

STORE ATMOSPHERE ON CONSUMER IMPULSIVE BUYING BEHAVIOR AT MULTI MART II SUPERMARKET MANADO

by:

Eirene Natalia Makal¹
Sifrid S. Pangemanan²

^{1,2}Faculty of Economics and Business
International Business Administration (IBA) Program
University of Sam Ratulangi Manado

email: ¹eirene_makal@yahoo.com
²sifridpangemanan@yahoo.com

ABSTRACT

Impulse buying is an important phenomenon in consumer behavior and retailing. The condition of the consumptive behavior of people in Manado might be related to the impulsive buying behavior. Store atmosphere are usually aimed at digging deeper into the consumers' purses at the point of purchase through encouraging impulsive or unplanned purchases. The purpose of this research is to analyze the influence of store atmosphere (exterior, general interior, store layout, interior display and human variable) on impulsive buying behavior both partially and simultaneously. The population observed is people who have purchased impulsively at Multi Mart II supermarket Manado with sample size as many as 100 respondents. This research used quantitative analyze by using questionnaires and used Multiple Regression Analysis. The conclusion is exterior, general interior, store layout, interior display and human variable influence impulsive buying behavior both simultaneously and partially. This study suggests to management of Multi Mart II supermarket to improve its exterior and interior display as attractive as possible to increase consumer impulsive buying behavior.

Keywords: *impulsive buying, store atmosphere*

INTRODUCTION

Research Background

Like a clockwise rotation which rotates continuously, the world never stops growing, changing and creating something new. There is always a development and progress in everything. The competition between retail businesses grow fast and very tight currently. For past few decades, people only focused on product functions, features and attributes. Today, customers tend to ask for additional beneficial elements before they make a purchase. Motivation of people to come into the store has changed. For some people shopping is a fun activity to do, shopping is not just buying and selling activity. In contrast to a few years ago, now the shopping activity not only as a routine activity to fulfill and buy goods, but sometimes as entertainment to eliminate boredom.

Most marketers have since tried to influence the decisions of their potential consumers through store atmosphere ranging from exterior, general interior, store layout, interior display and supportive human factor, which are all instrumental in both winning consumers and encouraging them to spend more. Store atmosphere can also provide added value to products sold and will determine the image of the store itself.

From the all shopping activities that occur to consumer, not it all is planned purchases. As most people experience, they often shop beyond what had been planned earlier. Store atmosphere are usually aimed at digging deeper into the consumers' purses at the point of purchase through encouraging impulsive or unplanned purchases. Impulse buying or commonly referred to as unplanned purchase is a behavior where the person is not planning something to make a purchase. Impulse buying is a part of decision making in the short time.

The condition of the consumptive behavior of people in Manado might be related to the impulsive buying behavior. With the consumptive culture, the retail business is now increasingly mushrooming in Manado. There are several famous retailers in Manado, such as Multimart, Hypermart, Jumbo, Golden, Freshmart, Gelael, etc. Multi Mart is one of the popular retailers in Manado. It can be seen from the big crowd of people who fulfill Multi Mart every day. Consumers of supermarkets are characterized in impulsive purchase behavior more often. Regarding this phenomenon the researcher was interested to conduct a research about store atmosphere that cause impulsive buying behavior among consumers.

Research Objective

This research aims to analyze the influence of:

1. Exterior (X_1), general interior (X_2), store layout (X_3), interior display (X_4), and human variable (X_5) on consumer impulsive buying behavior (Y) at Multi Mart II Supermarket Manado simultaneously.
2. Exterior (X_1) on consumer impulsive buying behavior (Y) at Multi Mart II Supermarket Manado partially.
3. General interior (X_2) on consumer impulsive buying behavior (Y) at Multi Mart II Supermarket Manado partially.
4. Store layout (X_3) on consumer impulsive buying behavior (Y) at Multi Mart II Supermarket Manado partially.
5. Interior display (X_4) on consumer impulsive buying behavior (Y) at Multi Mart II Supermarket Manado partially.
6. Human variable (X_5) on consumer impulsive buying behavior (Y) at Multi Mart II Supermarket Manado partially.

