SHOPPING LIFESTYLE, FASHION INVOLVEMENT, STORE ATMOSPHERE SEBAGAI ANTECEDENTS DARI IMPULSIVE BUYING BEHAVIOR

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SHOPPING LIFESTYLE, FASHION INVOLVEMENT, STORE ATMOSPHERE SEBAGAI ANTECEDENTS DARI *IMPULSIVE BUYING BEHAVIOR*

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Abstract: This study aims to examine shopping lifestyle, fashion involvement, store atmosphere as an antecedent of impulse buying behavior. The research population has made repeat purchases at the Matahari Department Store Malioboro Mall, Yogyakarta. The sampling method uses purposive sampling, with a total sample of 115 respondents. The data analysis method uses Descriptive Analysis and Multiple Linear Regression Analysis. The results found that shopping lifestyle, fashion involvement, store atmosphere partially or simultaneously affect impulse buying behavior

Keywords: shopping lifestyle, fashion involvement, store atmosphere, impulse buying behavior

INTRODUCTION

The era of globalization and the industrial revolution has impacted the emergence of new types of businesses that are increasing. Hence, competition in the business world is to penetrate the market. The intense competition in the business world applies to all business types, not just one business type. One is retail business competition. To achieve a better position in this competition, every company must create customer satisfaction by providing the best service to satisfy consumers. If the company can achieve this, it will provide long-term benefits for the company from consumers' purchase of products. The ability to continuously increase product purchases is an absolute requirement that companies must do and survive. According to Fajar (2008), the retail business is a business that sells goods to household consumers for non-business use, or in other terms as a retailer. According to Kotler & Keller (2012), retailers have three types: store retailers, non-store retailers, and retail organizations, and the most popular type of retailer is department stores.

The choice of place to shop or buy products is the starting point for consumer interaction with the shopping environment and often determines consumer behavior. Department Store is a shopping place in great demand by consumers, especially consumers who like window shopping. This place can provide flexibility for consumers to choose the items they are interested in, with a wide selection of prices, brands, sizes, and product quality needed. Besides, department stores are often located in malls and linked to other merchants. There are 12 department store businesses in the Special Region of Yogyakarta (DIY) in Sleman Regency and Yogyakarta City and are dominated by the Matahari department store with six outlets.

Shopping activity is a social experience for consumers, can be influenced by community members, and sometimes buy blindly. When a customer is shopping with friends, he tends to visit many more stores and make many unplanned purchases. New looks, new products, new variations, and new items cause consumer interest (Khan, 2006). This behavior is an impulsive buying behavior, namely irrational buying and unplanned purchases with an emotional impulse. Purchasing is done by ignoring negative consequences, only thinking about satisfaction (Rook & Fisher, 1995). According to Winantri (2016), Impulse buying behavior is currently

being implemented by several retail companies as a strategy so that consumers are more interested in making purchases spontaneously without prior planning. This consumer behavior must be created by creating an emotional attraction for consumers to buy and consume a particular product or brand. Emotionally interested consumers often no longer involve rationality in the purchase decision-making process.

According to Christina & Utami (2017), impulsive buying has two factors that can affect it: internal and external factors. The internal factors of impulsive buying show the individual's internal cues and characteristics that make consumers engage in impulsive buying (Bhakat & Muruganantham, 2013). The internal factor, according to Kosyu (2014), is a shopping lifestyle. Shopping is one of the most popular lifestyles, and to fulfill it, and people are willing to sacrifice something to achieve it (Prastia, 2013). Another internal factor is internal stimulation, which refers to stimulation controlled and carried out by the consumer himself. The stimulus is Fashion Involvement, which refers to an interest in fashion products. Engagement with a product can vary the impact on impulsive buying.

While external factors that can affect Impulsive buying behavior are related to the shopping and marketing environment. The shopping environment includes store size, atmosphere, design, and format, while the marketing environment is a variety of sales and advertising activities (Bhakat & Muruganantham, 2013). Store atmosphere that can provide convenience for visitors can stimulate consumers to spend time shopping at the store. Store atmosphere can encourage unplanned buying behavior in consumers.

Impulsive Buying Behavior

According to Lisda (2010), Impulse Buying Behavior is the process of purchasing an item, but previously the buyer had no intention of buying. So, unplanned purchases or spontaneous purchases. Meanwhile, according to C. Mowen, John & Michael (2002) in Japarianto & Sugiharto (2011), impulse buying is the act of buying, which was not previously recognized consciously. It is the result of consideration or purchase intention formed before entered the store. It can be concluded that Impulse buying behavior is a natural person's behavior and is a fast reaction due to a stimulus.

