

THE INFLUENCE OF PACKAGING DESIGN AND IN-STORE SHOPPING ENVIRONMENT ON CONSUMER IMPULSIVE BUYING DECISION (STUDY ON NATURE REPUBLIC AT MANADO TOWN SQUARE)

PENGARUH DESAIN KEMASAN DAN LINGKUNGAN BELANJA DI DALAM TOKO TERHADAP KEPUTUSAN PEMBELIAN IMPULSIF KONSUMEN (STUDI DI NATURE REPUBLIC DI MANADO TOWN SQUARE)

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Abstract: The purpose of this research is to analyze the influence of packaging design and in-store shopping environment on consumer impulsive buying decision both partially and simultaneously. The population of this research consisted of Nature Republic store consumers. The number of samples was 96 people and using purposive sampling method. The data was collected by using Google forms online for the survey questionnaire. This research uses the quantitative approach and used Multiple Regression Analysis. And the results showed that all hypotheses were accepted. The result showed that Packaging Design and In-Store Shopping Environment have a significant effect on Impulsive Buying simultaneously. Moreover, Packaging Design and In-Store Shopping Environment also have a significant effect on Impulsive Buying. As the recommendation of this research, Nature Republic should pay more attention to the packaging of each product to make it more attractive and to further improve the environmental atmosphere that can attract the attention of visitors.

Keywords: packaging design, in-store shopping environment, impulsive buying.

Abstrak: Tujuan dari penelitian ini adalah untuk menganalisis pengaruh desain kemasan dan lingkungan belanja di dalam toko terhadap keputusan pembelian impulsif konsumen baik secara parsial maupun simultan. Populasi dalam penelitian ini adalah konsumen toko Nature Republic. Jumlah sampel adalah 96 orang dan menggunakan metode purposive sampling. Pengumpulan data dilakukan dengan menggunakan google form online untuk kuesioner. Penelitian ini menggunakan pendekatan kuantitatif dan menggunakan Analisis Regresi Berganda. Hasil penelitian menunjukkan bahwa semua hipotesis diterima. Hasil penelitian menunjukkan bahwa desain kemasan dan lingkungan belanja di dalam toko secara simultan berpengaruh signifikan terhadap pembelian impulsif. Selain itu, desain kemasan dan lingkungan belanja di dalam toko juga berpengaruh signifikan terhadap pembelian impulsif. Saran dari peneliti untuk penelitian ini, Nature Republic harus lebih memperhatikan kemasan pada setiap produknya agar lebih menarik dan lebih meningkatkan suasana lingkungan yang dapat menarik perhatian pengunjung..

Kata Kunci: desain kemasan, lingkungan belanja di dalam toko, pembelian impulsif.

INTRODUCTION

Research Background

The entry of foreign cultures into Indonesia, accompanied by the sophisticated of technology, has a great influence on several aspects of people's lives. Currently, one of the things that become a trend among people, especially women, is related to beauty. Indonesia is a developing country that has become a potential target in product marketing for local and international companies. The cosmetic industry in Indonesia is currently not only filled with producers from Indonesia, but also foreign producers. Because Indonesia is one of the countries with sufficient potential so that it can promise producers in developing their business.

With the presence of foreign cultures entering Indonesia, people's buying behavior tends to be materialistic, this is due to the increasing number of local and international business actors in Indonesia who spoil people with various types of products. The current shopping pattern of society has changed to a modern one, where people currently shop for pleasure or as entertainment for themselves. Basically, people do shopping activities based on their personal needs and have been planned beforehand, but over time people currently do shopping activities beyond their own needs. Sometimes they make purchases of an item without planning it first. This unplanned shopping activity often occurs suddenly or spontaneously occurs when the consumer is at the shopping place. This is due to the emergence of desire and interest in an item or product which is based on several driving factors. This consumptive shopping pattern changes the lifestyle of the community where they will not be satisfied if they don't have something they want. This unplanned purchase is known as impulsive buying. Impulsive buying uses emotions or feelings rather than logic when making a purchase of a particular item or product. This emotional satisfying behavior is what a shift in consumer behavior becomes, namely the behavior of shopping planned to be unplanned (impulse buying) (Wilujeng, 2017).