THEORETICAL FRAMEWORK

Theories

Impulsive Buying

Salomon (2013:375) defines Impulse buying is a process that occurs when the consumer experiences a sudden urge to purchase an item that he or she cannot resist. Impulse buying or unplanned purchase is one of the consumer behaviors in the purchase of goods, where the buyer does not have the intention to buy earlier. Stern (1962) in Muruganatham and Bhakat (2013) classified impulse buying into four classification: pure, reminder, suggestion, and planned impulse buying: (1) Pure impulse buying or classic impulsive buying: is a purchase which consumer feels a strong emotional want, because it is a novelty or escape purchase which breaks a normal buying pattern (2) Reminder impulse buying: occurs when the consumer sees a product or an advertisement and another information that reminds consumer that they need it because the stock at home is exhausted (3) Suggestion impulse buying: Take place when consumer seeing a new product for the first time and stimulate consumer's desire to buy it (4) Planned impulse buying: Occurs when consumer makes decision to buy an item, but the choice of what kind of product, brand, size or price has not been determined.

Store Atmosphere

Exterior

The combination of the exterior can make the outside of the store into a unique look, attractive, eye-catching to attract the passing shoppers' attention. It includes marquee, entrances, windows, lighting, and construction materials, Berman and Evans (2007:545).

General Interior

It includes flooring, lighting and color, scents, sounds, store fixture, wall textures, temperature, merchandise, price display, technology, and cleanliness. McDaniel, et al. (2011:507) determined that people evaluate merchandise more positively, spend more time shopping, and are generally in a better mood when an agreeable odor is present. Tinne (2010) stated that, fast-tempo and high-volume music increase arousal levels.

Store layout

Good layout will help producers to be able to display their products properly, allow consumers to shop and improve work efficiency. Berman and Evans (2007:551) defined components of store layout as allocation of floor space, classification of store offerings, determination of a traffic-flow pattern, dead areas, and arrangement of individual products.

Interior display

Point-of-purchase (POP) display provides shoppers with information, adds to store atmosphere, and serves a substantial promotional role. Berman and Evans (2007:556) described several types of displays, which are: product assortment display, theme-setting display, ensemble display, rack and case display, and posters, signs, and cards.

Human Variable

Turley and Milliman (2000) defined components of human variable as customer crowding or density, customer characteristics, employee characteristics, and employee uniforms. Tinne (2010) stated, a well-trained salesperson can decrease frustration by guiding and aiding the consumer in the purchase process and activate impulse buying behavior. McDaniel, et al. (2011:507) stated, density is the number of employees per thousand square feet of selling space. Number of employees also should be adjusted to needs of the store.

Previous Research

Tendai and Crispen (2009) found that the in-store shopping environment does have an influence on impulsive buying among consumers. Coupons and vouchers, store display, advertisements and promotions, behaviors of shop staff as well as price were the only significant determinants of impulsive buying among the 9 factors investigated. Tinne (2010) provide evidence that various factors such as consumer characteristics, store characteristics, situational factors, and product characteristics have strong influence on consumer's impulse purchasing behavior. Meenakumari (2013) found that the shop density and window display induces buying behavior among the shoppers, the presence of environmental stimulation variables such as scent and sound or attractive store displays may moderate the choice of search strategies and making impulse purchases. Muruganatham and Bhakat (2013) conclude that the impulse buying is actually a result of the interaction of various internal and external stimuli. Virvilaite et al. (2011) found that shop environment, shop staff, integrated marketing communication, emotional and cognitive estimation, hedonic motives, and involved into the fashion influence impulsive purchasing.

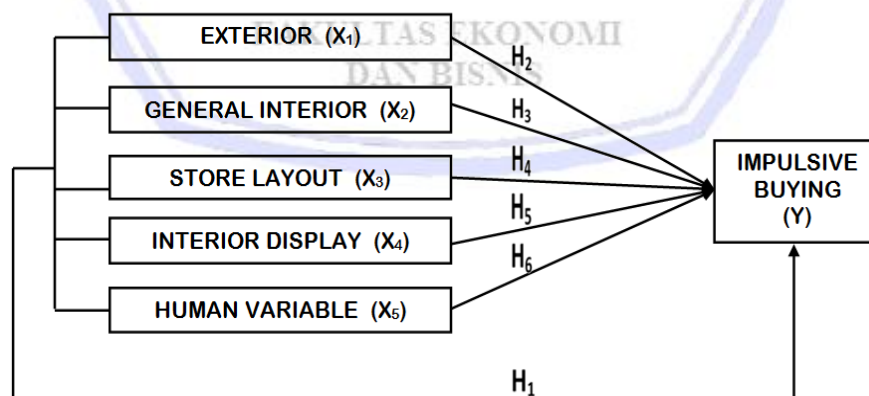


Figure 1. Conceptual Framework

Source: Data Processed 2014

Research Hypotheses

H₁: Exterior (X₁), General Interior (X₂), Store Layout (X₃), Interior Display (X₄), and Human Variable (X₅) assumed simultaneously influence impulsive buying behavior (Y).

