

# Miniso Royal Plaza Surabaya Consumer Impulse Buying Behavior

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## ABSTRACT

This research is to analyze the effect of price discount, visual merchandising, shopping lifestyle on impulse buying of Miniso Royal Plaza Surabaya consumers. The research data used were 105 respondents using multiple linear regression to analyze the data. The empirical results of the study prove that price discount has a positive and significant effect on impulse buying, visual merchandising has a positive and significant effect on impulse buying, shopping lifestyle has a positive and significant effect on impulse buying. Furthermore, it was simultaneously found that price discount, visual merchandising, shopping lifestyle on impulse buying.

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## Introduction

The development of modern technology today has an impact on life that is becoming more practical, fast, and economical. Along with these technological developments, the existence of a modern retail business is also increasingly important and of course each has its own strategy to be able to compete with other modern retail businesses.

Indonesia ranks third as the country with the largest population in Asia. This makes Indonesia a special attraction for modern retail businesses, both foreign and local retailers, to open opportunities and compete for consumers. Modern retail businesses must learn about the character and behavior of consumers so that the strategies that will be implemented can run well.

One of the foreign modern retailers that has opened up opportunities in Indonesia is Miniso. Miniso is a Japanese-owned company engaged in retail trade by providing unique items that are in great demand by the public. This research was conducted at Miniso Royal Plaza Surabaya because Miniso Royal Plaza is one of the largest Miniso stores in Surabaya and as one of the modern retail stores that offers a variety of products with good product quality.

In marketing the products produced, Miniso has a business strategy by increasing impulse buying by consumers. Impulse buying is the behavior of people who do not plan something in shopping or commonly referred to as a sudden purchase [1]. Consumers who do impulse buying usually do not think about buying the product, they immediately make a purchase because they are interested at that time. Currently, impulse buying has dominated the modern retail business by 80% [2].

In order to increase impulse buying, modern retail has implemented several strategies, including providing price discounts on certain products. explained that price discount is a pricing strategy that involves a long-term plan to reduce prices in a planned manner after launching a product with a high price which is a form of promotion that consumers prefer [3].

In addition, consumer behavior occurs due to the attractive retail mix stimuli imposed by the store. One of them is physical facilities, which is the reason consumers enter the store until they decide to buy goods. Consumers consider making purchases in stores with an attractive visual appearance. Visual merchandising attracts the attention of consumers by creating attractive interior designs, creating a comfortable store atmosphere and good lighting so that it gives a different impression to the public so as to encourage buying behavior [4].

In today's modern era, consumers do not always make purchases according to their own needs, but shopping is a way to show their identity, dignity and the joy of shopping for the latest products. Shopping lifestyle refers to a person's life, namely how to spend time and money, the activities involved in buying, attitudes and ways of living about the world in which a person lives [5].

Some previous research results found a positive and significant effect of price discount on impulse buying decisions [6], but other studies found that price discounts partially had no significant effect on impulse buying [7]. Furthermore, previous research found that visual merchandising had a significant effect on impulse buying [8], but the research conducted [9] showed different results that visual merchandising had no significant effect on impulse buying. The results of another study found that shopping lifestyle had a positive effect on impulse buying behavior [10], but different research results found that there was no significant effect of shopping lifestyle on impulse buying [11].

Some of these previous studies still found inconsistencies with the findings. Therefore, researchers need to conduct further research on the differences in the results of previous studies, namely price discount variables, visual merchandising, and shopping lifestyle in different places. This research was conducted to test price discount, visual merchandising, and shopping lifestyle on impulse buying of Miniso consumers at Royal Plaza Surabaya.

## Research Methods

We use quantitative research that is used to explain, examine the relationship between variables. The research survey used a questionnaire distributed to the respondents. Miniso consumers at Royal Plaza Surabaya as the research population. Determination of the number of samples based on the number of indicators multiplied by 5-10 parameters [28]. The sample used was 105 respondents. The sampling method used was accidental sampling. The measurement scale uses a five-point Likert. The answers to the questionnaires from respondents that have been collected were analyzed using the SPSS software program.

## Result and Discussion

### 1. Theoretical Review and Hypotheses Development

#### a. Price Discounts

Price discount is a promotional tool that can attract the attention of consumers to encourage their desire to buy the products offered. Price discount is an offer when the product is sold at a lower price than the original price so that consumers consciously or suddenly make a purchase [12]. Consumers are interested in getting a fair price. Fair price means the value that is perceived as appropriate at the time the transaction is made. Price discount is a price-based promotion strategy, where consumers can get the same goods at a cheaper price [13]. Promotion is absolutely necessary in order to increase sales, because it can be seen clearly that promotion has a great influence on sales. Price discounts include vouchers, cheap, attractive, and economical [14].

