

**THE EFFECT OF STORE ATMOSPHERE AND PRODUCT PACKAGING TOWARDS
CONSUMER BUYING BEHAVIOR, AT HUSH PUPPIES STORE MANADO**

PENGARUH SUASANA TOKO DAN KEMASAN PRODUK TERHADAP PERILAKU PEMBELIAN
KONSUMEN, PADA TOKO HUSH PUPPIES MANADO

by:

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Abstract: *The behavior of consumer depends on a number of factors and not limited to the services that are provided in retailed stores. Hence marketers use as many approaches as possible, in order to encourage the consumers to approach, buy and stay longer. Two of the approaches are to build up mood in their store atmosphere and the packaging of the product. The purpose of this research is to find the effect store atmosphere and product packaging on consumer buying behavior of Hush Puppies Manado. This research is a causal research which is based on data gathered of 53 respondents from the consumers of Hush Puppies Store Manado. By using the multiple regression method as the analysis tool, the result shows that store atmosphere and product packaging variables have significant effect on consumer buying behavior partially and simultaneously. As the recommendation the management of Hush Puppies store Manado should be paying attention towards store cleanliness, store design, and personnel behavior. Furthermore, packaging products of Hush Puppies store Manado is very familiar among its consumers. Thus, instead of changing the packaging design, Hush Puppies store management should be working on its materials and packaging color.*

Keywords: *store atmosphere, product packaging, consumer buying behavior.*

Abstrak: *Perilaku konsumen bergantung pada sejumlah faktor dan tidak dibatasi oleh layanan yang disediakan dalam toko retail. Karenanya pemasar menggunakan segala bentuk pendekatan untuk membuat konsumen mendekat, membeli, dan tinggal lebih lama, dua bentuk pendekatan adalah membangun suasana toko dan kemasan produk. Tujuan penelitian ini untuk melihat pengaruh perilaku pembelian konsumen dari suasana toko dan kemasan produk. Penelitian ini menggunakan metode kausal dari data yang didapat oleh 53 konsumen toko Hush Puppies Manado. Hasil uji regresi berganda sebagai alat analisa, dengan hasil yang menunjukkan suasana toko dan kemasan produk mempunyai efek signifikan terhadap perilaku pembelian konsumen. Sebagai rekomendasi, manajemen toko Hush Puppies Manado sebaiknya lebih memperhatikan kebersihan toko, desain toko, dan perilaku personel. Selanjutnya, kemasan produk toko Hush Puppies Manado sangatlah dikenal di kalangan konsumennya, dari pada mengganti desain kemasan produknya manajemen toko Hush Puppies sebaiknya lebih memperhatikan bahan dari kemasan produk dan warna dari kemasan produk.*

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

INTRODUCTION

Every business may have different vision and mission, even though there are varieties in their vision and mission statement, the purpose of every business is still the same which is to satisfy the complexity of customers' needs and wants. Thus to please their different taste of needs and wants, some prefer to go to holiday, the other prefer to stay at home and the other prefer to spend their money that they have earned to buy many kinds of goods or services.

As the customers' willingness to spend their money that they have earned, there are so many companies competing with each other in order fulfill or to provide what the customers' needs or wants. Companies put all of the efforts to attract as many customers as they can so they are able sell their product for eventually gain profit, in order for their company to develop or to discover new market.

Furthermore, all of the things that customer does to please themselves come from their basic needs. Starting as basic needs, consumers' behavior seemed to change due to diversity of era and trends, same goes with the consumer preferences to buy a piece of clothing. During World War II, luxurious fabrics like wool, silk and nylon were highly regulated and women's skirts and dresses were often made of viscose and rayon. Skirts and dresses would also be made out of anything that could be found within a home (like curtains, nightgowns or bed sheets) due to the illegality of using excess fabric when making an outfit from about 1942 to 1947, and some breakthrough in fashion industry still happen until now.

Bohl (2012) stated it has been shown that environmental cues such as music, scent, window display, layout and etcetera have an effect on emotional state of consumer which caused them to approach, buy more and stay longer. Thus, clothing industry have to put the best effort in each of their stores to make their products as attractive as possible and as a result managers in clothing industry see this as an opportunity to enhance the consumer interest by using those factors.

In Manado itself, the development can be seen by the construction of so many shopping malls and several stores were build due to construction of shopping mall and several of them are Hush Puppies, Everbest, Bellagio, Planet Surf, Hammer, Giordano, Coconut Island, Crocs, Wakai and etc. In order to sell their product, they need to arrange their store as attractive as possible not only using visual impact such as colors, shapes, size and material but they starting to build up mood in order to arouse consumer to buy their product.

