The Influence of Visual Merchandising and Store Atmosphere on Impulse Buying Ice Cream & Tea Consumers (Survey of Minuman Trend Indonesian Community)

Girang Razati [1], Lili Adi Wibowo[2], Asep Ridwan Lubis[3], Karla Annisa Damayanti[4]

[1234] Universitas Pendidikan Indonesia, Bandung, Indonesia
girang.razati@upi.edu

Abstract. This study aims to obtain an overview and influence of visual merchandising and store atmosphere on impulse buying among ice cream & tea consumers. This study uses descriptive and verification methods with a quantitative approach. The population in this study was 192 with a sample of 132 ice cream & tea consumers who are members of the Minuman Trend Indonesia Community. Data were processed statistically using the path analysis method. The findings of this study found that the visual merchandising, store atmosphere, and impulse buying are in the high category. Visual merchandising andstore atmosphere have a positive and significant influence on impulse buying, the indirect influence of visual merchandising and store atmosphere has a lower influence on impulse buying, compared to the direct influence. This finding indicates that the application of visual merchandising and store atmosphere can build an increase in impulse buying in ice cream & tea consumers. Based on the research results, the researcher provides recommendations to maintain and improve the performance of visual merchandising and store atmosphere so that the brand gets a positive image so that it can increase the number of consumers and the number of purchases. Identification of significant indirect effects shows that the impact of visual merchandising and store atmosphere on impulse buying in ice cream & tea consumers.

Keywords: Visual Merchandising, Store Atmosphere, Impulse Buying

1 Introduction

The development of the beverage industry business is currently experiencing rap-id growth. This is inseparable from the fact that food and beverages are basic ingredi-ents for primary needs and the emergence of new companies with various business innovations, one of which is the phenomenon of beverages that are currently popular among the public. With the current changing times, human needs for clothing, food and shelter are increasingly diverse and increasing. These needs must be met by making

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purchases and adjusted to the income they have. The more human income increases, the more their needs increase. Currently, humans feel that it is not enough if they only buy a few previously determined needs. Most people feel dissat-isfied if they only buy items that have been previously determined and think about buying other items that have not been planned. This will affect human actions or behavior in making purchases that spontaneously occur in shopping places [1].

Along with the development of the times and economic growth, companies must have the ability to meet increasingly diverse consumer demands [2]. The rapid flow of information due to globalization makes people have a consumptive lifestyle, sup-ported by increasing income and increasing consumer needs. In the increasing needs, consumer spending increases. This consumer behavior is known as impulse buying

Stated that changes in consumer lifestyles can lead to sales growth through impulse buying. [3] Since the 1940s, research on consumer be-havior on impulse buying has been conducted because it can cover 40 percent to 80 percent of total purchases. The characteristics of impulse buying are influenced by irrational reasons, marked by sudden emergence and satisfaction in consumers [4]

Consumer purchasing decisions are the main objective of all marketing strategies carried out by the company. Consumer purchasing decisions can be grouped into two, the first is a planned or rational decision where consumers make decisions based on previous planning. While other types of consumer purchasing decisions are un-planned decisions [5].

In countries with a limited number of modern markets such as India, buyers tend to be more strict in making purchases according to their initial goals with an average index reaching 28 percent. In contrast to other countries in the Asia Pacific or North Asia region, which have a much higher tendency for impulse buying. Meanwhile, impulse buying in Indonesia has a higher level compared to other Southeast Asian countries with an average index reaching 15 percent [6].

Research conducted by Mastercard 2021 revealed that in Indonesia, half of the millennial generation (50 percent) are the most impulsive consumers in Asia Pacific, where at least half of purchases of goods are made spontaneously, above the regional average of 26 percent [7]. Based on the results of a Fieldagent survey 2016, the majority of buyers from seven countries indicated that they tend to buy snacks (24 percent) and drinks (21 percent) impulsively when in the cashier queue [8].

Based on the data of Indonesia's Non-Oil and Gas Processing Industry GDP, it shows that the food and beverage industry, which contributes more than a third to the total GDP of the non-oil and gas processing industry, is the largest compared to other industries. The non-oil and gas processing industry with the next largest GDP is the chemical, pharmaceutical and traditional medicine industry, which reached Rp357.32 trillion (11.07 percent) [9]. This phenomenon provides a strong picture that the food and beverage sector dominates the national economy.

