

**The Impact of Ambient Factors on Consumer Purchase Decisions (KKV  
Offline Store)**

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**ABSTRACT**

*The rise of globalization and the increasing dominance of information technology have transformed the paradigm for business success. Infrastructure is no longer the sole foundation for entrepreneurs. Instead, the economic landscape now places greater emphasis on intangible assets such as intellectual capital. This includes elements like market perception, interpersonal relationships, company ethos, brand reputation, patents, trustworthiness, strategic vision, and specialized expertise. In this evolving economic environment, these intangible factors play a pivotal role in determining the competitiveness and prosperity of businesses. This research uses quantitative research methods and approaches. Data is collected through random sample distribution of questionnaires to respondents. The respondents of this study are offline store KKV visitors. In this study, ambient temperature are predictors that have significant correlations and influence, contributing to 43.8 percent of variance in customers purchase decisions.*

**Keywords:** lighting; display product; ambient temperature; Consumer Purchase Decisions

**ABSTRAK**

Munculnya globalisasi dan meningkatnya dominasi teknologi informasi telah mengubah paradigma untuk kesuksesan bisnis. Infrastruktur tidak lagi menjadi satu-satunya fondasi bagi pengusaha. Sebaliknya, lanskap ekonomi sekarang lebih menekankan pada aset tidak berwujud seperti modal intelektual. Ini termasuk unsur-unsur seperti persepsi pasar, hubungan interpersonal, etos perusahaan, reputasi merek, paten, kepercayaan, visi strategis, dan keahlian khusus. Dalam lingkungan ekonomi yang berkembang ini, faktor-faktor tidak berwujud ini memainkan peran penting dalam menentukan daya saing dan kemakmuran bisnis. Penelitian ini menggunakan metode dan pendekatan penelitian kuantitatif. Data dikumpulkan melalui distribusi sampel kuesioner secara acak kepada responden. Responden penelitian ini adalah pengunjung KKV toko offline. Dalam penelitian ini, suhu lingkungan adalah prediktor yang memiliki korelasi dan pengaruh signifikan, berkontribusi terhadap 43,8 persen varians dalam keputusan pembelian pelanggan.

**Kata kunci:** pencahayaan; produk display; suhu sekitar; Keputusan Pembelian Konsumen

**INTRODUCTION**

The era of globalization has increased, information technology is increasingly dominating so that infrastructure is no longer the only friend of business people. Economics is no longer only based on land, machinery and buildings but, now

economics is more based on knowledge that is intellectual mental, such as market perception, relationships, company characteristics, brand image, patents, credibility, vision, and special knowledge. Competition between companies in the era of globalization is increasingly intense, so business people are required to constantly compete in developing themselves, making new innovations and sparking bolder ideas and confrontations.

Business people are asked to be more adaptable to changing trends and unpredictable innovations. The biggest threat to economic stability is business actor's who are not ready to face trends and innovations that occur in the business world. Not a few business people who change the vision and mission of the company in order to keep up with technological developments. Starting from switching offline stores to online stores to make it easier to reach by consumers and more time efficient. The existence of this online business makes business people increasingly increase competition in improving the quality of their products and services. So that this has a great impact on offline business people.

Offline stores are activities carried out to sell goods and services directly to end consumers without intermediaries for personal use, not for business purposes (Van Esch et al, 2019) In this case, the author focuses on one of the offline store brands that is popular among Generation Z, namely KKV As a retail store or brand, KKV typically offers various products KKV has the advantage of being a one-stop shopping store that sells a wide range of products, including skincare, makeup, snacks, toys, accessories, daily necessities, household items, and etc. Generation Z, which has grown up with technological advancements, tends to be pragmatic and always follows current trends (Saniatun Nurhasanah et al, 2023). This generation has developed alongside technological growth, making individuals born during this period generally proficient in technology (Junida, 2021).

In marketing a product, a strong marketing strategy is necessary. Every company must wisely choose the appropriate marketing strategy, so that it has guidelines for directing and evaluating its marketing policies. Success in maintaining its existence is greatly influenced by the ability to establish the right marketing strategy, allowing the company to grow and develop by utilizing every environmental condition and opportunity available This research aims to explore the impact of the environment on consumer choices with an innovative approach. Heyes and Saberian (2019) examined the influence of store environment on consumer purchasing behavior. They argue that the store atmosphere stimulates consumer perceptions and emotions, which in turn affect consumer purchasing decisions. Al-Ghaswyneh (2019) defines store atmosphere as a well-designed purchasing environment that influences consumer emotions and can enhance their buying behavior.

