulse buying.

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