Shopping Lifestyle

A shopping lifestyle is a lifestyle that refers to how a person lives, how they spend their time, money, the purchases they make, and their attitudes and opinions about the world (Levy et al., 2014). A person's lifestyle creates a new social status, nature, and characteristics of an individual. Lifestyle is also used as market segmentation because it provides a broad view of consumers' daily lives.

Shopping lifestyle refers to consumption patterns that reflect a person's choice of spending time and money (Japarianto & Sugiharto, 2011). The products we consume are always related to our lifestyle, so the marketing strategy uses the targeted groups' lifestyles. Lifestyle segmentation is based on group activities and interests, and opinions. Lifestyle is an integrated pattern of behavior that determines consumption (Khan, 2006). Empirical findings of the influence of Shopping Lifestyle on Impulse Buying Behavior are found by Imbayani & Novarini (2018), (Febriani & Purwanto, 2019).

Fashion Involvement

Involvement is the intensity of interest with which consumers approach the transaction (Khan, 2006). Engagement refers to the personal relevance or importance of a product or service, which consumers feel in a particular situation. It depends on personal values and interests. A consumer can have high or low engagement. According to
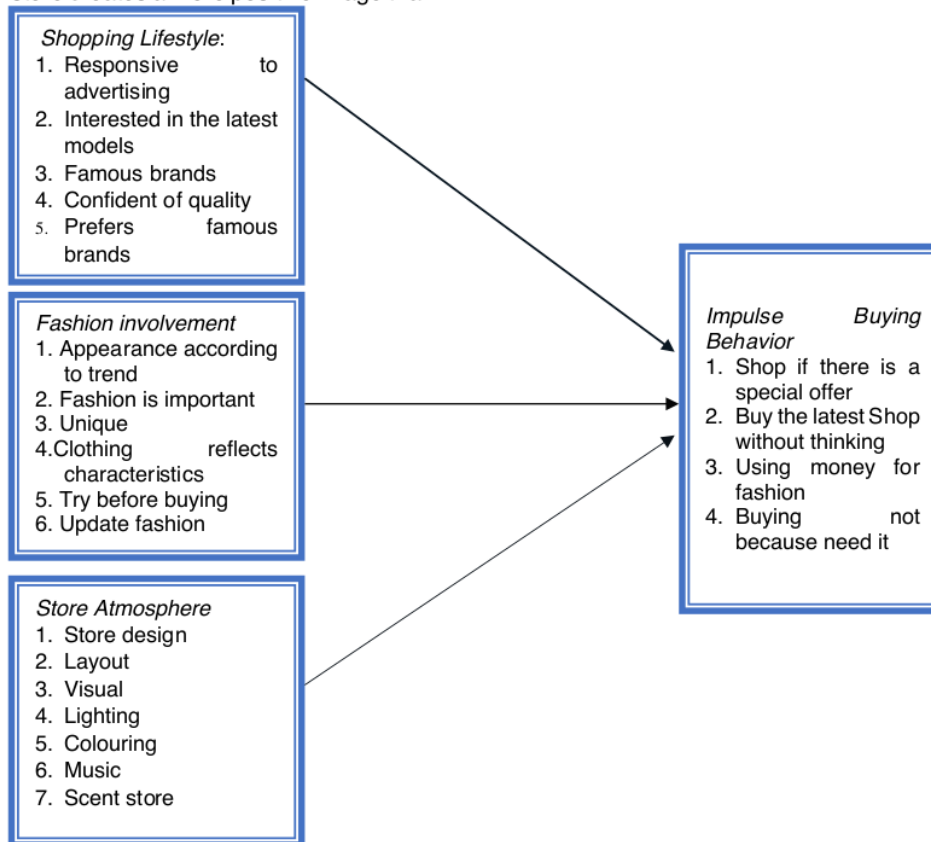
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Japarianto & Sugiharto (2011), fashion involvement is a form of one's involvement because of the interests, needs, values, and interests of fashion products. Empirical findings of the positive influence of Fashion Involvement on Impulse Buying Behavior are produced by Imbayani & Novarini (2018), (Temaja, Rahanata, et al., 2015), Febriani & Purwanto (2019), Serliani, Nurdin, & Rahayu (2019), (Japarianto & Sugiharto, 2011).

