
THE EFFECT OF STORE ATMOSPHERE AND PRODUCT PACKAGING ON CONSUMER BUYING BEHAVIOR IN SPORTS STATION MEGA MALL MANADO

PENGARUH SUASANA TOKO DAN KEMASAN PRODUK PADA PERILAKU PEMBELIAN KONSUMEN DI SPORTS STATION MEGA MALL MANADO

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ABSTRACT:

The behavioral of consumer depends on a number of factors. In order to keep the consumer there are two ways to approach consumer buying behavior by store atmosphere and consumer buying behavior. This research aims to find the effect of store atmosphere and product packaging on consumer buying behavior in Sports Station Mega Mall Manado. The type of this research is quantitative causal research and the data were gathered from 50 respondents of Sports Station Mega Mall Manado. There are significant effects of store atmosphere and product packaging on consumer buying behavior simultaneously and partially. It is recommended the management of Sports Station Mega Mall Manado should pay intention to indicators of store atmosphere and product packaging to keep their consumers buying behavior.

Keywords: store atmosphere, product packaging. Consumer buying behavior

ABSTRAK

Perilaku konsumen tergantung pada sejumlah faktor . ada dua cara untuk pendekatan perilaku pembelian konsumen melalui toko atmosfer dan perilaku pembelian konsumen . Penelitian ini bertujuan untuk mengetahui pengaruh suasana toko dan kemasan produk pada perilaku pembelian konsumen di Sports Station Mega Mall Manado. Jenis penelitian ini adalah penelitian kausal kuantitatif dan data dikumpulkan dari 50 responden konsumen Sports Station Mega Mall Manado . Ada efek yang signifikan dari toko atmosfer dan kemasan produk pada perilaku pembelian konsumen secara simultan dan parsial . Disarankan pengelolaan Sports Station Mega Mall Manado harus fokus pada indikator suasana dan kemasan produk untuk menjaga perilaku membeli konsumen mereka.

Kata kunci : suasana toko , kemasan produk . perilaku pembelian konsumen

1. INTRODUCTION

Research Background

In the era of globalization business competition companies must satisfy the customer wants and needs by make more great and unique product and pricing it attractively it's all to compete and survive in market share and also to fulfill the customer needs and want. Customer priority needs such as food, drink, house and for secondary such as electronic, t-shirt, shoes etc. Fashion is one factor that important for someone cause when someone wearing some branded in their body and then dive into society their confident increase and make the other seen their value increase.

The development of fashion industry making impact with their concept of marketing, in this era the company who runs in fashion company facing the completion of making their everything unique and so awareness, one of their strategy is making a great store atmosphere one of important thing to attract the customer. The company start with making their store unique by the layout, lighting, arranged item in their store and playing the music that match with their concept.

The development of fashion industry also happens in Manado society. Manado as one of highly developing city in Indonesia, Manado itself is capital city of Sulawesi Utara. As the one highly developing city can be seen by several stores were build due to construction of shopping mall. Those stores such as Playboy, Sports Station, Hush Puppies, Adidas, Fila, Planet Surf, Giordano, etc. In order to sell their product, they need some comfort design interior not only using visual impact such as colors, shapes, light, size and material but they starting to build up mood in order to arouse consumer to buy their product.

Sports station open their business in Manado and they choose to open their in mega mall cause mega mall was the first mall built in Manado city. Sport stations is one of recognize retail apparel store in mega mall, providing the sports and casual lifestyle products sports station is one of types store that can fulfill Manadonese demand "need and want". In sports station they implement a really good store atmosphere such as arranging the items by brands and types of product, attractive lighting composition, back sound music, clean floor and comfortable seats for product testing and they packaging look attractive. It is their secret weapon to attract consumer and triggering the consumer buying behavior.

Research Objective

1. Store atmosphere and product packaging on consumer buying behavior in Sports Station Mega Mall Manado simultaneously.
2. Store atmosphere on consumer buying behavior in Sports Station Mega Mall Manado partially.
3. Product packaging on consumer buying behavior in Sports Station Mega Mall Manado partially.

Theoretical Framework

Marketing

According Bovee and Thill (2008) marketing is process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create and maintain relationship.

Store Atmosphere

The store atmosphere can be linking as the one of the marketing tool. Store atmosphere was first introduced to marketing by Kotler, The term “atmosphere” or “atmospherics” can be defined as the physical characteristics of a store that are used to develop an image in order to attract consumers (Berman & Evans, 2010). Liu and Jang (2009) have defined atmospherics as “the conscious designing of space to produce specific emotional effects in buyers that enhance their purchase probability”

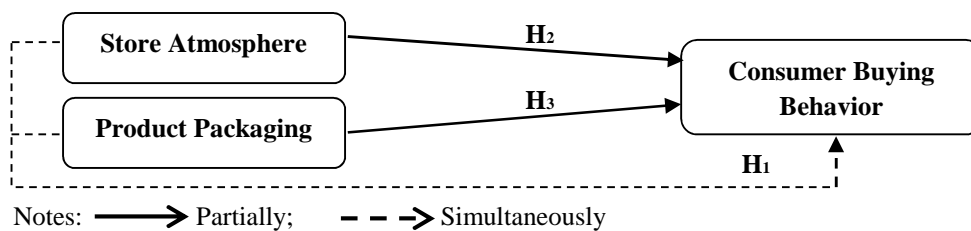
Product Packaging

Product packaging was categorized as one of the marketing tool that support the consumer to feeling the urge of buying new products or services. Packaging could be treated as one of the most valuable tool in today’s marketing communications packaging has an important impact on consumers buying behavior Adelina & Morgan (2007).