According to data on the Growth of the Food and Beverage Industry in Indonesia, it was recorded that the food and beverage industry experienced GDP growth of IDR 209.51 trillion in the second quarter of 2023 or an increase of 4.62 percent compared to the same period in the previous year. The growth in the performance of the Food and Beverage Industry was the fourth largest compared to other processing industry sub-

sectors in the second quarter of 2023. The growth in the food and beverage in-dustry shows high competition in the market, so that consumer behavior tends to be consumptive and on a macro level there has been an increase in the Marginal Propensity to Consumer (MPC). Based on data from the Central Statistics Agency (BPS), the MPC in Indonesia has increased from 0.48 in 2022 to 0.56 in 2023 [10]. The increase in MPC reflects the tendency of people's behavior to be more consumptive or prioritize shopping over saving their money [11].

This condition shows a shift and change in consumer shopping behavior from planned to unplanned. Impulse buying refers to a phenomenon that dominates purchasing behavior. Impulse buying defines unplanned and sudden purchases without prior purpose when consumers approach a store [12]). The results of the Populix survey in Nisaputra [13] found that Indonesians tend to make spontane-ous purchases of products outside their shopping list (impulse buying). Product cate-gories that are often purchased by the public are basic necessities such as food and beverages (69 percent), daily necessities (68 percent), fashion and sportswear (59 percent), and fresh food ingredients (41 percent). Other products that are also widely purchased by the public are personal care products such as body care products (48 percent) and cosmetics (39 percent).

Mixue as one of the bubble tea beverage brands from China, has achieved popularity in Indonesia by opening many outlets [14]. Known as the "Angel of Empty Shophouse Recorders," Mixue outlets have become crowded places to visit because of their affordable prices and delicious taste [15]. In March 2022, Mixue's operating income reached 25,410,800 yuan or around 57.2 billion IDR, with a net profit of around 2,235,500 yuan or around 5.04 billion IDR [14]. However, Mixue is facing increasingly fierce competition with the emergence of competitors such as Wedrink and Momoyo, which also entered the Indonesian mar-ket in late 2022 [16]. In Indonesia, Wedrink was recorded to have 70 outlets in March 2023 and more than 300 outlets in September 2023 [17] Meanwhile, Momoyo, as a newcomer in the ice cream and tea sector, now has around 500 outlets spread across Indonesia [18]. These two competitors also compete in the ice cream and tea industry, increasing the intensity of competition in the market.

The theoretical approach used in solving impulse buying is the Consumer Behavior Theory from Schiffman, Kanuk & Hansen [19] which explained the relationship between consumer behavior and impulse buying. Schiffman [19] emphasized that impulse buying is influenced by marketing stimuli and target market responses with psychological factors such as motivation, perception, and consumer attitudes as the main determinants of consumers in making impulse purchases. Marketing strategies, especially promotions, are recognized as being able to influence impulse buying and increase company sales. The main factors that can influence impulse buying are hedonic shopping motivation, visual merchandising, shopping lifestyle, store atmosphere and many other factors [20]. There are two factors that have the potential to influence consumer behavior, including the tendency to make impulse purchases, namely visual merchandising and store atmosphere which are important factors in creating an attractive shopping experience for consumers. This relationship can be

assumed that if customers feel happy and comfortable when shopping at the outlet, the possibility of making impulse purchases will also increase [20].

Research that shows that the problem of impulse buying can be overcome by visual merchandising and store atmosphere has been studied by several researchers, one of the studies which shows that visual merchandising does influence impulse buying behavior [21]. Meanwhile, based on the results of research, visual merchandising and store atmosphere influence impulse buying both partially and simultaneously [22].

Consumers will be faced with various choices and considerations before deciding to purchase. One of these considerations is paying attention to visual merchandising and store atmosphere. Visual merchandising has a crucial role in attracting consumers' attention by displaying products attractively [23]. While store atmosphere refers to a well-arranged strategy to attract customers and encourage them to make purchases [24].

Visual merchandising is an important aspect to attract consumers. Anggraini and Sulistyowati [22] stated that most consumers agreed that they entered and were attracted to the store when they saw the front design of the store and felt excited when they were in the store. Visual merchandising refers to the presentation of merchandise and brands arranged in the form of store advertisements, product arrangements, certain events to support the products presented to look attractive. The attractive arrangement of products is expected to influence consumer emotions until they make a purchase [23].



Fig. 1. Research Framework

Source : Author's Work

A hypothesis is defined as a temporary statement to be verified, so the premises formulated by the researcher in this study are:

H0: Visual Merchandising and Store Atmosphere on Impulse Buying

Kotler's theory [25] states that visual merchandising and store atmosphere are important components in creating a pleasant shopping experience. Visual merchandising and store atmosphere are external factors that work together to create visual and emotional stimuli, which encourage customers to buy without planning [20].