## **LITERATURE REVIEW**

### **Lighting Conditions**

Lighting is used to highlight products, which has a positive impact on consumer interest. When the lighting used in an outlet or store is sufficient, consumers tend to touch the products to assess their quality. According to the KBBI, lighting refers to the brightness or illumination from sources such as the sun and lamps, allowing the eyes to perceive shadows of objects in the surroundings. Lighting serves as the amount of illumination in a work area, displayed to carry out activities effectively. Through the stimulation of light waves, the eye can perceive objects. Light comes from a light source and from objects that emit light or reflect rays from the light source. Light in a room is reflected by surrounding objects such as the floor, walls, ceiling, and so on. The amount of light needed to illuminate a workspace or carry out activities has been determined by various organizations working in the field of lighting. Each country has different lighting standards (Qazzafi, 2020).

According to Nosi et al, (2020), lighting is used to highlight products and create a specific atmosphere. Direct lighting significantly influences consumer perception of the store's image and their mood for shopping in that store. Lighting in a store affects perception, value, and customer spending. Lighting can be considered as a part of the overall company design and identity. Lighting within a store can be arranged to attract consumer attention. Blackwell et al, (2021) found that consumers significantly examined and discovered more items under 'bright' lighting conditions compared to soft lighting conditions.

Light can create various atmospheres that can influence people's emotions and decisions. Inappropriate use of light can make luxury items seem ordinary, so proper lighting can highlight the quality of goods. Additionally, lighting has been proven to affect mood and emotions in a space, unconsciously influencing someone to stay longer and make more purchases (Etim & Ebitu, 2019). Lighting is the most important aspect of visual communication between retailers and consumers. At the same time, and it can also leave a good impression in the minds of customers. In addition, lighting effects can affect the mood of customers. Lighting can create an intimate, comfortable, and pleasant shopping environment that extends customers' shopping time and influences shopping habits (Danish et al., 2019).

Sangroya dan Nayak (2019) noted that the characteristics of the store environment have a significant emotional impact on the consumer's shopping experience in the store. These emotional experiences play an important mediating role in impulse spending and retail stores. Kwajaffa (2022) Conducting research to understand the different effects of lighting on shoppers and stores on consumer shopping behavior. Lighting is used to highlight products, creating excitement and positively impacting consumer purchasing behavior (Etuk et al., 2022). Consumer choice of the store is quite influenced by the lighting and layout of the store. A store

with the right lighting, music, colors, smells and look will motivate customers to visit the store again in the future for purchase (Ayaviri-Nina et al., 2022).

The function of lighting is not only to provide illumination but also to highlight aesthetics and the atmosphere of a room, and it can even influence the interior design of a store. A shop should position appropriate lighting so that elderly consumers can also see products clearly. When the lighting in a store is good, customers perceive it as a positive aspect, and there is even a possibility of purchasing products there. Many people believe that bright lighting allows them to see products more clearly and also brightens the store's ambiance (Victor & Viswanadham, 2022).

### **Display Product**

Rojhe (2020) Explaining that display is a crucial aspect in retail business for understanding consumer behavior. Products in retail stores should be presented in such a way that attracts consumers. The product display in retail outlets serves as a stimulus to encourage impulse purchases. (Shamri et al., 2021).

The implementation of effective displays will increase sales and can also encourage customers to make purchases. Dokcen et al., (2021). Found that purchasing behavior can be modified by the way in which inventory is organized. Gorji et al., (2021) believes that point of purchase displays can be very useful in stimulating sales. Mulyani et al., (2019) explains that product shelves have an important influence on consumer behavior. Display can be defined as the grouping of products, shelf space, and floor space allocation, department allocation and wall decoration. Layout is defined as the division of sales areas, space used and arrangement of products (Abdullah & Yu, 2019). The appearance of the product has a strong impact on consumer purchase intent and customer perception of the product. The movement of customers in the store is greatly influenced by the display of products in the store (Dhaliwal et al., 2020).

Display is one of the sales promotion tools that has a function as an attractor for consumer attention in order to make purchases at the store (Putri, 2008). Display is the arrangement of merchandise in a specific place with the aim of attracting consumer interest to see and ultimately purchase the offered products. Good display is crucial because it can generate customer interest in buying. There are several techniques in arranging merchandise, and here are some good display techniques according to (Sopiah & Syihabudhin, 2008):

1. Bulk is the display of goods without any specific packaging.
2. Ends are the display of product at the end of a corridor, suitable for high impulsive products.
3. Special Display is a specific type of display, usually used for clearance or seasonal products.
4. Island is a separate display for attracting buyers.