#### b. Visual Merchandising

Visual Merchandising is one of the marketing communication tools that is very important to pay attention to by displaying an attractive store display to build the desire of potential consumers to make a purchase [15]. Visual merchandising is a merchandise display that has a nice and attractive appearance in terms of accessories, colors, and other supports with appropriate display functions [16]. Visual Merchandising includes: windows display, model display, floor merchandising, promotional signage [15].

#### c. Shopping Lifestyle

Shopping lifestyle is a person's consumption pattern that has become a trend for consumers to shop both at malls and online by using money and time to buy an item, product or service [17]. Shopping lifestyle describes a person's behavior regarding his lifestyle, money and time. Shopping lifestyle is usually carried out by consumers who have high incomes and are willing to allocate time and money for various products, services, technology, fashion, entertainment, and education [18]. Shopping lifestyle refers to consumption patterns that reflect a person's choices about how to spend time and money. Shopping lifestyle indicators consist of activities, interests, and opinions [17].

#### d. Impulse Buying

Impulse buying occurs due to the influence of the surrounding environment, there is a sudden urge to buy products directly without paying attention to the consequences. Impulse buying describes a purchase that takes place when consumers suddenly find a firm determination to buy something as soon as possible [19]. Impulse buying is a buying mechanism that arises when someone is interested in an item and decides to buy it immediately. The occurrence of impulse buying is caused by the encouragement of the physical environment of the store which can affect consumer behavior to make purchases. Impulse buying indicators consist of spontaneity in making purchases, the power of motivation to put others aside, excitement and stimulation due to a sudden urge to buy something, and indifference to the consequences due to the desire to make purchases without thinking about the consequences [18]

e. Price Discount on Impulse Buying

Price discount is one of the marketing strategies as an effort to increase the sales volume of a product or service so that consumers are willing to make purchases in large quantities. Price discounts are given to consumers so that producers can get maximum profit. Price discount is one of the determinants of the creation of consumer impulse buying [20]. The results of empirical research found that the price discount has a positive and significant effect on impulse buying [21] and [14]. Based on the description above, the hypothesis is formulated as follows: H1: Price discount has an effect on impulse buying.

f. Visual Merchandising Against Impulse Buying

Visual merchandising is a condition that shows a unique store appearance to display products sold with the intention of encouraging consumers to make purchases by accident (impulse buying). Impulsive buying is an action taken by consumers in unintentional purchases of products or services without thinking about the impact. Visual merchandising is an attractive product arrangement to influence consumer behavior in impulse buying [15]. Most consumers are interested in entering a store because they see an attractive design in front of the store and feel attracted when they are in a store which can have an impact on buying behavior inadvertently [22]. Based on the results of several studies, it was found that there was a significant effect of visual merchandising on impulse buying [8] and [23]. Impulse buying as an external trigger for a sudden purchase of the desired product without prior purchase intention [24]. Furthermore, the hypothesis can be developed as follows: H2: Visual merchandising affects impulse buying.

g. Shopping Lifestyle Against Impulse Buying

Shopping lifestyle is a way how consumers manage their income to meet product or service needs as a reflection of social status. Shopping lifestyle as consumer behavior regarding purchasing decisions of a product associated with personal opinion has a positive relationship with impulse buying [25]. This is in line with research that has been done [10] and [18] found that shopping lifestyle has a positive effect on impulse buying. Based on the explanation above, the following hypothesis is presented: H3: Shopping lifestyle has an effect on impulse buying

h. Price Discount, Visual Merchandising, and Shopping Lifestyle Against Impulse Buying

Modern retailers have implemented various marketing strategies, one of which is impulse buying as an effort to increase product sales. Impulse buying can be influenced by several factors such as: price discount, visual merchandising, and shopping lifestyle. Price discount as a strategy to encourage consumers to buy goods in large quantities which can trigger impulse buying behavior [26]. Furthermore, shopping lifestyle describes a person's behavior in spending money and spending time to buy various products that describe social status. These conditions can affect the occurrence of impulse buying. Consumers with high incomes will have higher opportunities to buy products even though they are not

planned which can lead to impulse buying [18]. Visual merchandising is a condition that physically displays the appearance of the product to be sold to consumers. Attractive visual merchandise will be able to encourage greater consumer impulse buying [27]. From the explanation, the hypothesis is formulated as follows: H4: Price Discount, Visual Merchandising, and Shopping Lifestyle Affect Impulse Buying

## 2. Results Analysis

### a. Research Description

Based on the characteristics of the respondents, it is known that consumers at Miniso at Royal Plaza Surabaya are dominated by women as much as 81% and then 19% men. In terms of age, many Miniso consumers aged 17-21 years were 53.3%, 22-26 years old were 40%, then 27-31 years were 6.7%.