- H₂: Exterior (X₁) assumed partially influence impulsive buying behavior (Y).
H₃: General Interior (X₂) assumed partially influence impulsive buying behavior (Y).
H₄: Store Layout (X₃) assumed partially influence impulsive buying behavior (Y).
H₅: Interior Display (X₄) assumed partially influence impulsive buying behavior (Y).
H₆: Human Variable (X₅) assumed partially influence impulsive buying behavior (Y).

RESEARCH METHOD

Type of Research

This research uses a quantitative method and causal types of research to establish “cause-effect” relationships between variables.

Place and Time of Research

This research was conducted in Manado, North Sulawesi, Indonesia and occurred in MultiMart II Supermarket, in Megamass area. Manado is chosen in regards to the residence of the researcher and location of the university. The research was held during May to July 2014.

Population and Sample

Malhotra (2009:369) pointed out that population refers to the aggregate of all the elements, sharing some common set of characteristics that comprise the universe for the purpose of the marketing research problem. The population of this research is the people who have shopping experienced at Multi Mart II Supermarket, Manado. Malhotra (2009:370) defines sample is the sub-group of the elements of the population selected for participation in the study. This research uses purposive sampling which is part of non-probability sampling. Sekaran and Bougie (2009:276) explained that purposive sampling is the type of sampling which is confined to specific types of people who can provide the desired information, either because they are the only ones who have it, or conform to some criteria set by the researcher. The sample criteria for this research are those people who live in Manado, and those people as a sample do their shopping activity at Multi Mart II supermarket, and also people who already have a shopping experience, that is people who ever come to Multi Mart II supermarket more than once. This research was conducted with 100 respondents.

Data Collection Method

The source of data can be from primary or secondary sources. This research distributed questionnaires to respondents to collect primary data. The secondary data was taken from books, journals, and relevant literature from library and internet. These secondary data were used in the background, literature review, research method, analysis and discussions.

Operational Definition and Measurement of Research Variables

Exterior (X₁): The external interior of Multi Mart II supermarket.

General Interior (X₂): The atmosphere inside of Multi Mart II supermarket.

Store layout (X₃): It is about the space, traffic flow, and area inside of Multi Mart II supermarket.

Interior Display (X₄): The arrangement of product and merchandise display.

Human Variable (X₅): The influence of other shoppers and the influence of employees.

Impulsive buying (Y): unplanned purchase.

Measurement of the variables used in this research is a likert scale which has five response categories ranging from “strongly disagree” to “strongly agree”.

Data Analysis Method

Validity and Reliability Test

Sekaran and Bougie (2009:157) defined validity is a test of how well an instrument measures whatever concept it is measuring. To analyze the validity of the research instruments, Product Moment Correlation is used. An instrument is valid if the Pearson Correlation values are above 0.3. Malhotra (2009:315) defined reliability as the extent to which a scale produces consistent results if repeated measurements are made. Alpha Cronbach test is utilized as reliability test in this research. The minimum value of Alpha Cronbach must be 0.6 or it is better if the value is above 0.6.

Multiple Regression Analysis Model

Multiple regression analysis is a statistical technique which analyzes the linear relationship between a dependent variable and multiple independent variables by estimating coefficients for the equation for a straight line, Hair et al., (2010:318). The formula of multiple regression models of this research is shown as follows:

$$Y = \alpha + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5 + e$$

Description:

Y = Impulsive buying (dependent variable)