5. Cut-cases are displays without shelves, but using large paper or cardboard packaging that is neatly arranged for example, for canned drinks and food products.
6. Jumbled Display is displaying items randomly and stacked up.
7. Formal Display is neatly arranged and organized.
8. Multi Product is displaying items with promotional prices alongside other promotional products.
9. Tie ins are displaying items with significant profit next to essential or specially price.
10. Shelf extenders or J Hooks are portable shelves in front of the main shelves, suitable for items with similar profit.

### **Ambient Temperature**

Govind et al., (2020) It is stated that at a comfortable temperature range, between 61°F and 77°F (16°C and 25°C), which is more relevant to business conditions than extreme temperatures, it is estimated that within this temperature range, consumers will feel more comfortable when it is warm compared to cold According to KBBI, temperature refers to a quantitative measurement of heat and cold, measured with a thermometer Store managers should be able to regulate the air temperature inside the store so that it is not too cold or too hot If customers feel comfortable in the store with the right air temperature, there is a possibility that they will stay in the store longer and make more purchases.

The store manager must also arrange the number of air conditioners installed to be adjusted according to the store's size or dimensions, and also determine where the AC units should be placed Hadi dan Block (2019) Said that lowest or highest temperatures can cause negative feelings among customers, it can lead to dissatisfaction among customers, and as a result, customers may briefly be in the store and produce negative words from their mouths.

Temperature is an atmospheric variable that greatly affects consumer purchase intent. Low or too high temperatures will make consumers feel cold or hot. Lefebvre et al., (2022) Stating that environmental conditions, such as noise, temperature, and air quality, affect consumers' physiological state (such as comfort), and therefore impact whether someone stays or enjoys a specific environment.

### **Consumer Purchase Decisions**

According to Liu (2021), The consumer purchasing decision is to buy the brand they like the most from various alternatives available, but two factors can come between purchase intention and actual purchase decision The first factor is other people's attitudes, and the second factor is situational factors; therefore, preferences and purchase intentions do not always result in actual purchases. The process of making purchasing decisions is an effort to solve problems in order to meet the needs and desires of a consumer.

Li et al., (2023) Said that intention is one of the psychological aspects that greatly influences behavior with intention, someone will be motivated to take action Meanwhile, purchase intention is a psychological action that arises from feelings and thoughts (affective and cognitive) towards a product or service. According to Xu et al., (2022), The consumer's purchase intention is the behavior of a consumer who is want to buy a product or service and even want to encourage others to buy the same product or service.

Nicosia (1966), Engel et al., (1968) and, Howard and Sheth (1969) offers three of the most complete models for consumer decision-making. The psychological state of individual consumers is tracked in this study from the moment they realize that they can meet material demand by buying and consuming a product until the moment they evaluate the effects of their purchase.

According to Raturi (2019), Involvement with strong products leads to prolonged problem-solving processes that begin with awareness of the problem and develop through information search, evaluation of alternative products, and post-purchase activities Active information processing, including exposure, attention, understanding, outcomes/acceptance, and retention, aids in this learning process The sequence of decision-making assisted by information processing can lead to satisfying conclusions. Festinger (1957) He was the first person to introduce the concept of cognitive dissonance, which affects future purchasing, to the general public. Furthermore, according to Augusta et al., (2019), Environmental influences can affect decision-making processes based on consumer motivation and intention Unpredictable factors, such as the absence of desired brands or lack of funds, can lead to changes in the final choices made by consumers Observed consumer behavior is influenced by mood and internal psychological experiences (attitudes, purchase preferences).

The decision made by a consumer to purchase a product, whether it be products or services, is influenced by two factors. The first factor is attitude, meaning that the consumer decides to buy the product because they are already familiar with and have previously consumed it, leading them to make a repeat purchase The second factor is situational, where the consumer decides to buy based on the immediate need or urgency, choosing a product based on necessity rather than attitude or experience Each consumer's purchasing habits are influenced by their unique characteristics Consumer behavior is affected by various individual traits, including age, income, and personality Lifestyle, morals, environment, interests, and habits of a consumer can change throughout their lifestyle forever.