The official website of Hush Puppies shows that Hush Puppies were established in 1958, Hush Puppies created the first casual shoes. Designed for young American Families who were shifting from culture of conservative uniformity to a comfortable, casual way of life, this soft breathable and comfortable footwear invited the world to break the rules, kick back a little, and enjoy. Today, the world continues to move faster, get busier and grow louder. But Hush Puppies remind us that we are all free to be casual and relax. The Brand Name of the company inspired by a company sales manager who sat with a friend ate dinner of catfish and deep friend corn fritters called hush puppies. Intrigued by the name, the salesman discovered that farmers also used these hush puppies to quiet barking dogs. At the same time, tired feet were known as barking dogs and the salesman reasoned that his soft, lightweight comfortable shoes could quiet them too. Hush Puppies has expanded in Indonesia; Hush Puppies had 55 outlets in Indonesia, in several areas like Bali, Balikpapan, Bandung, Banten, Bekasi, Central Java, Cirebon, Jakarta, Makassar, Manado, Medan, Palembang, Pekanbaru, and Surabaya.

Research Objectives

This research aims to identify the effect of:

1. Store atmosphere on consumer buying behavior and product packaging on consumer buying behavior, simultaneously.
2. Store atmosphere on consumer buying behavior, partially.
3. Product packaging on consumer buying behavior, partially.

THEORETICAL FRAMEWORK

Store Atmosphere

The store atmosphere can be linking as the one of the marketing tool. Store atmosphere was first introduced to marketing by Kotler, who initially defined that store atmosphere is a component of store image along with other variables such as brightness and crowding (Kotler:1973). However Mehrabian and Russell (1974:4) found an interesting theory called The Mehrabian – Russel Model which is part of environmental psychology that concerned with (1) the direct impact of physical stimuli on human emotions and (2) the effect of the physical stimuli on variety on behaviors, such as work performance or social interaction. As such, store atmosphere is a component of store image that can physically stimulates human senses resulting in both human emotions and variety of behaviors.

Product Packaging

There is no disagreement regarding product packaging influencing on the consumer buying behavior, in fact product packaging was categorized as one of the marketing tool that support the consumer to feeling the urge of buying new products or services. Rundh (2005) explained package appeals consumer's attentiveness towards a certain brand, increases its image, and stimulates consumer's perception about the product. Furthermore, product packaging act as an instruments to differentiate, and helps consumer to decide which product to buy, and packaging also stimulates consumer's buying behavior (Wells, Farley & Armstrong:2007). Furthermore, product packaging is a product appeals consumer's attentiveness and helps consumer to decide which product to purchase.

Consumer Buying Behavior

Belch and Belch (2004:107) defined consumer behavior as the process and activities people engage in when searching for, selecting, purchasing, using, evaluating, and disposing of products and services so as to satisfy their needs and desires. Whilst Peter, Paul, and Olson (2005) defined Consumer behavior is dynamic because of thinking, feeling and actions of individual consumers targeted consumers groups, and society is constantly changing. Behavior refers to the physical of consumers that can directly observe and measure by others.

Consumer Behavior is the best understood in three distinct steps: (1) finding way to describe the reason why people prefer on good to another, i.e. consumer perceptions; (2) taking into account the fact that consumer also have limited income which restrict the quantities they can buy, i. e budget constrain; ad (3) the consumer choice, i.e. given the perceptions and limited income, consumer choose to buy combinations of goods that maximize their satisfaction (Pyndick and Rubenfeld, 2002:62). Whilst, Kotler (2001:195) explained, consumer buying behavior is the process by which individuals search for select, purchase, use, and dispose of goods and services, in satisfaction of their needs and wants. Thus, consumer buying behavior is a process of selection; process, use added with consumer perception to satisfy their needs and wants.

Previous Research

Sharma and Garg (2015) conducted a research at Delhi, India. Whilst the purpose of the research was to bring out the importance of intangible factors which have several impact on consumer buying behavior. Resulted in 310 data respondents have been collected through 7 super markets in Delhi with the collected data respondents from questionnaire with 20 sets of questions using likert scale as the measurement while number 1 means the factor which is considered to be least important and number 5 marked as the most important factor in the decision and based on the result, the authors concluded that cleanliness, lightening, music, displaying of items and dealing attributes of employees of store has a positive relationship with the buying behavior of the respondents. All these factors can be clubbed under store atmospherics. Similarly outlooks, entrance, services and overall of the store personnel also has positive relationship with consumer buying behavior. Ahmed, Parmar, and Amin (2014) has conducted a research about how product packaging have an impact on consumer buying behavior, data were collected through questionnaire of 150 respondents, the authors at least provided 13 questions and was using likert scale as a measurement, where number 1 marked as strongly disagree to number