### b. Validity and Reliability Test

Instrument testing uses validity to assess whether the questionnaire is valid or not if it has a correlation coefficient above 0.3. Reliability is used to prove the stability and consistency of respondents in responding to statements in the questionnaire with a Cronbach alpha of more than 0.6.

**Table 1** Validity and Reliability Measurement

Variables	Indicators	Coefficient of Correlation	Cronbach Alpha
<i>Price Discount (X<sub>1</sub>)</i>	X1.1_1	.378	0.866
	X1.1_2	.378	
	X1.2_1	.569	
	X1.2_2	.569	
	X1.3_1	.430	
	X1.3_2	.430	
	X1.4_1	.527	
	X1.4_2	.527	
<i>Visual Merchandising (X<sub>2</sub>)</i>	X2.1_1	.832	0.898
	X2.1_2	.832	
	X2.2_1	.694	
	X2.2_2	.694	
	X2.3_1	.415	
	X2.3_2	.415	
	X2.4_1	.584	
	X2.4_2	.584	
<i>Shopping Lifestyle (X<sub>3</sub>)</i>	X3.1_1	.378	0.787
	X3.1_2	.378	
	X3.2_1	.746	
	X3.2_2	.746	
	X3.3_1	.474	
	X3.3_2	.474	

(Source : Calculated Data, Author (2021))

### c. Multiple Linear Regression

This analysis is used to measure the effect involving price discount, visual merchandising, shopping lifestyle impact on consumer impulse buying at Royal Plaza Surabaya using SPSS software with results as shown in Table 2. The results of the analysis in Table 2 illustrate that price discount, visual merchandising, and shopping lifestyle have  $t\text{-count} > t\text{-table}$  (1982) and have a sig level of less than 0.05 so that it can be said that partially price discount, visual merchandising, and shopping lifestyle affect impulse buying. Simultaneous test results of price discount, visual merchandising, and shopping lifestyle affect impulse buying with evidence of  $F\text{-count}$  (91.997)  $>$   $F\text{-table}$  (3.08) and sig value.  $0.000 < 0.05$ .

Furthermore, it is found that the coefficient of determination is 0.732 which indicates that price discount, visual merchandising, and shopping lifestyle affect impulse buying by 73.2%, the remaining 26.8% is explained by other variables not discussed in this study. It is also known that the correlation value of 0.856 means that there is a strong relationship between price discount, visual merchandising, and shopping lifestyle in influencing impulse buying.

**Table 1** SPSS Output Results

Variabel	Koefisien Regresi	t	Sig. t
<i>Price Discount</i>	0.151	2.123	0.036
<i>Visual Merchandising</i>	0.214	4.055	0.000
<i>Shopping Lifestyle</i>	0.687	8.478	0.000
Konstanta	1.594	F ratio = 91.997	
R	=.856	F Sig. = .000	
R Square	=.732		

(Source : Calculated Data, Author (2021))

### 3. Discussions

#### a. The Effect of Price Discount on Consumer Impulse Buying at Royal Plaza Surabaya

The results of testing this hypothesis indicate that there is an effect of price discount on impulse buying. Price discount has a positive and significant influence on impulse buying of Miniso consumers at Royal Plaza Surabaya as evidenced by the  $t$  value of  $2.123 > t\text{ table} = 1.982$  with a significance level of  $0.036 < 0.05$  so that the H1 hypothesis is supported. This means that the better the price discount applied by Miniso at Royal Plaza Surabaya, the higher the impulse buying of Miniso consumers at Royal Plaza Surabaya.

The results of this hypothesis indicate that the price discount that Miniso did at Royal Plaza was able to attract consumers, the majority of whom were teenage women aged 17-21 years, to buy products such as accessories, perfumes or stationery that were not planned in advance. The results of this study support research [26] on the effect of price discount on impulse buying for customers of Giant Hypermart Mall Olympic Garden. Reinforced by the findings [14] that the price discount has a positive and significant effect on impulse buying at the Matahari Tunjungan Plaza Dept. Store. However, the results of different studies found that the price discount had no significant effect on the impulse buying of

Hypermart Kairagi consumers in Manado [7]. The difference in these findings is because consumers of Hypermart Kairagi in Manado do not feel the benefits of price discounts and often feel disappointed in buying products that have a discounted price but are charged at normal prices. This condition causes Hypermart Kairagi consumers to be unaffected by impulse buying.

b. The Effect of Visual Merchandising on Consumer Impulse Buying at Royal Plaza Surabaya

The results of testing this hypothesis indicate that there is an effect of Visual merchandising on impulse buying. Price discount has a positive and significant effect on impulse buying of Miniso consumers at Royal Plaza Surabaya as shown by the value of  $t_{count} 4,055 > t_{table} = 1,982$  with a significance level of  $0.000 < 0.05$ , which means that the H2 hypothesis is supported. These results mean that the better the visual merchandising, the more impulse buying.