H1: Visual Merchandising on Impulse Buying

Visual merchandising can act as an external trigger that stimulates impulse buying. Who assert that creative and attractive displays can influence consumer perceptions of a product, even if the product is not a primary need [26]. This often triggers impulse

buying, especially when a combination of visuals, promotions, and discounts are combined. This statement is further supported by previous studies showing that visual merchandising contributes significantly to impulse buying [27][23]

H2: Store Atmosphere on Impulse Buying

Turley and Milliman (2000) highlights that store atmosphere elements, such as color, scent, music, and layout, can influence consumers' perceptions of the store and the products within it. When store atmosphere aligns with customers' emotions, it increases their comfort and emotional engagement [24] [27].

Based on the framework of thought and paradigm, the hypothesis whose truth will be tested through this research is formulated as follows:

1. There is an influence of visual merchandising and store atmosphere on impulse buying.
2. There is an influence of visual merchandising on impulse buying.
3. There is an influence of store atmosphere on impulse buying.

This competitive market competition will be overcome by impulsive buying because impulsive buying has been proven to contribute a large volume to goods sold each year [28]. Thus, consumer behavior or impulsive buying must be viewed as an important opportunity for companies to pay attention to because it can signifi-cantly affect the company's income. Impulse buying has the potential to increase sales because consumers can be encouraged to buy products without prior planning. Without impulsive behavior, companies can experience a decline in sales levels and slower growth [29].

2 Methods

This study uses a mix of descriptive and verification methodologies, using a quantitative approach to explore the specified phenomenon. The study populationin-cludes a large group of 192 people, from which a sample of 132 fast food consumer respondents consisting of the trend beverage community was taken using a random sampling method. To analyze the collected data thoroughly and evaluate the pro-posed relationships, the researcher used path analysis techniques that provide a pow-erful framework for assessing complex interactions and latent variables in the re-search model.

3 Results and Discussion

The food and beverage (F&B) industry in Indonesia has shown steady and impressive growth in recent years. This sector plays a vital role in supporting the national economy, with a contribution to Gross Domestic Product (GDP) reaching around 6.34% in 2022, according to data from the Central Statistics Agency (BPS). In 2023, the F&B industry experienced annual growth of 5.46%, driven by increasing consumer demand, changing lifestyles, and increasing purchasing power. One part of the F&B industry that is growing rapidly is the contemporary beverage sector which is in demand by the wider

community, especially the younger generation. Visual merchandising and store atmosphere research on impulse buying is classified to in a number of characteristics. This characteristic analysis aims to identify the demographic profile of application users.

Table 1. Description of Respondent Characters

Variable	Category	Amount (F)	Percentage (%)
Gender	Man	39	29.5%
	Woman	93	70.5%
Age	<17	7	5.3%
	17–25	99	75.0%
	>25	26	19.7%
Occupation	Government employees	12	9.1%
	Private employees	36	27.3%
	Businessman	10	7.6%
	Students	69	52.3%
	Other	5	3.8%
Average Income / Month	< 1,000,000	1	1.6%
	1,000,000–3,000,000	28	44.4%
	3,000,000–5,000,000	9	14.3%
	5,000,000–10,000,000	22	34.9%
	>10,000,000	3	4.8%
Average Pocket Money / Month	< 1,000,000	21	30.4%
	1,000,000–3,000,000	45	65.2%
	3,000,000–5,000,000	3	4.3%
	>5,000,000	0	0.0%

Source: 2024 Data Processing Results

Based on results research and data processing conducted, female customers tend to use the application more often than that female consumers tend to buy or consume more fast food drinks than male customers, which is 70,5%. A study conducted by Thalita (2020) to examine consumer attitudes towards trendy drinks based on gender found that women are often the main consumers of contemporary drinks because women tend to follow popular social trends compared to men. In addition, this confirms previous findings that women tend to seek a pleasant experience in choosing food and beverage products through the visual appearance of drinks and the store atmosphere (Ajith K Thoman et.al 2018). The 17-25 year range obtained the highest value of 70,5%. Also related to the highest distribution of jobs in students at 52,3%. Additionally, this age

group often has a busy and mobile lifestyle, so apps that allow quick ordering are in high demand (Belanche & Flavi, 2020).

The highest level of income and pocket money is at Rp1,000,000-3,000,000 with each percentage being income of 44,4% and pocket money of 65,2%. This indicates that fast food consumers are attrative to individuals with middle to lower incomes because fast food products are affordable for consumers. Thus, the characteristics of fast food consumers focus on the young age segment, female consumers, and groups with affordable pocket money or income.

