

ASSESSING THE INFLUENCE OF BRAND AWARENESS, PRODUCT VARIETY, AND STORE ATMOSPHERE ON PURCHASING DECISIONS AT SANRIO SUPERMARKET

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Abstract - The purpose of this study was to determine how much brand awareness, product variety, and store atmosphere influence purchasing decisions at Sanrio supermarkets. This type of research is quantitative, and the sample method used is purposive sampling. The number of samples in this study was 100, with data collection techniques using questionnaires distributed online via Google Forms and direct distribution to the location of the object of research, namely Sanrio Supermarket. The criteria for sampling are buyers who make purchases and have bought at Sanrio supermarkets and are aged 20 years and over. The technique for analyzing the data uses validity tests, reliability tests, classical assumption tests, and multiple linear regression tests. All results are obtained based on the output of the 26th version of SPSS software. Based on data processing, the results obtained show that brand awareness, product variety, and store atmosphere have a significant effect on purchasing decisions at Sanrio Supermarket.

Keywords: brand awareness, product variety, store atmosphere, purchasing decisions, supermarkets, buyers.

INTRODUCTION

The development of an increasingly modern era makes human needs increase. Human needs develop along with various changes that occur today, especially in the socio-economic conditions of society. Along with the times, the existence of traditional markets has also begun to be rivaled or even displaced by retail businesses. The retail business is increasingly felt in people's daily lives. Various kinds of retail shopping centers began to appear in various shapes, sizes, and brands. Self-service is one form of retail business that is expected to be able to meet all the demands of today's consumers, both in terms of providing products and services. Therefore, the existence of supermarkets in the midst of society is becoming increasingly important. This is due, among other things, to changes in the way consumers view the supermarket itself. As a consequence, supermarkets are turning into increasingly innovative, dynamic, and competitive businesses, and supermarkets must work hard to attract consumers regarding consumer purchasing decisions. Many purchasing decisions are made by consumers every day about how they buy, what they buy, where they will buy, and how much they will buy (Fared et al., 2021). This is because there are several factors that influence it (Chen et al., 2015; Ali et al., 2022). This means that purchasing decision-making is an individual activity that is directly involved in obtaining and using the goods offered, and consumers are starting to see a brand as the most important part of a product so that the brand can become an added value in the product (Putra et al., 2022).

Consumers will tend to buy familiar brands because they feel safe with something they already know (Wahab et al., 2017). Brand awareness can grow and stick in a person's mind through repeated brand recognition so that consumers feel familiar with the brand (Retnowati et al., 2021). Brand is the most valuable asset for every company and has been widely recognized as an important reason for consumer choice. It serves as a tool for consumers to differentiate their products and uniqueness, which increases consumer confidence and influences the decision-making process (Hidayat et al., 2015). For this reason, brand awareness requires a continuum indicating that a certain brand has been recognized before so that it can convince consumers that the product is the only brand in the product group (Padma et al., 2018). Brand awareness is a key element in the generation of brand equity, as expressed by Villarejo Ramos et al. (2008), and determines consumer purchasing decisions (Ansari et al., 2019).

In addition, another thing that is considered in consumer decisions to buy a product is product variation. A product is something that can be offered to the market to satisfy a need or desire in the form of physical goods, services, places, property, or ideas (Trirahayu et al., 2014; Gardi, 2022). According to Tarigan et al. (2022), product variety is also defined as a product mix, also known as product choice, which is a collection of all products and goods offered and sold by a particular seller. Product variety is a differentiator between products between companies in the same product category (Mardikaningsih & Al Hakim, 2017) and a way to keep customers from switching to competitors (Lestari & Putra, 2022). The things that must be considered are how to make various decisions about the product mix produced at this time and for the future (Issalillah et al., 2021; Sulaksono et al., 2021). Moreover, it is attached to various benefits for users (Halizah et al., 2022). The more product variations there are, the more they will affect purchasing decisions in the future (Tarigan et al., 2022).

Likewise, store atmosphere not only affects purchasing decisions but also customer satisfaction (Francion et al., 2018; Putra et al., 2022). Store atmosphere is an environmental arrangement designed to make customers feel comfortable while shopping (Anjanarko & Ernawati, 2020). The store atmosphere affects the emotional state of the buyer, which causes or influences the purchase. The emotional state will have two dominant feelings, namely feelings of pleasure and arousal of desire. Store atmosphere can not only provide a pleasant purchasing environment but can also add value to the products being sold. In addition, the store atmosphere will also determine the image of the store itself. A good store image can ensure the survival of the company and help it survive the competition by forming loyal customers. Based on what has been described, the purpose of this study is to determine how much brand awareness, product variety, and store atmosphere influence purchasing decisions at Sanrio supermarkets.