One of the driving factors for sudden purchases or better known as impulse buying is the packaging design of the product itself. Packaging design can be an attraction for buyers. According to Taghavi and Seyedsalehi (2017) packaging is defined as a container for products, which includes color, labeling, shape, design, and materials used. The appearance of a package can affect the eyes of the buyer, this is because through the packaging the buyer can get information about the product. Through the packaging design of the product, it can also provide its own characteristics that can make buyers easily remember and get to know the product. Products with attractive designs will have more potential to sell faster. Sometimes companies only focus on the sales promotion of a product, so they put aside the packaging so that the packaging is only made up in a way and does not give an attractive impression to buyers.

Apart from packaging design, one of the factors that can stimulate someone to make purchases is through the in-store shopping environment. According to Utami (2010), the environmental influence in a store / store atmosphere is a combination of physical characteristics of a store such as architecture, layout, color display, lighting, air circulation, music and aroma which will create an image in the minds of consumers as a whole. The eyes of visitors will be more quickly fixed on a store if the lighting in the shop is bright and good lighting can greatly help visitors to find goods in the store. And also displaying interesting products in the store has the opportunity to attract consumers to visit and can lead to unplanned purchases. But, not always the visitors who come to a store make a purchase. Sometimes visitors just come to have a look or come to compare some of the products in the store with other stores. Because some of the visitors only have the desire to buy but do not yet have the ability to make a purchase.

Research Objectives

Based on the research problem, this research has several objectives:

1. To identify the influence of packaging design and in-store shopping environment on consumer impulsive buying decision simultaneously.
2. To identify the influence of packaging design on consumer impulsive buying decision partially.
3. To identify the influence of in-store shopping environment on consumer impulsive buying decision partially.

THEORETICAL FRAMEWORK

Marketing

Marketing as the process by which companies engage customers, build strong customer relationships, and create customer relationships, and create customer value in order to capture value from customers in return (Kotler and Armstrong, 2012).

Impulsive Buying

Impulsive buying is grounded and theoretically underpinned within the emotional or impulsive decision-making view to consumer decision-making by Schiffman and Kanuk (2007).

Packaging Design

Angipora (2006) states that packaging is all the activities of designing and producing the wrapping of a product because packaging has a very important function. Packaging can simply be defined as an object that is used to wrap or protect an item so that it is neat or clean.

In-Store Shopping Environment

The in-store shopping environment is a very important determinant of impulsive buying. According to Amir (2005), store shopping environment is an atmosphere of the shopping environment that can change consumer emotions and change consumer moods so that it affects buying behavior. It is constituted by micro variables which are specific to particular shopping situations and confined to a specific geographic space.

Previous Research

Ajeng Yudiantri¹ and Liza Nora² (2019) examined 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

Herath, S. (2014) tried to find out the relationship between different variables to impulse buying in the supermarket industry and with that understanding it would be easier to use those elements or variables to increase the impulsive buying tendency among customers.

Nikmatul Hamidah (2017) aimed to knowing and analyzing whether there is a good influence partially or simultaneously in-store shopping environment and positive emotion towards purchasing Elzatta's impulsive fashion products at Ruko Sentra Tropodo Sidoarjo. This study used quantitative methods. Data were collected by using a questionnaire technique. Population in this research is the consumers of Elzatta Gallery at Ruko Setra Tropodo Sidoarjo. While the sample as many as 60 respondents with using accidental sampling method. As for analysis the data using the classical assumption test found the effect of significant in-store shopping environment and positive emotion on impulse buying at Galeri Elzatta Ruko Tropodo Center Sidoarjo partially and its existence significant influence between in-store shopping environment and positive emotion towards purchasing impulsive at Galeri Elzatta Ruko Sentra Tropodo Sidoarjo simultaneously.

