

Consumer Reactions to Price Discount and Store Atmosphere on Shopping Behavior in Modern Retail Industry

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Abstract. *Understanding on what factors which drive customer behavior is crucial for business owners. This study analyzes the effect of discounts and store atmosphere on impulse purchasing decisions. The study was conducted in modern retail business which involved 150 respondents. The sampling method used is a purposive sampling method with the criteria that consumers have experience shopping in modern retail and have knowledge of products in modern retail. Hypothesis testing was used multiple linear regression with SPSS ver. 22. The results showed that price discounts and store atmospheres had a significant effect on impulse purchasing decisions in modern retail business. Creating strategic marketing plan on price deduction and designing impressive store atmosphere is critical in order to increase the impulsive buying and reach the sales target.*

Keywords: *Impulsive buying, Price Discounts, Retail industry, Store atmosphere.*

Abstrak. Memahami faktor-faktor apa yang mendorong perilaku pelanggan sangat penting bagi pemilik bisnis. Penelitian ini menganalisis pengaruh potongan harga dan suasana toko terhadap keputusan pembelian impulsif. Penelitian dilakukan pada bisnis ritel modern di Kota Surakarta dengan melibatkan 150 responden. Metode pengambilan sampel yang digunakan adalah metode *purposive sampling* dengan kriteria konsumen pernah berbelanja di ritel modern dan memiliki pengetahuan tentang produk di ritel modern. Pengujian hipotesis menggunakan regresi linier berganda dengan SPSS ver 22. Hasil penelitian menunjukkan bahwa potongan harga dan suasana toko berpengaruh signifikan terhadap keputusan pembelian impulsif pada bisnis ritel modern. Demikian, pembuatan rencana pemasaran strategis tentang pemotongan harga serta merancang suasana toko yang mengesankan sangat penting untuk dilakukan agar terjadi pembelian impulsif dan mencapai target penjualan.

Kata kunci: Bisnis retail, Pembelian impulsive, Potongan harga, Suasana toko.

INTRODUCTION

In the globalization context, people consumption behavior gradually changed as part of impact the shifting preferences phenomenon. Some business owners might see it as a sign to transform the business model which focused more on what are the consumer wants (White, Habib, & Hardisty, 2019). This has triggered the retail business industry particularly in Indonesia. Result found by LPPI & Bank Indonesia (2015) stated that many retail businesses in Indonesia are still dominated by Small and Medium Enterprises which indicated that they didn't have proper understanding on what drive consumer to buy. As consequences, only big companies which having crucial information will dominate the sales. Thus, analyzing on what factors which affected to retail business sales performance is interested to be discussed.

There are some form of retail business which classified them with what type of customer that they want to serve. Convenience store focuses to serve customer who lived in residential area, the location of the store close to the house. Convenience store is often known as a store with high connected personal interaction, trusted by neighborhood, close to the residential area, and priceless (Rybaczevska et al., 2021). However, among the shops available, the store owner's should be aware about factors which influence the customer behavior such as price discount and store atmosphere.

Price discount is a price deduction which given from the sellers to customers that aims to increase the sales performance (Harahap, 2022). In the context of online payment, the merchant should coordinate with third party promotion platform to provide price discount offering in terms of any certain promotional campaign (Wang, Du, & Hu, 2020). The study conducted by Lee & Chen-Yu (2018) shows that the store which provide price discount got optimum profit and play an important role in creating affective shopping experience under the increasing of any certain promotional campaign. Then, the store atmosphere is the store environment that creates some emotional states such as pleasure, positive feeling, and something that make people feel comfort. The shapes of store atmosphere in the store are the things like calm music, color palette, interior & exterior design, furniture usage, lightning, nice scent, and aesthetic paintings (Murray, Teller, & Elms, 2019). Those are two things (price discount and store atmosphere) that every entrepreneur should consider. Having good

understanding on the usage of price discount and store atmosphere increases the opportunity to level up the sales. Thus, the study to examine the influence of price discount and store atmosphere toward impulse buying is quite necessary.

However, the inconsistency finding among the variable price discount and impulse buying still can be found in some studies conducted by researcher. Setiawan & Ardani (2022) stated that price discount has a positive and significant influence on impulse buying. The more company offer attractive discount, the more consumer will purchase the product without no plan or impulsive. On the other side, Suryana & Sari (2021) in their study was found that price discount given in modern store didn't have significance relationship toward impulse buying. People might skeptical toward price discount provided by modern retailers and questioning does is really their real price or have been marked up before.