RESEARCH METHODS

The type of research used is research with quantitative analysis methods, which seeks to explain and see the relationship between the variables contained in the study and the effect of the independent variable on the dependent variable. The population in this study were buyers who made purchases at Sanrio supermarkets in Mojokerto City. The sample method used is purposive sampling with a total of 100 respondents. The criteria for sampling are buyers who make purchases, have bought at Sanrio supermarket, and are aged 20 years and over. The data collection technique in this study was to distribute questionnaires to respondents who had been determined through Google Forms and direct observation by giving questionnaires to buyers who were at Sanrio Supermarket. The questionnaire in this study was formed using indicators based on the variables of brand awareness, product variety, store atmosphere, and purchasing decisions, which will be clarified below.

Brand awareness indicators are (a) the ability of consumers to remember brands; (b) the ability to recognize brands in certain categories; (c) the ability of consumers to involve brands; and (d) the ability to recognize brands when using products. (Keller, 1993). Product variety uses indicators based on Engel et al. (1995), which state that: (a) product completeness; (b) product brand; (c) variation in product size; (d) variation in product quality. Store atmosphere, based on Berman and Evans (1986), includes: (a) the exterior, which is the front of the store and has a strong influence on the image of a company; (b) the general interior, which means the impression created when consumers enter a store; (c) the store layout; and (d) the interior point of a purchase display. Purchasing decisions according to Kotler and Armstrong (2011), where the indicators are: (a) the stability of a product; (b) the habit of buying products; (c) giving recommendations to others; (d) making repeat purchases.

There are five (five) answer choices, each of which has the following score: strongly agree (5), agree (4), neutral (3), disagree (2), strongly disagree (1). The technique for analyzing the data uses validity tests, reliability tests, classical assumption tests, and multiple linear regression tests. All results are obtained based on the output of the 26th version of SPSS software.

RESULTS AND DISCUSSIONS

Researchers analyzed respondents related to units in this study, including gender, age, and number of purchases by consumers. The results of data collection from 100 respondents show that the characteristics of buyer respondents at Sanrio supermarket according to gender are more women than men. This is evidenced by the number of women reaching 66 respondents and the number of male respondents being 34. The age range of respondents was 20–30 years, followed by 31–40 years, which amounted to 9 respondents, and the remaining 12 respondents were aged 45 years. Based on the number of purchases, it turns out that the respondents have bought more than twice at Sanrio Supermarket.

The results of testing the validity of the brand awareness variable, product variety, store atmosphere, and purchasing decisions are determined by the corrected item total correlation; the value must be above 0.30. All 32 question items have a corrected item total correlation above that, so it can be explained that the instrument is indeed valid. This study measures quantitative reliability by looking for the Cronbach alpha coefficient value, which is determined to be greater than 0.60. With the reliability analysis feature in the SPSS application, the results are shown in Table 1.

Table 1
Reliability Test Results

No	Variables	Cronbach's Alpha	N of item	Status
1	Brand Awareness	0,746	8	Reliable
2	Product Variety	0,780	8	Reliable
3	Store Atmosphere	0,718	8	Reliable
4	Purchasing Decisions	0,773	8	Reliable

Source: Processed Researcher

Referring to the statement that if the Cronbach's Alpha value is 0.6, then an instrument is declared reliable, According to Table 1, the Cronbach alpha coefficient for all variables shows a value greater than 0.6. This shows that all instruments are reliable. In accordance with the results of validity and reliability that have been proven, below there will be a brief explanation of the results of classical assumptions. In this study, the normality test method uses a normal probability plot image, as shown in Figure 1.

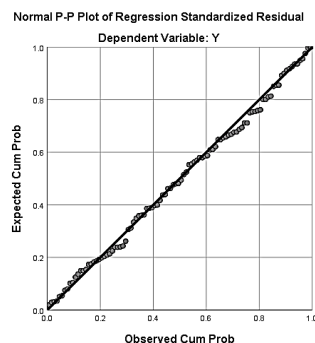


Figure 1. Normality Test
Source: SPSS Results

The regression model is normally distributed over all variables. This is because right on the diagonal line formed, there is research data surrounding it. Furthermore, if the VIF value is not more than 10, the regression model does not have multicollinearity symptoms. Based on these provisions, this study does not experience multicollinearity disorders because for brand awareness, the value is 1.341, product variety is 1.485, and store atmosphere is 1.456. Likewise, when referring to the Durbin-Watson value, the autocorrelation test is not problematic because there is a value of 1.582, which means that it is still between negative 2 and positive 2. In your research to conduct heteroscedasticity tests, you can use the dependent variable scatterplot shown in Figure 2.