Conceptual Framework

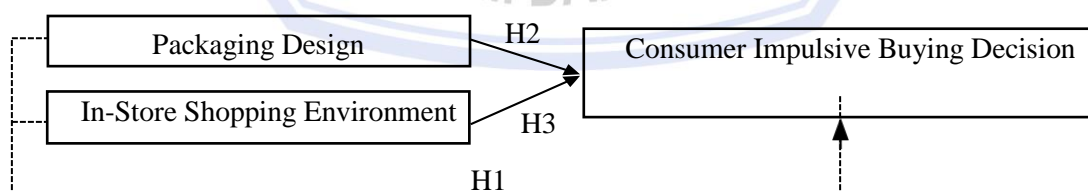


Figure 1. Conceptual Framework

Source: Data Processed, 2021

Research Hypothesis

- H1: Packaging design and In-store shopping environment influence consumer impulsive buying decision simultaneously.
- H2: Packaging design influence consumer impulsive buying decision partially.
- H3 In-store shopping environment influence consumer impulsive buying decision partially.

RESEARCH METHOD**Research Approach**

This research uses causal approach in which the researcher would explain the extent and nature of cause and effect relationships by testing hypotheses based on the theory that has been formulated and calculation methods using a quantitative approach, which is the presentation of data in the form of numbers and analysis using statistical tests.

Population, Sample and Sampling Technique

The population of this research is all the Nature Republic Manado Town Square visitors. The sample for this research is 96 respondents by using Purposive Sampling Technique.

Testing of Research Instruments**Validity Test**

The validity of a scale may be defined as the extent to which differences in observed scale scores reflect true differences in what is being measured, rather than systematic or random (Malhotra and Peterson, 2006).

Reliability Test

The reliability test is used to determine the consistency of the measuring instrument, whether the measuring device used is reliable and remains consistent if the measurement is repeated.

Data Analysis Method

Multiple Regression analysis is similar to the simple regression analysis but only in this case multiple regression use more than on independent variable to explain variance in the dependent variable (Sekaran and Bougie, 2009).

Classic Assumption Test**Normality Test**

According to Priyastama (2017), normality test is used to test whether the residual value generated from the regression is normally distributed or not. Data can be said to be normal if the data distribution of these points are close together on the division of the graph or histogram.

Multicollinearity Test

Multicollinearity test aims to find out whether the regression model found a correlation between independent variables or not, a good model should not occur high correlation between independent variables.

Heteroscedasticity Test

According to Priyastama (2017), heteroscedasticity is a condition where in the regression model there is an inequality of variance form residuals on one observation to another. A good regression model is not heteroscedastic.

Autocorrelation Test

According to Ghazali (2016), autocorrelation can arise because of sequential observations all the time related to each other. To detect the presence or absence of autocorrelation is to do a Run Test. Run tests are part of non-parametric statistics that can be used to test whether there is a high correlation between residuals.

Hypothesis Testing**F-Test**

The F test is used to determine the effect of the independent variables together (simultaneously) on the dependent variable. Significant means the relationship that occurs can apply to the population. If the significance value $F < 0.05$, then the regression model can be used to predict the independent variable.

T-Test

The T test basically shows how far the influence of one explanatory independent variable individually in explaining the variation of the dependent variable. T test has a significance value $\alpha = 5\%$.

RESULT AND DISCUSSION**Table 1. Validity Test**

Variable	Indicators	Person Correlation	Sig. (2-tailed)	N	r table	Status
Packaging Design (X1)	X1.1	0.389	0.000	96	0.167	Valid
	X1.2	0.532	0.000	96	0.167	Valid
	X1.3	0.429	0.000	96	0.167	Valid
	X1.4	0.469	0.000	96	0.167	Valid
	X1.5	0.355	0.000	96	0.167	Valid
	X1.6	0.278	0.000	96	0.167	Valid
	X1.7	0.608	0.000	96	0.167	Valid
	X1.8	0.611	0.000	96	0.167	Valid
	X1.9	0.608	0.000	96	0.167	Valid
	X1.10	0.695	0.000	96	0.167	Valid
	X1.11	0.625	0.000	96	0.167	Valid
In-Store Shopping Environment (X2)	X2.1	0.609	0.000	96	0.167	Valid
	X2.2	0.548	0.000	96	0.167	Valid
	X2.3	0.681	0.000	96	0.167	Valid
	X2.4	0.657	0.000	96	0.167	Valid
	X2.5	0.689	0.000	96	0.167	Valid
	X2.6	0.668	0.000	96	0.167	Valid
	X2.7	0.633	0.000	96	0.167	Valid
Impulsive Buying (Y)	Y1.1	0.477	0.000	96	0.167	Valid
	Y1.2	0.489	0.000	96	0.167	Valid
	Y1.3	0.456	0.000	96	0.167	Valid
	Y1.4	0.579	0.000	96	0.167	Valid
	Y1.5	0.661	0.000	96	0.167	Valid
	Y1.6	0.591	0.000	96	0.167	Valid
	Y1.7	0.497	0.000	96	0.167	Valid
	Y1.8	0.582	0.000	96	0.167	Valid