Store Atmosphere

The shop atmosphere (atmosphere) can be divided into critical elements: exterior, general interior, store layout, and appearance (Berman & Evans, 2013). Nowadays, parking facilities can increase or decrease the shop atmosphere. Parking near the store creates a more positive image than parking that is scarce, expensive, and remote. (Vieira, 2013), describes the shop atmosphere as a conscious effort to create a retail environment, which produces a specific emotional effect on consumers, and increases the likelihood of purchase. Retailers can actively manipulate these stimuli so that consumers psychologically have an impression of interest, and ultimately will stimulate impulsive purchases. The positive influence of store atmosphere on Impulse Buying Behavior is produced in research (Wijaya et al., 2014); Temaja et al. (2015), (Ayatina & Sumarmi, 2020).

The research objective was to examine the effect of shopping lifestyle, fashion involvement, store atmosphere on Impulsive Buying Behavior. The thinking framework is depicted in Figure 1.

Shopping Lifestyle:
1. Responsive to advertising
2. Interested in the latest models
3. Famous brands
4. Confident of quality
5. Prefers famous brands

Fashion involvement
1. Appearance according to trend
2. Fashion is important
3. Unique
4. Clothing reflects characteristics
5. Try before buying
6. Update fashion

Store Atmosphere
1. Store design
2. Layout
3. Visual
4. Lighting
5. Colouring
6. Music
7. Scent store

Impulse Buying Behavior
1. Shop if there is a special offer
2. Buy the latest Shop without thinking
3. Using money for fashion
4. Buying not because need it

Figure 1. Framework hypothesis

METHODS

2.1. Research Design

The research design used is quantitative, so this research emphasizes testing theories by measuring research variables with numbers and analyzing statistical procedures. This research is included in regressive quantitative descriptive research because it aims to find the effect of two research variables, namely the independent variable on the dependent variable.

2.2. Data collection technique

Sources of research data using primary data, with data collection techniques using interviews and questionnaires. The questionnaire given contains three parts, namely: 1) 1. Criteria for respondents to consider sample collection include having made an unplanned purchase Etc.; 2) 2. Data on respondent characteristics such as gender, age, education, occupation, and income; 3) 3. Respondents' perceptions of Impulse Buying Behavior, Shopping lifestyle, Fashion Involvement, and Store Atmosphere.

The variable measurement scale uses a Likert scale 1-5 and testing the instrument using the validity test and reliability test. Variable shopping lifestyle consists of 5 question items; variable fashion involvement consists of 6 question items; store atmosphere consists of 7 question items; impulse buying behavior consists of 5 question items.

2.3. Data Analysis

Data Analysis using descriptive analysis and multiple regression analysis with t-test and F test. Qualitative descriptive analysis aims to describe all research variables (Impulse Buying Behavior, Shopping lifestyle, Fashion Involvement, and Store Atmosphere) and respondents' characteristics consisting of gender, age, latest education, type of work, and income/allowance. The analysis method uses Multiple Linear Regression analysis, while the hypothesis is tested using the t-test and F test, and for data analysis using SPSS software.

RESULTS AND DISCUSSION

3.1. Instrument Testing

The instrument used in this study was a questionnaire, and before being used as a research instrument, a research trial was conducted first through validity and reliability testing. Based on the validity test results in Table 1, the Impulse Buying Behavior variable uses 5 question indicators, and all indicators are declared valid. The shopping lifestyle variable has five indicators, all are declared valid, while fashion involvement consists of 6 indicators, and all are also declared valid. The store atmosphere variable has seven indicators, and all of them are declared valid.