5 strongly agree. While using SPSS as the methodology for analysis of data, based on the SPSS results the authors concluded that packaging has a better reach than advertising does, and can set a brand apart from its competitors. It promotes and reinforces the purchase decisions not only at the point of purchase, but also every time the product is used. It has also revealed that elements of packaging are the most important for consumer's purchase decision. The authors also concluded that different packaging cues impact and how product is perceived. Often packaging is perceived to be part of product and it can be difficult for consumer to separate the two concepts, it is concluded that most consumers like the product quality after they purchased their desired packaged product although there is a trend about well-designed package shows high product quality.

Research Hypothesis

The hypotheses of this research are:

H₁: Store atmosphere and product packaging has a simultaneous effect on consumer buying behavior in Hush Puppies Store Manado

H₂: Store atmosphere has a partial effect on consumer buying behavior in Hush Puppies Store Manado

H₃: Product packaging has a partial effect on consumer buying behavior in Hush Puppies Store Manado

RESEARCH METHOD

Type of Research

This research uses causal type of research where this research investigates the effect of store atmosphere and product packaging towards consumer buying behavior.

Place and Time of Research

The research takes place in Manado, SULUT, Indonesia from April to May, 2015.

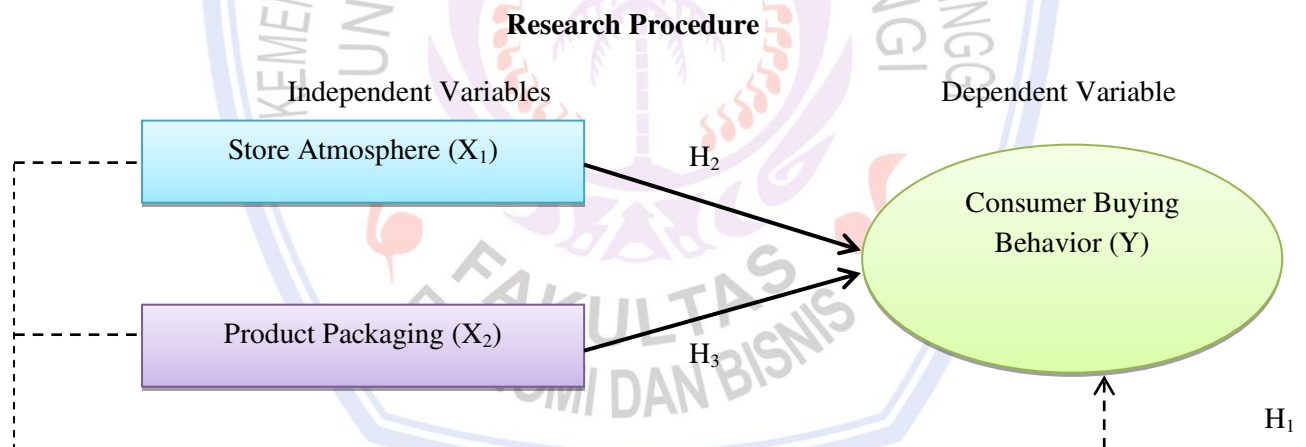


Figure 1. Research Procedure

Source: Data Processed, 2015

Population and Sample

Malhotra and Peterson (2006:322) defined population as the total of all the elements that share some common set of characteristics. Previous theory concluded the population in this research is the consumer of Hush Puppies Store Manado. The sample size of this research is minimum ten times larger than the number of variables being considered (Roscoe, 1975, in Hill 1998) which is bring the sample size of this research three variables times ten equals 30 respondents of Consumer of Hush Puppies Store Manado. This research will use convenience sampling as the method of sampling which is a sampling method identified primarily by convenience without prespecified or known probabilities of being selected (Anderson:2011). Furthermore, Kothari (2004) added when population elements are selected for inclusion in the sample based on the ease of

access. However, the researcher makes it to 53 respondents, in case if the respondents are not meet the requirement of filling the questionnaire of consumer of Hush Puppies store Manado.

Data Collection Method

This research used several methods to collect data. Primary data namely questionnaire and secondary data are books, journal, news, and internet websites. Questionnaires were distributed to consumer of Hush Puppies Store Manado, respectively 53 sheets and there were at least 9 questions each question containing indicator for each variables. While the measurement of research variable using Likert Scale with five points scale that refers the responses from strongly disagree to strongly agree.