Source: Data Processed, 2021

Based on the data above shows that, the value of Pearson Correlation in every indicator of variables Packaging Design (X1), In-Store Shopping Environment (X2), and Impulsive Buying (Y) have higher value than r table value that is 0.167. The significant level of each indicators of variables also below than significant level of 5% or 0.05. It means that every indicator in questionnaire in this research is valid.

Table 2. Reliability Test

Variables	Cronbach's Alpha	Status
Packaging Design	0.720	Reliable
In-Store Shopping Environment	0.753	Reliable
Impulsive Buying	0.660	Reliable

Source: Data Processed, 2021

Based on the data above shows that, the value of Cronbach's Alpha is bigger than 0.60, it means that all statement items used in this research are stated reliable.

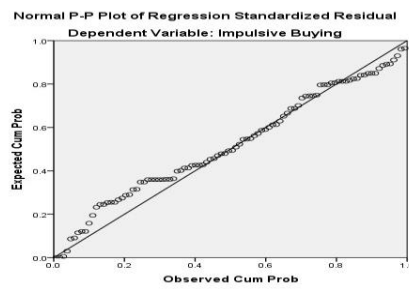


Figure 2. Normality Test
 Source: Data Processed, 2021

It shows that the data with the Normal P-P Plot on the religiosity value variable used are stated to be normally distributed. This is because the points in the table above the distribution appear to be spreading or approaching around the diagonal line and the distribution of the data points is in the same direction as following the diagonal line.

Table 3. Multicollinearity Test

Model	Collinearity Statistics		Status
	Tolerance	VIF	
Packaging Design	0.688	1.453	No Multicollinearity
In-Store shopping Environment	0.688	1.453	No Multicollinearity

Source: Data Processed, 2021

Based on the data above shows that the variable X1 (packaging design) obtains a VIF value of 1.453 and tolerance 0.688 for the variable X2 (in-store shopping environment) obtains a VIF value of 1.453 and tolerance 0.688. The two variables are less than 10 and the tolerance value is more than 0.10, so it can be concluded that there is no multicollinearity of the two variables.

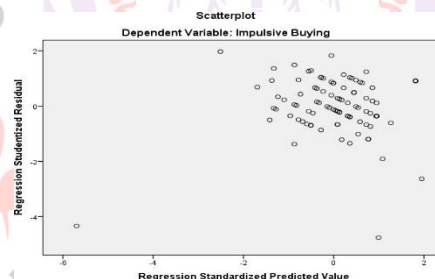


Figure 3. Heteroscedasticity Test
 Source: Data Processed, 2021

Based on the data above, it can be seen that there is no clear pattern and it means that the graph describing the plot spread above and below the number 0 (zero) and the Y-axis, so that the graph cannot be read clearly. This result shows that heteroscedasticity does not occur.

Table 4. Autocorrelation Test

	Unstandardized Residual
Test Value ^a	-.03533
Cases < Test Value	48
Cases >= Test Value	48
Total Cases	96
Number of Runs	46
Z	-.616
Asymp. Sig. (2-tailed)	.538
a. Median	

Source: Data Processed, 2021

Based on the table above, the test using Run Test it is known that the value of Asymp. Sig. (2-tailed) of 0.538 is greater than 0.05, so it can be concluded that there is no autocorrelation symptoms.