Data can be said to be normally distributed if it meets the criteria of skewness cr and kurtosis cr values in the range of -2.58 to +2.58 (Santoso, 2011). The results of the data normality test are presented in Table 2 Data Normality Test Results below:

Table 2. Data Normality Test Results

One-Sample Kolmogorov-Smirnov Test	**Unstandardized Residual**
N	132
Normal Parametersa,b	
Mean	0.0000000
Std. Deviation	3.95629655
Most Extreme Differences	
Absolute	0.078
Positive	0.035
Negative	-0.078
Test Statistic	0.078
Asymp. Sig. (2-tailed)	0.048c

Source: 2024 Data Processing Results

The One-Sample Kolmogorov-Smirnov Test is used to test whether a data sample comes from a certain distribution, in this case the normal distribution. The following is an explanation of the results of the normality test given:

Based on results From Table 2 it is known that mark significance of research data normality test which is 0.048 with mark significance > 0.05 then can concluded that residual value of variable study This distributed normal (Andrey Kolmogorov, 1933).

Table 3. Example of Correlation Matrix

	Statistik	Visual Merchandising	Store Atmosphere	Impulse Buying
Visual Merchandising	Pearson Correlation	1	0.742**	0.619**
	Sig. (2-tailed)	-	0.000	0.000
	N	132	132	132
Store Atmosphere	Pearson Correlation	0.742**	1	0.639**
	Sig. (2-tailed)	0.000	-	0.000
	N	132	132	132
Impulse Buying	Pearson Correlation	0.619**	0.639**	1
	Sig. (2-tailed)	0.000	0.000	-
	N	132	132	132

Source: 2024 Data Processing Results

Table 3 shows the correlation between visual merchandising and store atmosphere on impulse buying. The correlation results between variables X1 and Y are 0,669. and sub variable X 2 against Y is 0,721.

Overall, the results of this analysis support the findings of previous studies that variables such as visual merchandising and store atmosphere have a significant influence on impulse buying. This can be a strong foundation for companies to consider these factors in designing optimal marketing strategies and shopping experiences for consumers.

Table 4. Full Model Hypothesis Test Analysis

Hypothesis	Coefficient	t-count	t-table	Decision
X_1 has an effect on Y	0.619	3.312	1.980	H_0 is rejected, H_a is accepted
X_2 has an effect on Y	0.639	4.135	1.980	H_0 is rejected, H_a is accepted
X_1 and X_2 have a positive influence on Y	53.823	3.070	0.000	H_0 is rejected, H_a is accepted

Source: 2024 Data Processing Results

Referring to the R2 value that has been obtained for the visual merchandising and store atmosphere variables , it is 0,454, which means that impulse buying only has an influence of by 45,4%. Based on f test results can seen that influence visual merchandising and store atmosphere towards impulse buying is significant positive with t- statistic value of 53,823 > 3,07 with mark probability (Sig.) visual

merchandising 0.001 and store atmosphere 0,000. With Thus , the hypothesis Ha: ρ > 0 means there is influence positive from visual merchandising and store atmosphere towards impulse buying in a way simultaneously . There are several sub- hypotheses study This that is as following.

1. Based on the results of the t-test calculations, it can be seen that the influence of visual merchandising on impulse buying is positive and significant with a t-statistic value of 3,312 > 1,980 with a probability value (Sig.) of visual merchandising of 0.001. Therefore, the hypothesis Ha: ρ > 0 means that there is a positive influence of visual merchandising on impulse buying.
2. Based on the results of the t-test calculation, it can be seen that the influence of store atmosphere on impulse buying is significantly positive with a tstatistic value of 4,135 > 1,980, with a probability value (Sig.) of store atmosphere of 0.000. Therefore, the hypothesis Ha: ρ > 0 means that there is a positive influence of store atmosphere on impulse buying.

Table 5. Results of Direct and Indirect Influence Tests of Variables

Variable	Beta Coefficient	Direct Influence	Indirect Influence	Subtotal Influence
X_1	0.321	0.1030	–	0.1985
X_2	0.401	0.1608	0.0955	0.2563
Total Influence				**0.454**

Source: 2024 Data Processing Results

Based on the data in Table 4, it shows that influence test results direct visual merchandising and store atmosphere (X) towards impulse buying (Y) is the most dominant is variable store atmosphere (X 2) with acquisition mark of 0.401, while variable visual merchandising (X 1) no dominant with acquisition mark of 0,321.