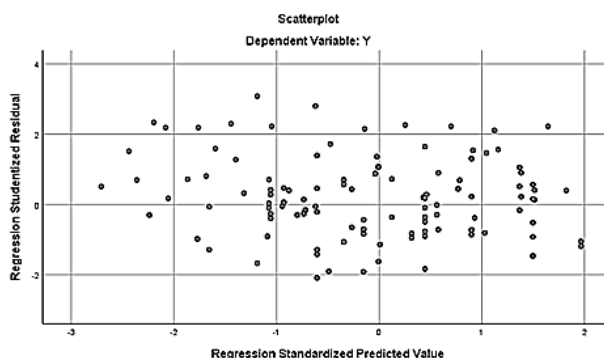


Figure 2. Heteroskedastity Test
Source: SPSS Results

The regression model does not exhibit heteroscedasticity because, as seen from Figure 2, there are points that are seen from the position of the distribution of the data that are quite evenly distributed and do not show that there is data that gathers in one position. Based on the results of data processing for regression analysis according to the variables of brand awareness, product variety, and store atmosphere on purchasing decisions, they will be shown in Table 2, which appears below.

Table 2
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	12.971	4.619		2.808	.006		
	X.1	5.846	.719	.490	8.133	.000	.746	1.341
	X.2	1.620	.804	.128	2.014	.047	.673	1.485
	X.3	5.653	.819	.433	6.902	.000	.687	1.456

Source: SPSS Results

Based on the results of regression testing according to Table 2, an equation can be formed as follows: $Y = 12.971 + 5.846 X_1 + 1.620 X_2 + 5.653 X_3$. From the regression equation, a constant of 12.971 is obtained, which means that, if all brand awareness variables, product variations, and store atmosphere are constant (zero), the value of the purchasing decision variable is still 12.971. In accordance with the partial effect, which is determined by the significance value, it cannot be more than 0.05 to be significant, so the influence of the variables of brand awareness, product variety, and store atmosphere on purchasing decisions has significant results. According to the sig column in Table 2, there is a value of 0.000 (brand awareness); 0.047 (product variety); and 0.000 (store atmosphere). At the next stage is the F test, the results of which are in accordance with Table 3 based on significant tests, which also cannot be more than 0.05.

Table 3
ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	15417.768	3	5139.256	91.035	.000 ^b
	Residual	5419.542	96	56.454		
	Total	20837.310	99			

Source: SPSS Results

It can be seen in Table 3 that there is an F-count value that has a value of 91.035 and a significance of 0.000. This means that simultaneous positive results can indeed be given from the variables of brand awareness, product variety, and store atmosphere for purchasing decisions. This is also supported by the significance whose results are below 0.05, namely 0.000. At the next stage, there is a coefficient of determination test, the results of which are in Table 4.

Table 4
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.860 ^a	.740	.732	7.514	1.582

Source: SPSS Results

The Adjusted R Square value using the variables of brand awareness, product variety, and store atmosphere is 0.732. This shows that 73.2% of purchasing decision factors can be explained by brand awareness factors, product variations, and store atmosphere, while 26.8% are influenced by other factors not detected in this study.

Based on the hypothesis tested, there is a significant relationship between brand awareness and purchasing decisions. The results of research conducted by Novansa and Ali (2017), Ansari et al. (2019), and Munir and Arifin (2023) can be relevant to the first finding in this study. This can be explained by the fact that consumers already have standard specifications and can make adjustments to their product needs so that purchasing decisions can be made. Products, of course, also have an image, both positive and negative, depending on the company's efforts in creating this image. Brand image can be interpreted as what consumers perceive when they see a product based on reality, and usually brands are defined by service quality (Kurniawan et al., 2023). Brand awareness can grow and stick in a person's mind through repeated brand recognition, so that consumers feel familiar with the brand. This can be done through integrated marketing communications or a pleasant shopping experience. Consumers who have had a positive experience with a store will create a strong stimulus for their purchasing decisions on their next visit. A good experience includes various aspects, such as friendly service, good product quality, competitive prices, and a comfortable and attractive store atmosphere. When consumers are satisfied with their previous shopping experience, it builds trust and loyalty to the brand and store. They will feel confident that they will get the same or even better value and satisfaction on their next visit. A positive experience can also create an emotional bond between the consumer and the store, which can deeply influence their purchasing decisions. In addition, consumers who feel satisfied with their shopping experience are also likely to give positive recommendations to friends, family, or others through words, social media, or online reviews. This can have a positive effect on influencing the purchasing decisions of others who may not have visited the store before. Thus, creating a good and satisfying experience for consumers is an important strategy for retailers and store owners to build store brand awareness, build consumer loyalty, increase customer retention, and drive repeat purchase decisions in the future.