α = constant/intercept

b_1, b_2, b_3, b_4, b_5 = The regression coefficient of each variable

X_1 = Exterior

X_3 = Store layout

X_2 = General Interior

X_4 = Interior display

X_5 = Human Variable

e = error standard or error term

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

| Variables and Indicators | Pearson Correlation | Valid/Not Valid |
|--------------------------|---------------------|-----------------|
| X_1 Exterior | | |
| X1.1 | 0.700 | Valid |
| X1.2 | 0.421 | Valid |
| X1.3 | 0.464 | Valid |
| X1.4 | 0.440 | Valid |
| X1.5 | 0.635 | Valid |
| X_2 General Interior | | |
| X2.1 | 0.500 | Valid |
| X2.2 | 0.933 | Valid |
| X2.3 | 0.478 | Valid |
| X2.4 | 0.933 | Valid |
| X2.5 | 0.933 | Valid |
| X_3 Store Layout | | |
| X3.1 | 0.408 | Valid |
| X3.2 | 0.882 | Valid |
| X3.3 | 0.871 | Valid |
| X3.4 | 0.462 | Valid |
| X3.5 | 0.882 | Valid |
| X_4 Interior Display | | |
| X4.1 | 0.765 | Valid |
| X4.2 | 0.607 | Valid |
| X4.3 | 0.754 | Valid |
| X4.4 | 0.738 | Valid |
| X4.5 | 0.709 | Valid |
| X_5 Human Variable | | |
| X5.1 | 0.891 | Valid |
| X5.2 | 0.396 | Valid |
| X5.3 | 0.450 | Valid |
| X5.4 | 0.891 | Valid |
| X5.5 | 0.882 | Valid |
| Y Impulsive Buying | | |
| Y.1 | 0.841 | Valid |
| Y.2 | 0.385 | Valid |
| Y.3 | 0.831 | Valid |
| Y.4 | 0.410 | Valid |
| Y.5 | 0.912 | Valid |

Source: Data Processed 2014

From the table above, it can be seen that the Pearson Correlation values are more than 0.3, means that all the indicators are valid.

Reliability

Table 2. Reliability Result

| Variable | Cronbach's Alpha | N of Items |
|---------------------------------|------------------|------------|
| X ₁ Exterior | 0.610 | 5 |
| X ₂ General Interior | 0.819 | 5 |
| X ₃ Store layout | 0.811 | 5 |
| X ₄ Interior Display | 0.758 | 5 |
| X ₅ Human Variable | 0.811 | 5 |
| Y Impulsive Buying | 0.709 | 5 |

Source: Data Processed 2014

The value of Cronbach's Alpha are more than 0.6, indicated that all research instrument indicator of variable are reliable.

Multiple Linear Regression

Table 3. Multiple Linear Regression Result

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|------------------|-----------------------------|------------|---------------------------|-------|------|
| | B | Std. Error | Beta | | |
| (Constant) | .730 | 1.066 | | .685 | .495 |
| Exterior | .109 | .051 | .114 | 2.128 | .036 |
| General_Interior | .327 | .093 | .366 | 3.515 | .001 |
| Store_Layout | .264 | .080 | .286 | 3.310 | .001 |
| Interior_Display | .079 | .037 | .085 | 2.151 | .034 |
| Human_Variable | .186 | .082 | .210 | 2.275 | .025 |

Source: Data Processed 2014

The Equation is as follows:

$$Y = 0.730 + 0.109 X_1 + 0.327 X_2 + 0.264 X_3 + 0.079 X_4 + 0.186 X_5 + e$$

The explanations of the equation are as follows:

Multiple regressions analysis is used to determine the influence of the independent variables to dependent variable. Below is the result of multiple regressions. Constant 0.730 shows the influence of Exterior (X₁), General Interior (X₂), Store Layout (X₃), Interior Display (X₄), Human Variable (X₅), and Impulsive Buying (Y). It means that, in a condition where all independent variables are constant (zero), consumer impulsive buying behavior (Y) as dependent variable is predicted to be 0.730. Variable X₁ (Exterior) has an effect to Y (Impulsive Buying) as many as 0.109. In condition where other variables are constant, if there is one unit increasing in X₁ (Exterior), Y is predicted to be increased by 0.109. Variable X₂ (General Interior) has an effect to Y (Impulsive Buying) as many as 0.327. In condition where other variables are constant, if there is one unit increasing in X₂ (General Interior), Y is predicted to be increased by 0.327. Variable X₃ (Store Layout) has an effect to Y (Impulsive Buying) as many as 0.264. In condition where other variables are constant, if there is one unit increasing in X₃ (Store Layout), Y is predicted to be increased by 0.264. Variable X₄ (Interior Display) has an effect to Y (Impulsive Buying) as many as 0.079. In condition where other variables are constant, if there is one unit increasing in X₄ (Interior Display), Y is predicted to be increased by 0.079. Variable X₅ (Human Variable) has an effect to Y (Impulsive Buying) as many as 0.186. In condition where other variables are constant, if there is one unit increasing in X₅ (Human Variable), Y is predicted to be increased by 0.186.