Table 5. Multiple Linear Regression

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1 (Constant)	10.055	3.193			3.149	.002
Packaging Design	.360	.079	.454		4.555	.000
In-Store Shopping Environment	.216	.098	.219		2.200	.030

a. Dependent Variable: Impulse_Buying

Source: Data Processed, 2020

Based on the data above, it is used to describe the multiple linear regression equation models, as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \varepsilon$$

$$Y = 10.055 + 0.360X_1 + 0.216X_2 + \varepsilon$$

From the multiple linear regression equation above, inform that:

- Constant value of 10.055, it means that if the variables in this research of Packaging Design and In-store Shopping Environment simultaneously increase by one scale or one unit will increase the Impulsive Buying at 10.055.
- The X1 regression coefficient is 0.360, it means that if the variable Packaging Design increased of one unit or one scale, it will increase Impulsive Buying at 0.360.
- The X2 regression coefficient is 0.216, it means that if the variable In-store Shopping Environment increased of one unit or one scale, it will increase Impulsive Buying at 0.216.

Table 6. Coefficient Correlation (r)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.604 ^a	.365	.351	2.111

a. Predictors: (Constant), In-store shopping environment, Packaging design

b. Dependent Variable: Impulsive Buying

Source: Data Processed, 2021

Based on the table above, the analysis of coefficient correlation (r) is equal 0.604 indicating that there is a positive and strong relationship between Packaging Design and In-Store Shopping Environment with Impulsive Buying. The coefficient determination (r²) is 0.365, meaning independent variable influence Impulsive Buying 36,5% while the 63,5% is affected by other variables.

Table 7. F-test Result

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	238.078	2	119.039	26.714	.000 ^b
Residual	414.412	93	4.456		
Total	652.490	95			

Source: Data Processed, 2021

Value of 26.714 of Fcount significant 0.000. Because the sig. < 0.05 means that the confidence of the prediction is above 95% and the probability of this prediction error is below 5% which is 0.000 and the Fcount (26.714) > Ftable (3.09). Therefore, Ho is rejected and accepting Ha or the hypothesis that Packaging Design and In-Store Shopping Environment factors has a significant effect on Impulsive Buying simultaneously, accepted.

Table 8. T-Test Result

Model	T	t _{table}	Sig.	Status
1 (Constant)	3.149	1.985	.002	
Packaging Design	4.555	1.985	.000	Accepted
In-Store Shopping Environment	.2.200	1.985	.030	Accepted

a. Dependent Variable: Impulsive buying

Source: Data Processed, 2021

Based on the calculation in the table above:

- tcount for Packaging Design 4.555 > ttable 1.985 with sig. level smaller than 0.05 at 0.000. Means that H_0 accepted and Packaging Design has a significance effect on Impulsive Buying.
- tcount for In-store Shopping Environment 2.200 > ttable 1.985 with sig. level smaller than 0.05 at 0.011. Means that H_0 accepted and In-store Shopping Environment has a significance effect on Impulsive Buying.

Discussion

Packaging Design and In-Store shopping Environment on Impulsive Buying

Unplanned purchases can happen anywhere and anytime. And also unplanned purchases or what is commonly called Impulsive Buying can happen suddenly. Impulsive Buying sometimes arise because of emotions or feelings that arise when someone is in the store or impulsive buying can occur when someone sees an item that catches their attention. However, before they make a purchase of an item that catches their attention, there are several things that can be considered, such as the price of the item or they will consider buying an item based on the quality offered by the item. In addition, finances can be one of the considerations for someone when they see an item that catches their attention. To be able to attract the attention of buyers, sellers must design as attractive as possible the packaging they sell. The more attractive the packaging design of a product, the greater the opportunity for the product to be sold. Packaging design is one of the marketing strategies that can be used to sell products. Because now, some buyers buy products based on attractive and unique packaging designs. Also apart from the packaging design, the atmosphere in the store can attract someone to make a purchase. A comfortable and clean store atmosphere can make visitors feel more at home and spend more time walking around the store. The longer they walk around in the store can bring up the desire to make purchases of some of the products offered by the store. This is in line with previous research by Yudiantantri and Nora (2019) but in this previous research only packaging design has a significant effect on impulsive buying, while for store atmosphere does not have a significant effect on impulsive buying.