Table 1. Validity Test of Research Instruments

Variable	Indicator	Nilai Sig. (2-tailed)	Cronbach alpha	Result
Impulse Buying Behavior	Responsive to advertising	0.009	0.05	Valid
	Interested in the latest models	0.000	0.05	Valid
	Famous brands	0.000	0.05	Valid
	Confident of quality	0.000	0.05	Valid
	Prefers famous brands	0.000	0.05	Valid
Shopping Lifestyle	Responsive to advertising	0.000	0.05	Valid
	Interested in the latest models	0.000	0.05	Valid
	Famous brands	0.000	0.05	Valid

Fashion involvement	Confident of quality	0.000	0.05	Valid
	Prefers famous brands	0.000	0.05	Valid
	Appearance according to trend	0.000	0.05	Valid
	Fashion is important	0.000	0.05	Valid
	Unique	0.000	0.05	Valid
	Clothing reflects characteristics	0.000	0.05	Valid
	Try before buying	0.000	0.05	Valid
	Update fashion	0.000	0.05	Valid
Store Atmosphere	Store Design	0.000	0.05	Valid
	Layout	0.000	0.05	Valid
	Visual	0.000	0.05	Valid
	Light	0.000	0.05	Valid
	Colour	0.000	0.05	Valid
	Music	0.000	0.05	Valid
	Scent store	0.000	0.05	Valid

Source: primary data (2020)

The reliability test results are shown in Table 2, which shows that four research variables, namely impulse buying behavior, shopping lifestyle, fashion involvement, and store atmosphere, have a Cronbach alpha coefficient value above 0.6. All variables are declared reliable.

Tabel 2. Hasil Uji Reliability

Variable	Koefisien Alpha Cronbach	Rule of thumb	Result
Impulse Buying Behavior	0.689	0.6	Reliable
Shopping lifestyle	0.840	0.6	Reliable
Fashion Involvement	0.883	0.6	Reliable
Store Atmosphere	0.910	0.6	Reliable

Source: primary data (2020)

3.1. Descriptive Analysis Results

Table 3. Respondents' responses to Impulse Buying Behavior

Characteristics	*Impulse Buying Behavior*			
	Low	Middle	High	Total
Gender				
Male	4 (3.5%)	23 (20.0%)	17(14.8%)	44(38.3%)
Female	6 (5.2%)	26 (22.6%)	39(33.9%)	71(61.7%)
Age				
<20 years	1 (0.9%)	3 (2.6%)	5 (4.3%)	9 (7.8%)
20-30 years	2 (1.7%)	19 (16.5%)	23 (20.0%)	44 (38.3%)
31-40 years	5 (4.3%)	22 (19.1%)	15 (13.0%)	42 (36.5%)
>40 years	2 (1.7%)	5 (4.35%)	13 (11.3%)	20 (17.4%)
Graduation				
Senior high school	2 (1.7%)	24 (20.9%)	22 (19.1%)	48 (41.7%)
D3	0 (0.0%)	2 (1.7%)	3 (2.6%)	5 (4.3%)
Bachelor	8 (7.0%)	20 (17.4%)	22 (19.1%)	50 (43.5%)
Post graduate	0 (0.0%)	3 (2.6%)	9 (7.8%)	12 (10.4%)
Occupation				

Student	2 (1.7%)	14 (12.2%)	14 (12.2%)	30 (22.6%)
PNS/TNI/POLRI	3 (2.6%)	11 (9.6%)	5 (9.6%)	19 (27.8%)
Private employee	5 (4.3%)	15 (13.0%)	19 (18.3%)	39 (29.6%)
Entrepreneur	0 (0.0%)	9 (7.8%)	18 (8.7%)	27 (20.0%)
Income				
<1.500.000	2 (1.7%)	10 (8.7%)	14 (12.2%)	26 (22.6%)
Rp.1.500.000-Rp.3.000.000	5 (4.3%)	16 (13.9%)	11 (9.6%)	32 (27.8%)
Rp.3.000.000-Rp.4.000.000	2 (1.7%)	11 (9.6%)	21 (18.3%)	34 (29.6%)
>Rp.4.500.000	1 (0.9%)	12 (10.4%)	10 (8.7%)	23 (20.0%)

Source: primary data, 2020

Table 3 shows respondents' responses to impulse buying behavior based on the characteristics of gender, age, education level, occupation, and income. Women's gender characteristics were 71 people or 61.7%, and men were 44 people or 38.3%. Women's high behavior in impulsive shopping was shown as much as 39 or 33.9%, higher than men who were only 17 people or 14.8%. Moderate behavior in impulsive shopping was also higher for women by 22.6%, and men by 20%. It can be concluded that the Impulse Buying Behavior in women is higher than that of men.

characteristics of the respondents' age, high behavior in impulsive shopping is the age of 20-30 years as many as 23 people or 20%, while the moderate behavior is the age of 31-40 years as many as 22 people or 19.1%. ==Looking at the level of g, high behavior in impulsive spending was carried out by respondents with high school level education, namely as many as 22 people or 19.1% and graduates with the same number as many as 22 people or 19.1%.