Testing the Goodness of Fit: Coefficient of Correlation (R) and Coefficient of Determination (R²)
Table 4. R and R square

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|-------|-------------------|----------|-------------------|----------------------------|---------------|
| 1 | .929 ^a | .864 | .856 | .87740 | 1.798 |

a. Predictors: (Constant), Human_Variable, Interior_Display, Exterior, Store_Layout, General_Interior

b. Dependent Variable: Impulsive_Buying

Source: Data Processed 2014

The value of R is 0.929 indicating a substantial positive association between independent and dependent variable. The value of R² is 0.864 means that Exterior (X₁), General Interior (X₂), Store Layout (X₃), Interior Display (X₄) and Human Variable (X₅) as independent variables have moderate positive association and influence Impulsive Buying (Y) as much as 86.4% while the remaining 13.6% is affected by other variables not examined in this study.

Testing of Classical Assumption

Multicolinearity Test

Table 5. Multicollinearity Test Result

| Model | Collinearity Statistics | |
|------------------|-------------------------|-------|
| | Tolerance | VIF |
| (Constant) | | |
| 1 Exterior | .510 | 1.962 |
| General_Interior | .133 | 7.491 |
| Store_Layout | .195 | 5.133 |
| Interior_Display | .929 | 1.076 |
| Human_Variable | .171 | 5.862 |

a. Dependent Variable: Impulsive_Buying

Source: Data Processed 2014

The tolerance of exterior is 0.510, general interior is 0.133, store layout is 0.195, interior display is 0.929 and human variable is 0.171. This means that the tolerance values of those five variables are more than 0.10. While the VIF value of exterior is 1.962, general interior is 7.491, store layout is 5.133, interior display is 1.076 and human variable is 5.862. It means that the VIF values of those five variables are less than 10. Thus, the model concluded to be free from multicollinearity.

Heteroscedasticity Test

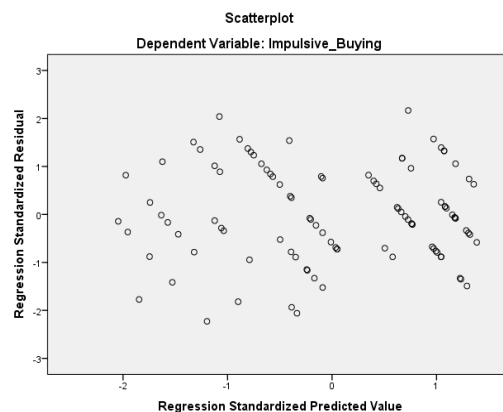


Figure 2. Result of Heteroscedasticity

Source: Data Processed 2014

The figure 2 above shows that the pattern of the dots is spreading and does not create a clear pattern, and the dots are spreading above and below 0 (zero) in the Y axis, thus this proves that the model is free from heteroscedasticity.

Normality Test

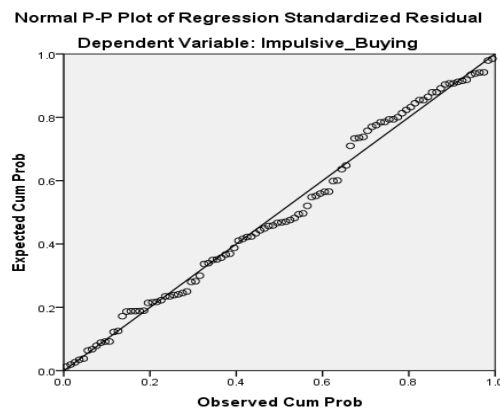


Figure 2. Result of Normality
 Source: Data Processed 2014

The figure above shows that the points spread and spread around the diagonal line in the direction diagonal lines. The P-P plotted residuals follow the 45-degree line. This proves that the model has passed the Normality test.