This study aims to examine the effect of price discount and store atmosphere to customer impulse buying behavior on modern retail store in Surakarta city. This study is a replication research which conducted by Setiawan & Ardani (2022) which examine the influence of price discount, store atmosphere, and positive emotions toward impulse buying. This research reduces positive emotion because researcher assumed that people with positive emotion tend to be more loyal and purchase some products in the store. Subsequently, finding in this research expected depict broader understanding on how to optimize the sales performance through increase the rate of transaction activity by employ price deduction and design comfortable store. This study also benefit offline business retailer to attract people to visit the store instead of buying online.

THEORETICAL FRAMEWORK

Price discount is a kind of saving which offered to customers in order to purchase the product with different price, normally lower than the ordinal price (Kotler & Armstrong, 2008). Discounting price is a marketing strategy which aims to increase the sales through encourage the customer purchase more products (Hongdiyanto et al., 2020). Lower price normally attract more customer to visit the store, but on the other hand the competition among the market also will become more intense (Wang, Li, & Zhang, 2021). The store attractiveness is assumed as the condition that would ramp up

the sales, so every store owners becoming more creative to attract their customer by providing price deduction strategy. There are many factors which would influence the sales performance in the store such as store atmosphere. Nice presentation of both interior and exterior design has higher probability to become more attractive in the customer mind.

According to Akram et al. (2016), store atmosphere include the things that shaped retail outlet which had designed based on any certain purpose. Commonly the design of the outlet itself is not only about the physical stuffs, but also about the non-physical such as music, scent, and temperature. Ndengane, Mason, & Mutize (2021) stated that the store designs are created focus to attract customers though giving them comfortable place or store. The physical factors which involved to the store atmosphere are including lightning, cleanliness, layout, decoration, and color. Thus, the store atmosphere also played an important role to increase the sales performance by pleasing customer with a combination of comfy stuff such as nice music, proper lightning, good scent, and so on. When people feel comfortable in the store, then the price listed in the product also affordable and attractive, it will increase the rate of impulsive buying.

Impulsive buying is unexpected purchases which influenced by the promotional campaign, visual stimulus, and knowledge regarding benefit of the product (Rodrigues, Lopes, & Varela, 2021). The store environment creates buying experience. Maximizing the customer purchasing experience is necessary to create positive emotion and boost the sales. The impulsive buying activity more often happen in offline store rather than online (Primanto & Rahmawati, 2021). The sensory experiences tend to affect the customer behavior.

The previous literature shows that there are various finding on price discount, store atmosphere and its relationship with impulsive buying. Setiawan & Ardani (2022); Sherlin, Budaya, & Bustami (2022); and Noor (2020) stated that price discount has a positive and significant influence on impulse buying. On the other side, Suryana & Sari (2021); Ittaqullah, Madjid, & Suleman (2020) in their study was found that price discount given in modern store didn't have significance relationship toward impulse buying. Therefore, the hypothesis formulated is as follows:

H1: Price Discount has a positive and significant effect on impulse buying

The studies about relationship between store atmosphere and impulse buying are also found different finding. Natalia, Rahmawati, & Effendi (2022); Mahwish & Michael (2020); and Maulana (2018) on their research had found that store atmosphere or store environment have significant influence on impulsive buying. Besides, Ivo, Welsa, & Cahyani (2022) found that store atmosphere didn't have significance relationship with impulse buying. The hypothesis formulation is as follows:

H2: Store atmosphere has a positive and significant effect on impulse buying

There are some factors which influence unpredictable purchasing behavior such as the desire to own a new brand, remember the product advertisement from media, attractive display, sales person persuasion, bonus, and so on (Bahwiyanti, 2021). Based on the previous literature, price discount and store atmosphere are one of the factors which able to influence impulse buying. The study conducted by Noor (2020) and Bahwiyanti (2021) shows that price discount and store atmosphere simultaneously have positive and significant influence toward impulsive buying. Thus, the hypothesis formulated in this study is as follows:

H3: Price discount and store atmosphere simultaneously has a positive and significant effect on impulse buying

Then, based on the formulated hypothesis and deep study on some literatures, the model of this research is as follows:

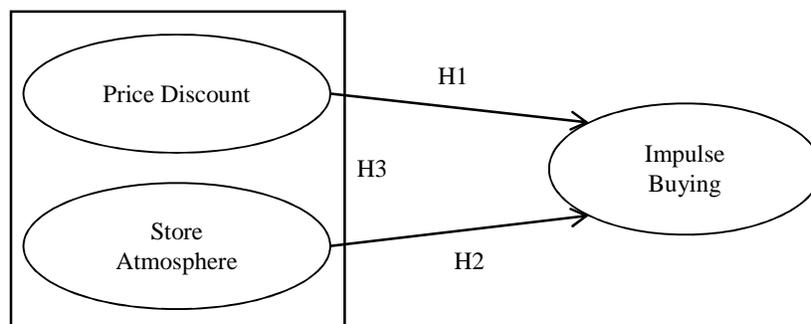


Figure 1. Research Model

Source: Setiawan & Ardani (2022); Budaya, & Bustami (2022); and Noor (2020)