Consumer Buying Behavior

Consumer buyer behavior refers to the buying behavior refers to the buying behavior of final consumer individuals and household who buy goods and services for personal consumption Kotler (2008)

Conceptual Framework



Picture 1. Conceptual Framework
 Source: Literature reviews, 2016.

Research Hypothesis

- H1 : There is a significant effect of store atmosphere and product packaging on consumer buying behavior in Sports Station Mega Mall Manado simultaneously.
- H2 : There is a significant effect of store atmosphere on consumer buying behavior in Sports Station Mega Mall Manado partially.
- H3 : There is a significant effect of product packaging on consumer buying behavior in Sports Station Mega Mall Manado partially.

2. RESEARCH METHOD

Types of research

This research uses causal type of research.

Place and Time

The research conducted in Sports Station Mega Mall Manado city, from March to June 2016.

Research Procedure

The data will be analyzed with multiple regression method, in which X1 is store atmosphere, X2 is product packaging and Y is consumer buying behavior. Based on the above, can further be described as follow

Population and Sample

The population in the research is the consumer of Sports Station Mega Mall Manado. The sample in this research is consisting of 50 respondents the sampling method is purposive sampling. The purposive sampling was applied in this research regarding to obtain information according to criteria.

Multiple Regression Analysis Model

Multiple regression is a descriptive tool used to (1) dependent variables, (2) control confounding variables to better evaluate the contribution of other variables, or (3) test and explain a casual theory. The equation model of multiple regression analysis which used in this research can formulated as shown below :

$$Y = a + b1x1 + b2x2 + e$$

- Y : Consumer Buying Behavior
- a : Intercept
- b1,b2 : The regression coefficient of each variable
- x1 : Store Atmosphere
- x2 : Product Packaging
- e : Error

3. RESULT AND DISCUSSION

Validity Test Result

Table 1. Correlations

		Store Atmosphere	Product Packaging	Consumer Buying Behaviour	Total X12Y
Store atmosphere	Pearson Correlation	1	,466**	,706**	,838**
	Sig. (2-tailed)		,001	,000	,000
	N	50	50	50	50
Product Packaging	Pearson Correlation	,466**	1	,717**	,847**
	Sig. (2-tailed)	,001		,000	,000
	N	50	50	50	50
Consumer Buying Behaviour	Pearson Correlation	,706**	,717**	1	,917**
	Sig. (2-tailed)	,000	,000		,000
	N	50	50	50	50
Total X12Y	Pearson Correlation	,838**	,847**	,917**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	50	50	50	50

Notes: ** = Correlation is significant at the 0.01 level (2-tailed).

Source: Data processed, 2016

The result in table 1 shows that value of correlation index for relationship among variable independents (Store Atmosphere and Product Packaging) with variable dependent (Consumer Buying Behavior) are greater than 0.3 and below the significant level of 5% (0.05). The Correlation between store atmosphere (0.838), product packaging (0.847) with consumer buying behavior (0.917) show a positive relationship. Therefore, the data is considered as valid

Reliability Result

Table 2. Reliability Statistics

Cronbach's Alpha	N of Items
,849	4

Source: Data processed, 2016

Based on the table above shows that the value of alpha cronbach is 0,849, which means that it is above acceptance limit of 0.6, therefore, the research instrument for relationship among the variable indicates good consistency and the data is acceptable. The interpretation of alpha cronbach (Sekaran,2010) is :

1. < 0.6 indicates unsatisfactory internal consistency or consider that the data is unreliable
2. 0.7 indicates that the data is acceptable.
3. > 0.8 indicates good internal consistency or consider that the data resulted is reliable.

Multiple Regression Result

Table 3. Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	1,449	,261		5,554	,000
Store Atmosphere	,367	,071	,475	5,183	,000
Product Packaging	,374	,069	,496	5,415	,000

a. Dependent Variable: Consumer_buying_behaviour

Source: Data processed, 2016

Hypothesis Testing

F- test

Table 4. ANOVA^a

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	10,792	2	5,396	52,562	,000 ^b
Residual	4,825	47	,103		
Total	15,617	49			

a. Dependent Variable: Consumer Buying Behaviour

b. Predictors: (Constant), Product Packaging, Store Atmosphere

Source: Data processed, 2016

F-test hypothesis: = 0.05 and sig = 0,00. $F_{count} = 52,562$
 $F_{table} = F_{Inv} (0.05, k-1, n-k) = F_{Inv} (0.05, 3-1, 50-3) = F_{Inv} (0.05, 2, 47) = 3,195$