Data Analysis Method

Validity Test

Sekaran&Bougie (2010:447) defined validity is evidence that the instrument, technique, or process used to measure a concept does indeed measure the intended concept. Validity is the ability of scale or measuring instrument to measure what it is intended to measure (Zikmund, 2003:743). Nasution and Usman (2008) in The (2011), test concluded by looking at the value of the MSA (Measures of Sampling Adequacy). If the MSA values above 0.5 than the data can be declared valid, so it can be used for further tests or analyzes.

Reliability Test

Sekaran and Bougie (2010:161) stated reliability is a measure indicates the extent to which it is without bias (error free) and hence ensures consistent measurement across time and across the various items in instrument. In other words, the reliability of a measure is an indication of the stability and consistency with which the instrument measures the concept and helps to access the goodness of a measure.

Multiple Regression Analysis Model

Sekaran and Bougie (2010:350) explained multiple regression analysis is a multivariate technique that using conceptual model (and the hypotheses derived from that model) that the researcher has developed in an earlier stage of the research process. Multiple regression analysis provides a means of objectively assessing the degree and the character of the relationship between the independent variables and dependent variable: the regression coefficient indicates the relative importance of each of the independent variables in the prediction of the dependent variable.

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

Description:

Y	= Consumer Buying Behavior
a	= intercept
b ₁ , b ₂ ,	= the regression coefficient of each variable
X ₁	= store atmosphere
X ₂	= product packaging

RESULT AND DISUCSSION

Validity Test Result

The following Table 1. explained about the measuring instrument which in this research the indicators are cleanliness, design, personnel behavior, packaging color, packaging material, design packaging, selection, purchase and use.

Table1. Validity test result

Indicators	Results
Cleanliness	.931 ^a
Design	.953 ^a
Personnel Behavior	.862 ^a
Packaging Color	.854 ^a
Packaging Material	.814 ^a
Design Packaging	.953 ^a
Selection	.913 ^a
Purchase	.877 ^a
Use	.894 ^a

a. Measures of Sampling Adequacy(MSA)

Source: Data Processed, 2015

Table 1. explained 9 (nine) questions which part of Store Atmosphere (X_1), Product Packaging (X_2) and Consumer Buying Behavior (Y) indicators, were valid based on *Measures of Sampling Adequacy* (MSA). The data shows that indicators in Store Atmosphere (X_1) which were Cleanliness, Design stores and Personnel Behavior valid; Cleanliness (0.931), Design Stores (0.953), and Personnel Behavior (0.862). Followed by indicators from Product Packaging whereas the data shows indicators of Product Packaging such as Packaging Color, Packaging Material, and Design Packaging were valid; Packaging Color (0.854), Packaging Material (0.814) and Design Packaging (0.953). The remaining of indicators from Consumer Buying Behavior or dependent variable are Selection, Purchase, and Use were valid: Selection (0.913), Purchase (0.877) and Use (0.894).

Reliability Test Result

Table 2. Reliability test result

Reliability Statistics	
Cronbach's Alpha	N of Items
.965	9

Source: Data processed, 2015

Table 2.shows that the Cronbach's Alpha > 0.6 , indicated that all the indicators of each of variables were reliable.

Multiple Regression test result

The analysis result of multiple regression models using SPSS statistic.21 are the multiple regression formula which displayed in Table 3:

Table 3. Multiple Regression result

Variable	Coefficients ^a			t	Sig.
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta		
(Constant)	-1.475	.321		-4.590	.000
1 Store Atmosphere	.655	.124	.469	5.293	.000
Product Packaging	.633	.111	.507	5.715	.000

a. Dependent Variable: Consumer Buying Behavior

Source: Data Processed, 2015

Table 3. explained the result of multiple regression analysis:

The equation of this research is: $Y = -1.475 + 0.655X_1 + 0.633X_2 + e$

Where:

Y = Consumer Buying Behavior

X_1 = Store Atmosphere

X_2 = Product Packaging

1. Constant (α) -1.475 shows the relationship between Store Atmosphere (X_1), and Product Packaging (X_2) factors towards Consumer Buying Behavior factor which means that if all independent factors are equal to zero, Consumer Buying Behavior factor is predicted to be -1.475.
2. If the other are constant, an increase one point in Store Atmosphere (X_1) will result in an average increase of at least 0.655 on Consumer Buying Behavior factor (Y)
3. If the others are constant, an increase one point in Product Packaging (X_2) will result in average increase of at least 0.633 on Consumer Buying Behavior factor (Y).