Influence test results No direct variable visual merchandising and store atmosphere (X) towards impulse buying (Y) for each variable own same value that is of 0,0955. This is because of influence No direct obtained through calculation coefficient path (X 1) multiplied coefficient path (X 2) next multiplied with r square value . Variable store atmosphere (X 2) can increase variable visual merchandising (X 1) in No directly that can seen from acquisition mark influence direct and influence No the most dominant direct that is of 0,2563. Then variable visual merchandising (X 1) can lower variable visual merchandising (X 1) in No directly that can seen from acquisition mark influence direct and indirect directly which is worth 0,1985.

Based on results from data processing, in total overall influence direct and influence No direct visual merchandising and store atmosphere (X) towards impulse buying (Y) gain of 0,4548 or in percentage namely 45,4% so that it is said is in the category Currently [30].

Empirical findings show that visual merchandising consists of window display, sale promotion and attractive display as well as store atmosphere which consists of exterior design, interior design and customer interaction, affect impulse buying (Y) by 0,454 or 45,4%. While the external influence that was not studied was 0.44 or 44%. This illustrates that visual merchandising and store atmosphere affect impulse buying on fast

food beverage consumers is influenced by other variables not studied by 44%. The results of the study partially show that of the two variables visual merchandising and store atmosphere (X) have differences in the magnitude of influence on impulse buying (Y), namely visual merchandising (X1) has an influence of 0,619 or 61,9% so it can be said that visual merchandising has a significant positive effect on impulse buying . The store atmosphere variable (X2) has an influence of 0,639 or 63,9% so it can be said that the store atmosphere has a significant positive effect on impulse buying.

4 Conclusion

Research result show that Visual merchandising and store atmosphere have an impact to impulse buying. Aligned with study previously done by Anggraini & Sulistyowati [15] that state that Visual merchandising and store atmosphere have an impact to impulse buying, meaning if both of them improved become more Good so will also increase the decision consumer in purchase unsold items or No they plan previously. This is Of course give profit for A outlet For scoop up profit more. Good visual display, attractive as well as packed with clear information will make consumer feel want to know more Far about a products. Through the development of the right store atmosphere strategy that is tailored with need consumer can create a feeling of pleasure and comfort in the feelings consumer so that consumer will feel feel at home in the store term long time so level purchase product will more Lots.

Efforts that can be made by Fast Food Beverage Brands to increase impulsive purchasing decisions by consumers are to carry out marketing strategies through visual merchandising and store atmosphere. Impulse buying is determined by promotions that involve product arrangement, use of creative displays, and display arrangements that attract consumers' attention. The combination of attractive visual merchandising and a supportive store atmosphere can trigger positive emotional responses, such as joy and enthusiasm, which encourage impulsive buying behavior. (Ahmad and Parmar, 2021). Therefore, this aspect is very important for companies in increasing revenue, especially in the competitive F&B industry. This strategic approach helps companies create a competitive advantage through stronger emotional interactions with customers.

The results of data processing IBM SPSS version 23.0 for windows show the R2 value for visual merchandising and store atmosphere is 0,562, meaning that visual merchandising and store atmosphere can influence impulse buying by 56,2%. Based on the results of the t-test that has been carried out, it can be seen that the influence of visual merchandising on impulse buying is positive and significant which is in the strong category, with a t-statistic value of 3,529 (> 1.980). The probability value (Sig.) of visual merchandising is 0.001, meaning that the hypothesis H0 is rejected because there is a significant positive influence of visual merchandising on impulse buying. The results of the t-test on store atmosphere on impulse buying are significantly positive with a t-statistic value of 5.821 (> 1,980). The probability value (Sig.) of brand equity is 0.000, thus the hypothesis H0 is rejected, meaning that there is a significant positive influence of store atmosphere on impulse buying.

This study has limitations, namely that it only focuses on factors that influence online purchasing decisions partially, without considering the possible moderating or mediating effects. Perceived usefulness may have different effects when considered together with other variables. A sample that only includes fast food consumers in the Indonesian trend drink community may limit the generalizability of the results to the entire consumer base. In addition, the data collection method, if only using an online survey, is at risk of respondent bias who may provide answers that are considered expected rather than actual. The research design that may be cross-sectional only provides a picture at one point in time, so there is the possibility of changes in consumer behavior.

Moving forward, future research could explore several areas to improve our understanding of the complex relationships between visual merchandising, store atmos-phere and impulse buying in the beverage industry. This includes examining moder-ating variables and mediating mechanisms, conducting comparative studies across platforms or industries, and conducting longitudinal studies to observe changes over time. Additionally, incorporating qualitative methods to complement quantitative findings could provide deeper insights into these dynamics.

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