Notes: k = the number of variable; $H_1 = Sig < \text{ or } F_{count} > F_{table}$
 n = the number of respondent; $H_0 = Sig > \text{ or } F_{count} < F_{table}$

The result of F-test, by using the significant value of 0.05 (= 0.05), the calculated value of F_{count} is greater than the F_{table} ($52,562 > 3,195$). Since the F_{count} is greater than F_{table} , H_0 is rejected and

H₁ is accepted. It means there is a significant effect Store Atmosphere (X₁) and Product Packaging (X₂) on Consumer Buying Behavior (Y) of simultaneously. Therefore, hypothesis is accepted.

T-test

Table 5. Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	1,449	,261		5,554	,000
Store Atmosphere	,367	,071	,475	5,183	,000
Product Packaging	,374	,069	,496	5,415	,000

Source: Data processed, 2016

$$T_{Table} = T_{Inv} (0.05, n-k); \quad = T_{Inv} (0.05, 50 - 3); \quad = T_{inv}(0.05, 47); \quad = 1.677$$

The hypothesis is reject H₀ and accept H₁ if T_{count}>T_{table} or accept H₀ and reject H₂ if T_{table}>T_{count}. In Table 4.8 the T_{count} of Store Atmosphere (X₁) is 5.183. Comparing T_{count} with T_{table} : 5.183 > 1.677 with the significant level of 0.00. Since the T_{count} is greater than T_{table}, H₀ is rejected and H₂ is accepted. Therefore, Store Atmosphere has significant effect to Consumer Buying Behavior partially.

The hypothesis is reject H₀ and accept H₃ if T_{count}>T_{table} or accept H₀ and reject H₃if T_{table}>T_{count}. In Table 4.8 the T_{count} of Product Packaging (X₂) is 5.415. Comparing T_{count} with T_{table} : 5.415 > 1.677 with the significant level of 0.03. Since the T_{count} is greater than T_{table}, H₀ is rejected and H₃ is accepted. Therefore, Product Packaging has a significant influence to Consumer Buying Behavior partially.

Discussion

Based on the questionnaire Researcher found that the Store Atmosphere indicators consist of Cleanliness of the Store, Layout of the Store and Store Design have significant effect on Consumer Buying Behavior where the consumers of Sports Station Mega Mall Manado loved to stay in the store more longer cause they comfort with the cleanliness of the store, the store’s layout made them easy to move and look the product in display very easy cause arranged by the brands and types. The result shows that Store Atmosphere has a significant effect on Consumer Buying Behavior of Sports Station Mega Mall Manado. This result is supported by Sharma and Garg (2015) at their research they found that Store Atmosphere is one leading factors in determining the Consumer Buying Behavior. According to Conell (2013) Store design and layout of a store was quite important to Consumer as they wanted to move freely between all the merchandise in a store.

Product Packaging has positive relation with Consumer Buying Behavior of Sports Station Mega Mall Manado as the data shows that Product Packaging (X₂) will increase Consumer Buying Behavior (Y) 0.717. The result indicates that there is significant influence of Product Packaging on Consumer Buying Behavior in Sports Station Mega Mall Manado. Packaging Color of Sports Station is really familiar with orange color for their packaging’s who really eye catching color and Sports Station recognize as one apparel store that selling some branded product it made some confidence to their consumer when they bring something with packaging of Sports Station in society. The result supported by Supit (2015) that found Product Packaging also has an impact on Consumer Buying Behavior at Hush Puppies store Manado. Hush Puppies Packaging Color, Material and Design arouse the consumer intention to approach, buy and stay longer.

4. CONCLUSION AND RECOMMENDATION

Conclusion

Based on the discussion the result are:

1. Based on F-test result, hypothesis 1 is approved and shows that is a significant effect of Store Atmosphere (X_1) and Product Packaging (X_2) on Consumer Buying Behavior (Y) in Sports Station Mega Mall Manado simultaneously.
2. Based on t-test of Store Atmosphere, hypothesis 2 is approved and shows that is a significant effect of Store Atmosphere(X_1) on Consumer Buying Behavior (Y) in Sports Station Mega Mall Manado partially.
3. Based on t-test of Product Packaging, hypothesis 3 is approved and shows that is a significant effect of Product Packaging (X_2) on Consumer Buying Behavior (Y) in Sports Station Mega Mall Manado partially.

Recommendation

1. Store Atmosphere affects Consumer Buying Behavior at Sports Station Mega Mall Manado. Cleanliness is one factor that should be thorough more attention to keep their consumer.
2. Product Packaging of Sports Station Mega Mall Manado really attractive. However they should change the material into reusable shopping bags that made from renewable materials conserve resource by replacing plastic, because they still use plastic as their packaging material that no biodegradable and need thousand years or more to break down into smaller particle that continue to pollute the soil and water and it is not good for our earth and our next generations.

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