Respondents' responses to job characteristics, high impulsive shopping behavior were carried out by respondents with jobs as private employees as many as 19 people or 16.5%The impulsive shopping behavior is being carried out by respondents with jobs as private employees many as 15 people or 13%. Meanwhile, poor behavior in impulsive shopping is carried out by self-employed respondents.

When viewed from the income characteristics, respondents who earn between Rp. 3,000,000 - Rp. Four million have high impulsive behavior in shopping, namely as many as 21 people or 18.3%. Behavior is being carried out by respondents who earn between Rp. 1,500,000 - Rp. 3,000,000, namely 16 people or 13.9%. Respondents carry out poor behavior with an income above Rp. 4,500,000, which is 1 person or 0.9%.

3.1. Research Hypothesis Testing

The results of multiple linear regression analysis can be shown in the following table:

Table 4. Estimation Results of Multiple Linear Regression

Independent Variable	Koefisien Regresi	T	Sig-t	Result
Constanta	0.037			
Shopping Lifestyle	0.324	4.419	0.000	Significant
Fashion Involvement	0.357	5.010	0.000	Significant
Store Atmosphere	0.280	3.335	0.001	Significant
Adjusted R square	0.598			
R	0.780			
F	57.506			
Sig-f	0.000			

Source: primary data (2020)

Table 4 shows the results of multiple regression analysis; the regression equation is obtained as follows:

$$Y = 0.037 + 0.324X1 + 0.357X2 + 0.280X3$$

In the regression equation's interpretation above, the constant value (Y) is 0.037. If there are no Shopping lifestyle, Fashion Involvement, and Store Atmosphere variables, Impulsive Buying Behavior is 0.037 units. It.s means that the Impulsive Buying Behavior will be low if the company does not pay attention to the three variables above. The Shopping Lifestyle variable (X1) has a positive regression coefficient of 0.324, meaning that if the Shopping lifestyle (X1) increases by one unit, the Impulsive Buying Behavior will increase by 0.324, assuming the other variables are fixed. It means that the better the shopping lifestyle, the higher the Impulsive Buying Behavior, and vice versa if the shopping lifestyle is low.

The Fashion Involvement variable (X2) has a positive regression coefficient of 0.357, which means that if Fashion Involvement (X2) increases by one unit, then Impulsive Buying Behavior will increase by 357 assuming other variables remain. It means that the better the Fashion Involvement, the higher the Impulsive Buying Behavior, and vice versa. While the value of the store atmosphere variable coefficient (X3) is positive at 0.280. It means, if the Store Atmosphere (X3) increases by one unit, the Impulsive Buying Behavior will increase by 0.280, assuming the other variables are constant. It means that the more appropriate the Store Atmosphere is, the higher the Impulsive Buying Behavior.

Hypothesis testing can see table 4. The significance of the t value of the Shopping lifestyle variable (X1) has a sig t value of 0.000, which means it is smaller than the significance level of 0.05. This value proves that there is a positive influence between Shopping lifestyle and Impulsive Buying Behavior.

The significance value of the t value of the Fashion Involvement (X2) variable has a sig t value of 0.003, smaller than the significance level of 0.05. This value proves that there is a positive influence between Fashion Involvement on Impulsive Buying Behavior. Meanwhile, the t value of the Store Atmosphere variable (X3) has a sig t value of 0,000, which means it is smaller than the significance level of 0.05. This value proves that there is a positive influence between Store Atmosphere and Impulsive Buying Behavior.

Simultaneous testing of the three variables to Impulsive Buying Behavior, seen from the calculated F value of 57.506 and a probability of 0.000. Because the probability value of 0.000 is smaller than the significance level of 0.05, it can be concluded that there is a simultaneous influence of Shopping lifestyle, Fashion Involvement, and Store Atmosphere variables on Impulsive Buying Behavior. Meanwhile, the value of the coefficient of determination (adjusted R2) is 0.598, indicating that the independent variable affects the dependent variable by 59.8%, and other variables outside the research model influence the remaining 40.2%.