Likewise for the product variety variable, which plays a significant role in purchasing decisions. The product variety variable has a positive and significant effect on purchasing decisions, which indicates that product variations include product categories that have a strong impact on purchasing decisions made by consumers. Supporting research results are from Al Togar and Al Hakim (2022); Esssardi et al. (2022); and Tarigan et al. (2022). The variety of products in the store itself is one of the factors considered in consumer decisions to buy products (Sutrisno, 2022). Product variants are one of the elements that a retail business must pay attention to (Kemarauwana et al., 2022). The existence

of a good product variant has great potential for attracting consumers to visit a store and make purchases. The variety of products available reflects the store's ability to provide diverse and relevant choices for consumers. In addition, the strategy of creating new variations can also be the key to increasing sales and maintaining competitiveness in a competitive market. Product variety can be realized through various means involving factors such as size, price, appearance, and product materials. For example, by providing different sizes or price variants, stores can cater to the needs and preferences of diverse consumers, thereby increasing sales opportunities. In addition, variations in product appearance, such as attractive designs, appealing packaging, or creative product placement, can also attract consumers' attention and influence their purchasing decisions. Through product variety, stores can create differentiators with competing products. By providing unique, innovative, or exclusive variations, stores can attract consumers who are looking for something different and special. This opens up opportunities to build a strong brand image and increase consumer loyalty. Research by Essardi et al. (2022) shows that the variety of products provided by a store can be an important factor in consumer purchasing decisions. By paying attention to and implementing an effective product variety strategy, stores can tap into greater sales potential, increase consumer satisfaction, and strengthen their position in the market. More choices for buyers cause them to potentially become loyal to the product (Khayru et al., 2021).

Apart from brand awareness and product variety, store atmosphere also contributes significantly to purchasing decisions. The study results from Ogedi Alakwe & Okpara (2017) and Jahroni et al. (2021) are in line with these findings. This shows that although there are differences in design variations between one supermarket and another, a comfortable atmosphere and product presentation can influence purchasing decisions. The store atmosphere, as a means of communication that can have a positive and beneficial effect, is made as attractive as possible. The creation of an image for a store depends on adjusting the physical combination that leads to the ability to develop the artistic value of the store environment, whether it is the store layout, sound, smell, interior, exterior, or texture, so as to trigger attraction for consumers, because adjusting the store environment will affect consumer decision-making. Therefore, it is important for retailers and store owners to understand that store atmosphere and environmental design, including visual communication, lighting, color, music, and fragrance, have enormous potential to influence consumer purchasing decisions. Through creating an inviting, comfortable, and attractive atmosphere, they can create a positive shopping experience, enhance product appeal, and influence consumer emotions and perceptions. Effective visual communication, such as a well-organized layout and strategic product placement, can reinforce brand messages and increase product visibility. Proper lighting can create the desired ambience, reinforce the brand image, and visually highlight the product. Smart and consistent use of colors can create a strong brand identity and evoke an emotional response from consumers. In addition, the selection of music that suits the brand and target consumers can create a pleasant atmosphere and influence their mood. Meanwhile, the proper use of fragrances can create an attractive atmosphere, evoke positive feelings, and enhance product appeal. Understanding the importance of store atmosphere and proper environmental design, retailers can optimize consumers' shopping experiences, increase consumer loyalty, and improve customer satisfaction levels. In an era of intense business competition, creating a store atmosphere that captivates and influences purchasing decisions is the key to success in achieving sustainable sales growth.

CONCLUSIONS

The results of this study prove that the variables of brand awareness, product variety, and store atmosphere have a positive and significant effect on purchasing decisions. Here are some suggestions that can be taken into consideration for Sanrio supermarket and further research: (1) Sanrio supermarket needs to provide education on how brand awareness is an important thing in building a purchasing decision. Brand awareness is strongly related to the price offered; the higher the consumer's level of brand awareness, the seller can offer a price according to the quality of the specifications; (2) variation factors can be used in the sale of existing products; product variations can be made not only in certain products but also in accordance with the attributes of the accessories needed by buyers; (3) renewal and improvement of the convenience of Sanrio supermarkets can be increased to make visitors give priority to purchasing products at the supermarket.

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