According to Hien et al., (2020), Every consumer who wants to make a purchase will face a decision-making process that occurs in stages It begins with the consumer's purpose for the product, whether it is a need or a desire This is followed by planning before the actual purchase, making simple purchasing decisions, and concluding with the buying process, which includes the period during and after the

purchase. Buying behavior is a process and action carried out by consumers or buyers who are involved in purchasing and using products or services (Li et al., 2021). Understanding consumer behavior needs provides additional information to help achieve marketing goals (Nguyen et al., 2019). Purchasing intentions is that a consumer behavior arises in response to a product, indicating the customer's desire to make a purchase (Afif Zaerofi, 2023).

The customers purchasing decisions indicate how the company's marketing strategy can be tailored to consumer demand (Witek-Hajduk & Grudecka, 2022). customers who make repeat purchases will buy the same item again in the future. However, if the customers dissatisfied with the purchased item, they will seek better options to buy the same product from a different company (Zhao et al., 2019).

Meanwhile, according to Kotler and Keller (2008), some aspects that influence customer attitudes include:

1. Cultural Factors

Customary aspects have a significant and profound impact on customer attitudes customary aspects consist of:

- a. Culture

Culture is the most fundamental factor in desires and behavior Children absorb beliefs, assumptions, preferences, and attitudes from their families and other significant institutions.

- b. Subculture

Every culture consists of smaller subcultures that offer specific identities and recognition to their members Subcultures include nationality, religion, ethnicity, and geographic region.

- c. Socialclass

Individuals inherently belong to social classes This stratification often takes the form of a caste system, where members of different castes are trained to play specific roles and cannot change their caste affiliation.

2. Social Factors

Consumption attitudes are also influenced by social aspects such as classmates, family and social status.

- a. Reference groups

A person's peer group consists of all groups that directly (face to face) or indirectly influence (mouth to mouth or from sosial media) a person's attitude or actions. The group that has a direct effect on a person is called the ability group. Some skilled groups are basic groups, such as relatives, friends, neighbors, and activity partners and then penetrating and informal. People also belong to inferior classes, a type of faith, professional, and trade federation, which leads to more legitimacy and requires less regular interaction.

b. Family

Family is a group of two or more individuals who are related by blood, marriage, or adoption and live together. Family is a crucial customer purchasing organization within society and has been the subject of much research. Family members are the primary affinity group that wields significant influence. We can distinguish two types of families in consumer life. The nuclear family consists of parents and siblings. As individuals age, they receive guidance beyond religion, politics, and economics, including self-esteem and self-love. Even, when consumers no longer have close relationships with their families, family still remains important to their purchasing behavior. The most direct impact on daily purchasing actions is the family.

c. Social status

The role of a person in each group can be defined based on position and status, includes activities that create status. With the social status that a person has in the community, it can be determined that he wants to influence the patterns or behavior of others in terms of behavior, especially in purchasing attitudes."

3. Personal factors

a. Age and life cycle stage

Anyone who purchases goods and services changes their entire life. As a baby grows older, their needs differ and an individual's preferences in clothing, furniture, and recreational activities depend on their age.

b. Occupation and economic environment

An individual's shopping behavior is also influenced by their occupation. Aggressive employees may buy sportswear, shoes, and lunch boxes. Meanwhile, industry executives may purchase expensive clothing and travel by plane.

c. Lifestyle

One's lifestyle is their daily life, expressed through actions, interests, and related opinions. Lifestyle reflects how someone interacts with their overall environment; it goes beyond social categories on one side and personality on the other.

d. Personality and self-concept

Everyone is a different person and influences buying attitudes. Character is an intellectual character that marks a person and raises relatively fixed and long-term assumptions about the area. Meanwhile, self-concept is divided into 2, namely the total self-concept (how he wants to see himself) and the self-concept of others (how others see himself)."

4. Psychological Factors



There are 4 important intellectual aspects that influence a person's purchasing decision:

a. Motivation

Motivation is a state within the individual that forces the will of people to perform certain actions to achieve a goal. It can be said that motivation is a drive, need, and willingness of people shown in the goal to get satisfaction.

b. Perception

A person who is motivated to act is influenced by his perception of a certain atmosphere. Perception is a way used by a person to sort, organize, and interpret data input to produce meaningful reflections. Perception is influenced not only by physical stimuli, but also stimuli from the environment and situation of the person contacted.

c. Learning

Learning is a change in behavior that is intertwined as a result of experience. This change of attitude is constant and flexible.

d. Beliefs and attitudes

Through activities and learning, a person acquires beliefs and actions both of these influences their purchases. Beliefs are a reflection of an individual's perspective on something. Beliefs are based on insight, opinions, or convictions. All of this can be linked to sentimental aspects, actions are judgments, emotionally charged feelings, and inclinations towards a subject or idea, whether pleasant or unpleasant, and lasting.