Autocorrelation Test

Table 6. Autocorrelation Test Result

| Model | Durbin-Watson |
|-------|--------------------|
| 1 | 1.798 ^a |

a. Predictors: (Constant), Human_Variable, Interior_Display, Exterior, Store_Layout, General_Interior

b. Dependent Variable: Impulsive_Buying

Source: Data Processed 2014

From table 4.6, it is shown that the critical value of Durbin-Watson is 1.798, the Durbin-Watson value between dU (1.7776) until 4-dU (2.2224) which means the model is no autocorrelation.

Hypothesis Testing

T-Test

Table 7. T-Test Result

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | |
|-------|-----------------------------|------------|---------------------------|------|-------|------|
| | B | Std. Error | Beta | | | |
| 1 | (Constant) | .730 | 1.066 | | .685 | .495 |
| | Exterior | .109 | .051 | .114 | 2.128 | .036 |
| | General_Interior | .327 | .093 | .366 | 3.515 | .001 |
| | Store_Layout | .264 | .080 | .286 | 3.310 | .001 |
| | Interior_Display | .079 | .037 | .085 | 2.151 | .034 |
| | Human_Variable | .186 | .082 | .210 | 2.275 | .025 |

a. Dependent Variable: Impulsive_Buying

Source: Data Processed 2014

T-test result shows that the value of t_{count} of X_1 (Exterior) is 2.128 and the value of t_{table} is 1.984, $t_{count} > t_{table}$ (t_{count} is more than t_{table}). Based on this result, H_0 is rejected and H_2 is accepted which means X_1 (Exterior) influences Y (Impulsive Buying) partially. The value of t_{count} of X_2 (General Interior) is 3.515 and the value of

t_{table} is 1.984, $t_{\text{count}} > t_{\text{table}}$ (t_{count} is more than t_{table}). Based on this result, H_0 is rejected and H_3 is accepted which means X_2 (General Interior) influences Y (Impulsive Buying) partially. The value of t_{count} of X_3 (Store Layout) is 3.310 and the value of t_{table} is 1.984, $t_{\text{count}} > t_{\text{table}}$ (t_{count} is more than t_{table}). Based on this result, H_0 is rejected and H_4 is accepted which means X_3 (Store Layout) influences Y (Impulsive Buying) partially. The value of t_{count} of X_4 (Interior Display) is 2.151 and the value of t_{table} is 1.984, $t_{\text{count}} > t_{\text{table}}$ (t_{count} is more than t_{table}). Based on this result, H_0 is rejected and H_5 is accepted which means X_4 (Interior Display) influences Y (Impulsive Buying) partially. The value of t_{count} of X_5 (Human Variable) is 2.275 and the value of t_{table} is 1.984, $t_{\text{count}} > t_{\text{table}}$ (t_{count} is more than t_{table}). Based on this result, H_0 is rejected and H_6 is accepted which means X_5 (Human Variable) influences Y (Impulsive Buying) partially.

F-Test

Table 8. F-Test Result

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|----|-------------|---------|-------------------|
| 1 | Regression | 458.545 | 5 | 91.709 | 119.128 | .000 ^b |
| | Residual | 72.365 | 94 | .770 | | |
| | Total | 530.910 | 99 | | | |

a. Dependent Variable: Impulsive_Buying

b. Predictors: (Constant), Human_Variable, Interior_Display, Exterior, Store_Layout, General_Interior

Source: Data Processed 2014

ANOVA F-test result shows that $F_{\text{count}} = 119.128$ with a significance level of 0.000. In this research, F_{count} is more than F_{table} ($119.128 > 2.31$) that means H_0 is rejected and H_1 is accepted. The regression model can be used to declare that the independent variable of Exterior (X_1), General Interior (X_2), Store Layout (X_3), Interior Display (X_4) and Human Variable (X_5) simultaneously influence the Impulsive Buying (Y).

Discussion

The result of the multiple regression analysis shows that exterior influences customer impulsive buying behavior significantly. The exterior design of the store can be perceived as the external stimulus of the store atmosphere. This result supports the theory from Berman and Evans (2007) that stated "In general, the well-designed store exterior is able to attract the passing shoppers' attention." Based on the survey, most people interested in entering Manado MultiMart II supermarkets while in the Megamass shopping center area or in MegaMall. The exterior of the store that give a neat and clean impression, clear marque and easy to remember, and a strategic location plays an important role in stimulating the desire of the customer to come in and shop at the MultiMart II supermarket. Therefore, MultiMart II supermarket provide the customer with a good exterior in a store and make them satisfied by providing a good external appearance, especially during certain events, such as christmas, eid, valentine day, etc.