RESEARCH METHOD

This research employed quantitative approach. Object in this research is the quality of store environment of the modern store which includes price display, the scent, music, lighting and so on. The subject in this research is the customer who had visited modern retail in Surakarta City. The data was disseminated by giving the questionnaire to 150 respondents which collected during November until October 2018. The sampling method was used non probability sampling particularly purposive sampling which selected the respondents by giving them any certain criteria (Sugiono, 2010) such as had visited modern retail minimum once a month and having memories about the store environment.

The technique to examine the validity testing is by looking the value of Pearson Correlation. Sekaran & Bougie (2017) stated that the variable indicator categorized as valid if the alpha value is greater than 5% or 0.005. Then, the reliability testing in this study is conducted by seeing the value of Cronbach Alpha. The variable indicator is reliable when the value of Cronbach Alpha's > 0.6. Both validity and reliability testing was tested by using SPSS software version 22. The hypothesis testing was used multiple linear regression which used to analyze the influence of price discount (X_1) and store atmosphere (X_2) toward impulse buying (Y). the equation used is as follows:

$$Y = a + b_1X_1 + b_2X_2 + e$$

Information:

| | |
|-------------------|--------------------------|
| Y | = Impulse buying |
| a | = Constanta |
| b_1, \dots, b_n | = Regression Coefficient |
| X_1 | = Price Discount |
| X_2 | = Store Atmosphere |
| e | = Standard error |

For hypothesis testing, this research aims to test the partial and simultaneous effect to the impulsive buying behavior. Partial testing was used t-test which processed by SPSS. The hypothesis was partially significant if the value of t_{count} is greater than t_{table} or the significance value is lower than 5% (0.05) (Ghozali, 2018). On the other side, simultaneous relationship testing was used F-test which also processed by SPSS. The

hypothesis was simultaneously significant if $F_{\text{count}} > F_{\text{table}}$ or the significance value is lower than 5% (0.05) (Ghozali, 2018). Determination Coefficient (R^2) is used to depict how much the independent variable contributes to the change of dependent variable which is impulse buying.

RESULT AND DISCUSSION

The questionnaire dissemination was given during November until October 2018 and had collected 150 respondent to be analyzes. The validity testing shows that all the variable indicators are valid and reliable. The respondent characteristics are divided into three categories such as gender, age, and occupation. Based on the result, the questionnaire was dominated by female (72.7 percent) rather than male (27.3 percent). Then, respondents are also concentrated with age between 18-21 years old or as much as 108 (72 percent). For occupancy, student is the bigger size of respondent which divided into student in university and senior high school as much as 123 respondents. The rest answered by public servant (4.7 percent) and self-employed (12.7 percent).

The result of hypothesis analysis which processed with SPSS is can be looked as partial and simultaneous relationship. The partial relationship testing was used t-test. The result of t-test is as follows:

Table 1. T-test Result

| Variable | | t | Sig. |
|-------------------------|-------|----------|-------------|
| Constanta | 4,468 | | |
| <i>Price Discount</i> | 0,367 | 3,891 | 0,000 |
| <i>Store Atmosphere</i> | 0,175 | 2,153 | 0,033 |
| F | | 20,330 | |
| Sig | | 0,000 | |
| R | | 0,465 | |
| R² | | 0,217 | |

Source: data processed, 2018.

Based on the results of the above data processing using multiple linear regression with SPSS 20.0 program, the regression equation can be compiled as follows:

$$Y = 4,468 + 0,367 X_1 + 0,175 X_2 + e$$

Then, table 1 also shows that price discount on impulse buying has t-count value 3.891 with significance 0.000 or lower than 0.05. It means that there is any positive and significant relationship between price discount and impulse buying, or hypothesis 1 is supported. This finding is accordance with finding of Dalihade, Massie, & Tielung (2017); Rofidi (2017); Larasati & Yasa (2021); Utami & Juanda (2022) which stated that the business owners who employ price deduction had influence on sales performance due to impulse buying of customer behavior.

According to Kotler (2012) price discount is the savings offered to consumers from the normal price of a product, which is commonly stated on the label or packaging of the product. Providing product with price deduction gives store owners several advantages including: 1) trigger the customer to purchase large quantities, 2) increase the intention to purchase more products, and 3) anticipate competitors' promotions. Price discounts are created to increase sales of a product that has decreased and encourage consumers to make trial and error purchases. To obtain a large number of consumers, producers maximize short-term profits by offering price discounts. When the public or consumers see a certain price discount, then consumers will immediately make an unplanned purchase decision (impulsive buying).