The results of this study indicate that consumers have an interest in entering the store when they see an attractive store front design. Judging from the age of the majority of respondents aged 17-21 years and have worked so they have an income. It is quite natural that teenagers who have income are very interested in shopping at Miniso Royal Plaza Surabaya with Miniso product displays in every aisle, product prices displayed are clear and complete and the presence of display models can influence consumers to shop. The better the visual merchandising displayed, the impulse buying also increases.

The results of this study are supported by several previous studies that visual merchandising has a significant impact on impulse buying [29] and [8]. Different research results found that visual merchandising had a positive and insignificant effect on impulse buying [9] because the majority of respondents were aged 17-23 years and still depended on their parents' income so that the presence of attractive visual merchandising did not really affect impulse buying.

c. The Influence of Shopping Lifestyle influences Consumer Impulse Buying at Royal Plaza Surabaya

The results of the analysis found the influence of shopping lifestyle on impulse buying. Shopping lifestyle has a positive and significant influence on the impulse buying of Miniso consumers at Royal Plaza Surabaya. The evidence shows that the value of  $t_{count} (8.478) > t_{table} (1.982)$  and a significance level of  $0.000 < 0.05$ , which means that the hypothesis H3 is supported. This means that the higher the shopping lifestyle, the higher the impulse buying behavior of consumers at Miniso at Royal Plaza Surabaya.

The results of this study illustrate that consumers are interested in shopping at Miniso Royal Plaza because they often provide discounts and always provide the latest products that are in great demand by young women. High shopping lifestyle can lead to impulse buying at Miniso Royal Plaza Surabaya.

The results of this study which show that shopping lifestyle has a positive and significant effect on impulse buying are supported by [30] and [31]. However, different findings were found that shopping lifestyle has no significant effect on impulse buying [11]. The difference in these findings is because shopping lifestyle

is strongly influenced by the mood of visitors, so even though they have a large income, if the mood is not happy, there will be no purchase, let alone impulse buying.

d. The Effect of Price Discount, Visual Merchandising, and Shopping Lifestyle influences Impulse Buying

The results of this study indicate that price discount, visual merchandising, and shopping lifestyle were tested simultaneously on impulse buying for Miniso visitors at Royal Plaza Surabaya. The results were shown using the F test. It is known that the calculated F value is 91,997 with a significance value of  $0.000 < 0.05$ . In the test, the results obtained stating that the hypothesis can be accepted and proven. Which means that price discount (X1), visual merchandising (X2), and shopping lifestyle (X3) have an effect on impulse buying (Y) for Miniso visitors at Royal Plaza Surabaya.

### Conclusion

Based on the results of the study, it can be concluded:

1. Price discount has a positive and significant impact on the impulse buying of Miniso consumers at Royal Plaza Surabaya.
2. Visual merchandising has a positive and significant influence on the impulse buying of Miniso consumers at Royal Plaza Surabaya.
3. Shopping lifestyle has a positive and significant effect on impulse buying for Miniso consumers at Royal Plaza Surabaya.
4. Price discount, visual merchandising, and shopping lifestyle have a simultaneous influence on the impulse buying of Miniso consumers at Royal Plaza Surabaya.

Implications: For the management of Miniso Royal Plaza in Surabaya, this research can be used as input because it can help to increase the impulse buying behavior of larger consumers. Efforts that can be made by the management of Miniso always provide the latest innovations to attract consumer buying interest. The management also needs to pay attention to the prices offered by competitors and provide clearer prices so that consumers can more easily consider purchases.

Suggestion: From the conclusions that have been described previously, the suggestions submitted for Miniso at Royal Plaza Surabaya are:

1. It is better to increase the event price discount that is attractive because it can attract consumers to shop at Miniso Royal Plaza Surabaya. The existence of a price discount program can encourage consumer impulse buying behavior at Miniso Royal Plaza Surabaya.
2. The visual display of merchandising needs to be improved again by adding the best products that are displayed attractively, providing promotional product information will be able to encourage consumers to make unplanned purchases.
3. Shopping lifestyle at Miniso Royal Plaza Surabaya has the biggest role in impulse buying, therefore it needs to be maintained while maintaining the quality of the products sold.



4. Price discount, visual merchandising, and shopping lifestyle need to be considered and it is necessary to evaluate their implementation so that consumer impulse buying will increase even more.

Limitations: This research was only conducted at Miniso at Royal Plaza Surabaya so that the results of this study cannot be generalized to other stores. This study only examines price discounts, visual merchandising, and shopping lifestyle in influencing impulse buying, there are many other factors that influence impulse buying. Further research should add other variables outside of the variables that have been studied in this study such as positive emotions.

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