Interest in purchasing by consumers is their attitude and response towards a product or service. Consumers are interested in spending their money to obtain a certain item/service and influencing others to be interested in the same things. From an economic perspective, the marketing mix is one way to generate consumer interest in purchasing a product or service, considering factors such as product type, price, promotion, and distribution. Purchase interest can also be increased by paying attention to other factors, such as psychological factors (motivation, perception, knowledge, beliefs, and attitudes) and social factors (influences from family, social status, and groups).

Customer Purchase Behavior is a concept that studies how individuals or groups select, purchase, use, or reject products and services that are expected to fulfill consumer needs and desires. In this context, consumer behavior can be understood as a process that involves individuals in assessing, acquiring, and economically utilizing goods or services. There are several models of consumer behavior that can be used to understand how consumers buy and use products, including:

1. Complex Buying Behavior Model

This model describes consumer behavior when purchasing expensive products and taking time to decide. Consumers tend to compare and research products before making a decision.

2. Dissonance-reducing Buying Behavior Model

This model describes consumer behavior where they buy a product after comparing and researching. Consumers may regret their decision because they cannot differentiate between products of different brands.

3. Habitual Buying Behavior Model

This model illustrates consumer behavior based on habit. Consumers no longer consider other products because they are accustomed to one specific product.

4. Variety Seeking Behavior

This model describes the behavior of consumers who buy different products in search of variety. These consumers tend to be easier to introduce to the latest products.

5. Dissonance-reducing Buying Behavior

This model describes the behavior of consumers who buy products after comparison and research. These consumers tend to regret the decisions that have been made because they cannot distinguish products with different brands.

## **METHODOLOGY**

### **Types of Research**

This research uses quantitative research methods and approaches. Druckman and Donohue (2020) define quantitative research as research that utilizes a large amount of data, both in terms of data collection, analysis, and presentation. The purpose of quantitative research is to create mathematical models, theories, and hypotheses about natural phenomena. These variables will be measured using research instruments, and the resulting numerical data will be analyzed statistically. This study expressed the experiences of using SPSS and what other SPSS users have described in various pieces of literature. SPSS Statistical is a virtualized data management tool that helps individuals and enterprises.

### **Data Sources**

Data is collected through random sample distribution of questionnaires to respondents. The respondents of this study are offline store KKV visitors.

Furthermore, the author can obtain information from secondary sources. Secondary data for this research is collected from books, encyclopedias, academic works such as these, and journals containing perceptions, preferences, and information about KKV visitor. Data is obtained from respondents in Indonesia who filled out online questionnaires. These respondents were selected using random sampling based on specific criteria Respondents must be between the ages of 12 and 27 (Generation Z) and have visited or shopped at offline KKV stores.

### **Sample**

The purposive sampling method is used to determine the sample, that is, the method of deliberate selection of samples, determining the samples to be taken due to certain considerations (Wisniowski, 2020). The Slovin formula with an error rate of 10% was used to determine the sample used in the study. The sample size of this study at least 100 KKV offline store visitors. And there were a total of 285 respondents in this study.

## **RESULT AND DISCUSSIONS**

### **Profile Demography**

This study involves a total of 285 respondents. The demographic profile of age and gender is presented in detail as shown in the table below.

**Table 1. Profile Demography**

| <b>Profile</b> | <b>Demography</b> | <b>Frequency</b> | <b>Percentage</b> |
|----------------|-------------------|------------------|-------------------|
| Age            | 12 - 16 Years     | 120              | 42.1%             |
|                | 17 - 21 Years     | 79               | 27.7%             |
|                | 22 - 27 Years     | 86               | 30.2%             |
| Gender         | Male              | 94               | 33.0%             |
|                | Pemale            | 191              | 67.0%             |

Based on the table above, the demographic profile of the study respondents consists of respondents with age qualifications, including 120 respondents aged 12-16 years (42.1%), 79 aged 17-21 years (27.7%), and 86 aged 22-27 years (30.2%) In terms of gender, 94 respondents are male (33.0%), while 191 respondents are female (67.0%).