The result shows that general interior influences customer impulsive buying behavior significantly. This result support the previous research conducted by Meenakumari (2013) that found that the presence of environmental stimulation variables such as scent, temperature and sound may moderate the choice of search strategies and making impulse purchases. The bright lighting makes the product can be seen clearly and the sound of the music make the customers feel comfortable while shopping. Besides the cleanliness factors are important in the general interior. MultiMart II supermarket always concerned about the scent, temperature, air circulation and condition of floor and shelf in the room should always be clean. Based on the results of the research, it had a positive effect on customer intention to shop. Due to the catchy rhythm of the music, and a comfortable air condition in the shop was able to increase the customer's desire for stay longer in a comfortable supermarket, which stimulate customer impulsive buying behavior and it will automatically lead to unplanned purchases.

The result of the multiple regression analysis shows that store layout influences customer impulsive buying behavior significantly. Store layouts will invite consumers to enter or even cause consumers stay away from the store (Berman and Evans, 2007). The result describes that the strongest reason why people mostly in Manado tend to shop in Multimart II supermarket is because arrangement of its store layout. Product set based

on the classification of its kind, making it easier for customers to find the required items. Suitability of the storefront distance between displays cases also make the customer more freely to walk around. The customer also agree that setting inflows and flow out of the customer and the location counter is set properly so that the buyer does not need to be crowded when enter or exit the store. Supporting facilities such as a shopping trolley or cart is helpful to shop more stuff again and increase the chance to purchase impulsively.

The result of the multiple regression analysis shows that interior display influences customer impulsive buying behavior significantly. These results support the previous research conducted by Tendai and Crispen (2009), and Meenakumari (2013), and that found that attractive store display may moderate the choice of search strategies and making impulse purchases. The respondents of this research mostly agree that this supermarket has a good and attractive interior display. Neat products on the display case or in a rack hanger and the price are already listed on the display case or in the product itself so that customers do not hesitate to buy the product. On great days, such as Christmas, Eid, Valentine, and so on, MultiMart II supermarket decorate with ornaments that match the theme that attracts attention and increases the chances for customers to make unplanned purchases. But the weakness of the interior displays in supermarkets is the lack of posters, directions or signs that inform about the product and the location of the product.

The result of the multiple regression analysis shows that human variable influences customer impulsive buying behavior significantly. This result support the previous research conducted by Virvilaite et al. (2011) that found that shop staff can influence the customer to purchase impulsively, and with a good personal selling skill, staff can make more unplanned purchases of the customers. Another previous research that support this result conducted by Meenakumari (2013) that found the shop density induces buying behavior among the shoppers. In Multi Mart II supermarket, the customers agree that the shop employees are friendly, polite, neat uniform and able to provide the required customer information. Besides shop density or crowding also affect impulse purchasing. Customer will not stay longer in the supermarket when the store atmosphere is too dense for many visitors. Customers will buy products only as needed and decrease the chance to make unplanned purchases.

CONCLUSION AND RECOMMENDATION

Conclusion

The conclusions drawn from this research are as follows:

1. Exterior, general interior, store layout, interior display, and human variable influence consumer impulsive buying behavior simultaneously and significantly.
2. Exterior influence customer impulsive buying behavior significantly.
3. General interior influence customer impulsive buying behavior significantly.
4. Store layout influence customer impulsive buying behavior significantly.
5. Interior display influence customer impulsive buying behavior significantly.
6. Human variable influence customer impulsive buying behavior significantly.

Recommendation

General interior and store layout as a part of store atmosphere are the most significant effects on influencing customer impulsive buying behavior in Manado. As recommendation to the marketers to realize that general interior and store layout are the motivating factors to impulsive buying behavior of customers which can make unplanned purchases. Multi Mart II supermarket also needs to improve its exterior and interior display as attractive as possible to increase consumer impulsive buying behavior because both of these variables have a low significant value. For the future research, it is suggested that the future research better need do a comparison of the results of research on retail-supermarket with other retail formats, such as department stores, factory outlets, and so on, in order to see the differences and the influence of store atmosphere in each retail business.

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