Subsequently, the partial relationship testing shows that store atmosphere has a positive and significant influence on impulse buying decisions at modern retail stores in Surakarta city which analyzed by seeing t-count reached 2.153 with significance value 0.033 or less than 0.05. It means that hypothesis 2 which stated that store atmosphere has a positive an significance relationship is supported. This research is in accordance with research conducted by Gumilang & Nurcahya (2016). Shah et al. (2021); Palilingan, Hussein, & Prabandari (2022) which revealed that the store atmosphere including interior & exterior design, scent, music, lightning is crucial to create comfortable please and increase the store's sales performance through impulse buying behavior.

Store atmosphere planning can be considered as one of the marketing strategies that can be implemented by a business entity in an effort to provide attractiveness or encouragement for consumers to visit and shop. This makes the store atmosphere proved as a part of communication strategy that has a positive and beneficial impact to

trigger customer to purchase more even without planning (Basu, Paul, & Singh, 2022). Making the store comfortable enough and suitable for business target requires some kind of factors such as good design, proper layout, and product display. The public or consumers will be interested when they see a store from with outstanding or different atmosphere/atmosphere.

In addition, the music played also affects the movement of consumers to make it calmer and more comfortable when shopping (Widyastuti, 2018). Such a strategy can be used to attract consumers to shop. And at the end of the store, atmosphere can support the company's main goal, which is to provide good and pleasant service so that consumers really get satisfaction in shopping optimally or attract the emotions of consumers who were previously only interested in visiting and making purchase activities (Hashmi, Shu, & Haider, 2020).

Furthermore, for simultaneous relationship testing the variable of price discount and store atmosphere toward impulse buying can be seen at F test. The result of F test in this study is as follows:

Table 2. F-test Result

| F_{count} | Sig. |
|--------------------------|-------------|
| 20,330 | 0,000 |

Sumber : Data yang telah diolah, 2018

Based on the test results displayed in Table 2 above using SPSS program, F test shows its value reach 20,330 with a significance value 0.000. The value of significance in F test is 0.000 or lower than 0.05 which means that hypothesis 3 is supported. Price discount and store atmosphere dimension reveal the relationship even conducted simultaneously. Those two independent variables proved that has positive and significance influence on customer impulsive purchasing behavior.

Table 3. Hypothesis Testing

| No | Hypothesis | H | Result |
|-----------|--|----------|---------------|
| 1 | Price Discount → Impulse Buying | H1 | Supported |
| 2 | Store Atmosphere → Impulse Buying | H2 | Supported |
| 3 | Price Discount and Store Atmosphere → Impulse Buying | H3 | Supported |

On the other side, R square test was conducted to see how much the independent variables can depict the influence of customer impulse buying. The calculation results for the R square (R^2) testing shows the value obtained reached 0.217 (or 21.7 percent). It means that 21.7 percent of customer impulse buying behavior can be explained by price discount and store atmosphere as independent variables. The rest percentage or 78.3 percent is explained by the other variables which suspected can become crucial factors to form impulsive buying.

CONCLUSION AND SUGGESTION

Impulsive buying is a behavior that critically influencing the sales performance of the business owners especially for modern retail business in Surakarta City. Good understanding regarding what factors which suspected influence the customer behavior makes entrepreneur gain higher probability to reach sales target. This study shows that price discount and store atmosphere are the independent variables which proven has significance influence on people impulsive buying. Thus, creating strategy on how to show the price on product display is necessary to be prioritized. Customers tend to purchase the product with price deduction because they thought that there are certain amount of money which can be saved from the current transaction.

Designing comfy store atmosphere is also crucial to be prioritized by the modern business owners. The combination of modern exterior & interior, proper lightning, nice scent, bright and charming color, clean, and good music are the factors which affect the customer duration stayed in the store. The nicer store atmosphere will benefit more to the business owners because impulsive buying phenomenon often occurs when the customers feel comfort to spend their time inside the building.

For future research, it is necessary to spread out the questionnaire in focus either men or women, which one of sex categories that more influenced by price discount and store atmosphere. It is common that women are more sensitive about the price listed in the product because they need to arrange on their monthly spending budget. On the other side, probably men would revisit the store and purchase the products due to the supporting factors which are not the product itself such as store's music, the lightning, store's layout, color, and so on. Besides, there are many variables which suspected

influence customer impulse buying, so looking about the other factors which affected impulse buying is necessary to be analyzed.

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