Hypothesis Testing

F- test (simultaneous)

Table 4. F-test Result

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	45.677	2	22.839	147.534	.000 ^b
	Residual	7.740	50	.155		
	Total	53.417	52			

a. Dependent Variable: Consumer Buying Behavior

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

Source: Data Processed, 2015

$F_{\text{Count}} < F_{\text{Table}}$, H_0 is accepted

$F_{\text{Count}} > F_{\text{Table}}$, H_0 is rejected

F test shows that $F_{\text{Count}} > F_{\text{Table}}$ ($147.534 > 3.186$) and Sig F < 5% ($0.000 < 0.05$). Which means Store Atmosphere (X_1) and Product Packaging (X_2) have a simultaneous effect on Consumer Buying Behavior (Y). Furthermore, it can be concluded that hypothesis 1 is accepted.

t-test (partial)

Table 5. t-test result

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Coefficients		
	(Constant)	-1.475	.321		-4.590	.000
1	Store Atmosphere	.655	.124	.469	5.293	.000
	Product Packaging	.633	.111	.507	5.715	.000

a. Dependent Variable: Consumer Buying Behavior

Source: Data processed, 2015

$t_{\text{count}} < t_{\text{table}}$, H_0 is accepted.

$t_{\text{count}} > t_{\text{table}}$, H_0 is rejected.

1. T-test result found that Store Atmosphere (X_1) $t_{\text{count}} = 5.293 > t_{\text{table}} = 1.676$ and the level of significant $0.00 < 0.05$. Therefore H_0 is rejected and H_2 is accepted which means that Store Atmosphere has a significant effect on Consumer Buying Behavior.
2. T-test result found that Product Packaging (X_2) $t_{\text{count}} = 5.715 > t_{\text{table}} = 1.676$ and the level of significant $0.00 < 0.05$. Therefore H_0 is rejected and H_3 is accepted which means that Product Packaging has a significant effect on Consumer Buying Behavior

Discussion

Store Atmosphere indicators consist of Cleanliness of the Store, Store Design, and Personnel Behavior. Thus, the result shows that Store Atmosphere has a significant effect on Consumer Buying Behavior of Hush Puppies store Manado. This result support by given Sharma &Garg (2015) where they found that Store Atmosphere is one of the leading factors in determining the consumer buying behavior. On the contrary, Sharma &Garg (2015) found that Store Design was not important on determining the consumer buying behavior. However, Bohl (2012) used the past finding and guidelines, he found that the indicators of Store Atmosphere such as cleanliness, store design, and store personnel behavior associated with the approach behavior, where the consumer can buy longer and stay longer.

It has also revealed that Product Packaging has a positive relationship on Consumer Buying Behavior, the data shows that an increase of one point on Product Packaging (X_2) will result in an increasing number on Consumer Buying Behavior (Y).

Hence, the Product Packaging indicators consist of Color of packaging, material of packaging, and design of packaging, where the result shows that Product Packaging has a significant effect on Consumer Buying Behavior of Hush Puppies store Manado. The implying result support by Ahmed, Parmar, and Amin (2014) where they found that Packaging could be treated as one of the most valuable tool in today's marketing communication, given by a condition where packaging elements such as color, material and design will have the ultimate effect on consumer buying behavior. Based on the researcher observation the packaging of Hush Puppies store Manado is very likeable and familiar with the consumer of Hush Puppies store Manado. Hush Puppies store packaging design is very notorious with hound dog as the logo's, and the consumers' very much agreed that the color, material, and design has an effect on the their buying behavior.

CONCLUSION AND RECOMMENDATION

Conclusion

The final conclusions of this research are:

1. F-test result which is Store Atmosphere (X_1) and Product Packaging (X_2) has a simultaneous effect on Consumer Buying Behavior (Y) the effect which are positive and simultaneously. Therefore, the hypothesis 1 (H1) was tested and accepted.
2. t-test of variable X_1 which is Store Atmosphere shows that Store Atmosphere (X_1) has a partial effect on Consumer Buying Behavior (Y) the effect which are significant and partial. Therefore, the hypothesis 2 (H2) was tested and accepted
3. t-test of variable X_2 which is Product Packaging shows that Product Packaging (X_2) has a partial effect on Consumer Buying Behavior (Y) the effect which are significant and partial. Therefore, the hypothesis 3 (H3) was tested and accepted

Recommendation

1. Store Atmosphere has an impact on Consumer Buying Behavior at Hush Puppies store Manado. Although the product is very attractive but Hush Puppies store Manado have to pay attention in their store Cleanliness, Store Design and Personnel Behavior. However, previous factors could lead to an avoidance behavior if Hush Puppies pay less attention to it.

2. 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.
3. The packaging is very likeable and familiar to associated with Hush Puppies products, instead of changed the packaging design Hush Puppies store management should working on the material and color of packaging.

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