Packaging Design on Impulsive Buying

The packaging design which originally only functioned as a protector or wrapper for the contents of the products offered has now developed to become one of the promotional strategies for manufacturers in promoting their products. The purpose of packaging is to maintain and protect the contents of the product so that it can last a long time, remain intact, and to minimize damage to the product until it reaches the consumer. Packaging design has a very big role in product competition. So that determining a packaging is not only seen from the neatness in the packaging. However, at this time the packaging design of the product must be made as good and attractive as possible to attract the interest of buyers. Packaging is also the first thing that buyers will see regarding products and the packaging of these products can determine the interest of buyers to buy or not. A good packaging design does not only look attractive, but a good packaging design must also provide value to the product, such as packaging that is easy to carry, easy to store, environmentally friendly packaging and so on. And when consumers see attractive products with neat, quality packaging and with packaging that makes it easy, there will be a desire from consumers that can result in purchases that occur suddenly. This is in line with previous research by Dhariyal, Negi, and Kothari (2017), in this previous research shows that the packaging design have a significant effect on impulsive buying.

In-Store Shopping Environment on Impulsive Buying

Basically in a store there must be a special attraction from within the store. There must be something given or offered in the store that can attract the attention of consumers to enter the store. Basically, the desire of consumers to visit a store will appear when there is something that catches their attention such as the uniqueness of the store that can be seen from the outside. Displays from inside the store that can be seen by consumers even if only from the outside can be an attraction in itself that can indirectly attract consumers to visit the store. So even though it is only meant to look around, over time it will lead to unexpected purchases. Crowded store conditions can also attract attention, where at first they just feel curious because of the crowd in the store so that there will be an urge to make a purchase. The thing that also affects the shopping environment is the provision of sufficient light in the room to make it easier for visitors to see the products offered in the store. The same goes for the music playing in the store. Music can make you feel better. Choosing the right song can make visitors feel comfortable and will spend more time walking around the store. And also to make the visitors feel comfortable when walking around in the store, cleanliness must be maintained and the aroma in the store must make the visitors feel happy to be in the store. The color combination in the store also has an effect on attracting visitors.

The use of bright colors in the store can improve the shopping mood of the visitors. A good and comfortable in-store shopping environment can lead to unplanned purchases. This research in line with research conducted by Hamidah (2017), the results show that the in-store shopping environment has a positive and significant influence on impulse buying.

CONCLUSION AND RECOMMENDATIONS

Conclusion

1. Packaging design and In-Store Shopping Environment have a significant effect on Impulsive Buying simultaneously. Based on the results of the analysis, it can be seen that the packaging design and in-store shopping environment have a positive effect on impulsive buying. Some of the factors behind the emergence of impulse buying are influenced by packaging design and in-store shopping environment and some are influenced by other factors.
2. Packaging Design has a significant effect on Impulsive Buying partially. Based on the analysis, the higher the values of the packaging design (materials, logos and labels, color, the size of a package, design attractiveness), the higher the impulse buying decision.
3. In-Store Shopping Environment has a significant effect on Impulsive Buying partially. Based on the analysis, the better the in-store shopping environment (store design, store planning, visual communication, presentation of merchandise), and the greater occurrence of impulsive buying.

Recommendations

1. It can be seen from the results of the research that packaging design affects impulse buying, so it is very important for marketers to be able to create a packaging design that can stimulate consumers' desire to buy the product by paying attention to the selection of suitable colors for the product, quality materials, selection of suitable labels, the right size for the product and must be designed as well as possible to attract the attention of the buyer.
2. Can be seen from the results of the study which showed a positive influence of the in-store shopping environment on impulsive buying. Therefore, marketers must increase creativity in designing a store to make it look attractive, must be able to analyze and create a comfortable atmosphere in the store so that buyers feel comfortable while in the store. Also pay attention to neatness in arranging products according to categories to make it easier for buyers.
3. For the future researchers, it is recommended to look for another factor that can influence the occurrence of impulse buying which has a greater influence on impulsive buying. Because seen from the results of this study showed only 36.5% of the influence of packaging design and in-store shopping environment.

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