Discussion

The respondents' characteristics were that the female gender had high impulsive behavior in shopping. Women are identified with feeling more dominant than logic so that it is more difficult for women to suppress the desire to buy an item than men. Characteristics of respondents who are adolescents also have high impulsive behavior. Physical, psychological, and social development at the age of 20-30 years is relatively fast so that it makes adolescents tend to think unstable and hurriedly. This adolescent nature makes teens easily influenced by advertisements or taglines given to them so that teenagers tend to be impulsive. The characteristics of undergraduate education level also

have high impulsive behavior. Due to wider social factors, more needs for life, supported by a more established economic status in this group of consumers, so they have more funds to make impulsive purchases.
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the characteristics of the job, private employees have a high impulse buying behavior. One of the triggers for Impulsive Buying Behavior is marketing and product characteristics that can be done through advertisements that greatly influence the audience. Several research results, most of the main target of advertising is consumers who have permanent jobs because they can make payments. Meanwhile, at the characteristics of income, consumers who have an income between Rp. 3,000,000 - Rp. Four million tend to have higher Impulse Buying Behavior, and vice versa for consumers with income above them behave low impulsively. Because they have funds, Enough to buy many products from a certain brand, and so not attracted to impulsive shopping.

Partially, the Shopping lifestyle variable has a positive effect on Impulse Buying Behavior. A shopping lifestyle is a way for someone to allocate time and money for various products, services, technology, fashion, entertainment, or pleasure. A lifestyle that continues to develop makes shopping one of the most popular places to fulfill their needs. Often this shopping activity is motivated by a person's consumption pattern in spending time and money. The higher the consumer's store with hedonic motivation and shopping is used as a lifestyle; they feel satisfied with shopping because shopping has become a lifestyle. The greater the likelihood of impulsive purchases. This study's results support the research (Imbayani & Novarini, 2018), (Febriani & Purwanto, 2019).

Partial Fashion Involvement also has a significant positive effect on Impulse Buying Behavior. The regression coefficient value is positive, indicating that the higher the Fashion Involvement, the higher the Impulse Buying Behavior. Fashion Involvement is someone's involvement with a fashion product because of the needs, interests, attachments, interests, and value of a product, determined by factors of consumer characteristics, knowledge of fashion, and purchasing behavior. Consumers' interest in being more deeply involved with various things related to fashion products; consumers feel happy about involvement will encourage impulsive behavior. Self-actualization needs require self-confidence to motivate consumers to look attractive, fashionable and follow fashion trends to increase Impulse Buying Behavior. According to consumers, clothing is the most important thing and is different from other matters, and clothes can show a person's characteristics. It is in line with the opinion (Imbayani & Novarini, 2018), (Temaja, Rahanata, et al., 2015), (Febriani & Purwanto, 2019), (Serliani et al., 2019), (Japarianto & Sugiharto, 2011).

Store atmosphere also has a positive effect on Impulse Buying Behavior. The regression coefficient value is positive, indicating that the better the Store Atmosphere, the higher the Impulse Buying Behavior. The store atmosphere is a physical characteristic that is very important for any retail business. It acts as creating a comfortable atmosphere by consumer desires and makes consumers want to linger in the store and indirectly stimulate consumers to make purchases. A good store atmosphere is an atmosphere that can provide comfort for its visitors and can stimulate consumers to spend time shopping at the store. These results are in line with studies conducted (Wijaya et al., 2014), (Temaja, Rahanatha, et al., 2015), (Ayatina & Sumarmi, 2020).

CONCLUSION

This study confirms previous studies that make shopping lifestyle, fashion involvement, and store atmosphere the antecedent of impulse buying behavior. Based on respondents' responses, high impulsive shopping behavior is carried out by women aged 20-30 years with undergraduate education. Work as a private employee with a salary of between Rp. 3,000,000 - Rp. Four million also have high impulsive shopping behavior.

Consumers' lifestyle is influenced by various factors, one of which is a hedonic motive/need, which causes pleasure or satisfaction if they can buy branded products. Department Stores can arouse consumer hedonic passion with products that follow trends and provide discounts for fashion products from well-known brands. Fashion Involvement is proven to affect impulsive buying. To increase consumer involvement in fashion products, Department Stores need to intensify online promotions and sales and periodically hold fashion shows to introduce new products.

The store atmosphere is proven to affect impulsive purchases, so it is necessary to arrange a comfortable and pleasant store layout for consumers, including maintaining cleanliness, music, aroma, temperature, lighting, color, and display/layout. It should make consumers feel comfortable and want to linger in the store to encourage impulsive buying behavior.

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