Data Analysis

Table 2. Lighting

| Item  | SD          | D            | U             | A              | SA             | Mean | Standard Deviation | Interpretation |
|---|-------------|--------------|---------------|----------------|----------------|------|--------------------|----------------|
| I feel comfortable in the KKV offline store because the lighting is quite good and adequate.                      | 5<br>(1.8%) | 19<br>(6.7%) | 18<br>(6.3%)  | 127<br>(44.6%) | 116<br>(40.7%) | 4.15 | 0.93               | High           |
| The lighting in the KKV offline store makes me want to linger shopping.   | 8<br>(2.8%) | 15<br>(5.3%) | 33<br>(11.6%) | 113<br>(39.6%) | 116<br>(40.7%) | 4.10 | 0.98               | High           |
| Good lighting makes products look clearer and more attractive to me, so I tend to want to buy more products.      | 5<br>(1.8%) | 20<br>(7.0%) | 28<br>(9.8%)  | 106<br>(36.8%) | 127<br>(44.6%) | 4.15 | 0.98               | High           |
| Good lighting in KKV offline store increases the impression of professionalism and quality of the store for me.   | 9<br>(3.2%) | 15<br>(5.3%) | 30<br>(10.5%) | 112<br>(39.3%) | 119<br>(41.8%) | 4.11 | 1.00               | High           |
| I feel more confident in making purchasing decisions when shopping at well-lit stores such as KKV offline stores. | 7<br>(2.5%) | 17<br>(6.0%) | 22<br>(7.7%)  | 130<br>(45.6%) | 109<br>(38.2%) | 4.11 | 0.95               | High           |

|          |      |      |      |
|----------|------|------|------|
| Lighting | 4.12 | 0.84 | High |
|----------|------|------|------|

The descriptive analysis indicates that overall lighting is at a high level with a mean value of 4.12 and a standard deviation of 0.84. The item with the highest mean value is "Good lighting makes products look clearer and more attractive to me, so I tend to want to buy more products." with a mean value of 4.15 and a standard deviation of 0.98, placing it at a high level. Based on these findings, 127 individuals or 44.6% expressed "Strongly Agree." However, 5 individual or 1.8% Strongly disagreed. Meanwhile, the item with the lowest mean value is " The lighting in the KKV offline store makes me want to linger shopping." with a mean value of 4.10 and a standard deviation of 0.98, but still at a high level. Based on these findings, 8 individuals or 2.8% strongly disagreed. However, 116 individuals or 40.7% strongly agreed.

Table 3. Display product

| Item   | SD          | D            | U             | A              | SA             | Mean | Standard Deviation | Interpretation |
|--|-------------|--------------|---------------|----------------|----------------|------|--------------------|----------------|
| The display product in the offline store KKV allows me to easily view the displayed products                                     | 8<br>(2.8%) | 16<br>(5.6%) | 27<br>(9.6%)  | 125<br>(43.9%) | 109<br>(38.2%) | 4.09 | 0.97               | High           |
| The information displayed on the product display in the KKV offline store really helps me in choosing the product I want to buy. | 4<br>(1.4%) | 25<br>(8.8%) | 36<br>(12.6%) | 105<br>(36.8%) | 115<br>(40.4%) | 4.05 | 1.00               | High           |
| I tend to buy more products when I see neat and attractive product displays  | 7<br>(2.5%) | 17<br>(6.0%) | 26<br>(9.1%)  | 124<br>(43.5%) | 111<br>(38.9%) | 4.10 | 0.96               | High           |

|   |             |              |               |                |                |      |      |      |
|---|-------------|--------------|---------------|----------------|----------------|------|------|------|
| Displaying creative and neatly organized products in the offline KKV store helps me choose the items I want to purchase | 7<br>(2.5%) | 23<br>(8.1%) | 18<br>(6.3%)  | 131<br>(46.0%) | 107<br>(37.2%) | 4.07 | 0.98 | High |
| Seeing interesting products at the offline store KKV inspires me to search for new items that I might need              | 9<br>(3.2%) | 16<br>(5.6%) | 29<br>(10.2%) | 113<br>(39.6%) | 119<br>(41.4%) | 4.10 | 1.00 | High |
| Display product   |             |              |               |                |                | 4.08 | 0.84 | High |

The descriptive analysis indicates that overall display product is at a high level with a mean value of 4.08 and a standard deviation of 0.84. The item with the highest mean value is "Seeing interesting products at the offline store KKV inspires me to search for new items that I might need" with a mean value of 4.10 and a standard deviation of 1.00, placing it at a high level. Based on these findings, 119 individuals or 41.4% expressed "Strongly Agree." However, 9 individual or 3.2% Strongly disagreed. Meanwhile, the item with the lowest mean value is " The information displayed on the product display in the KKV offline store really helps me in choosing the product I want to buy." with a mean value of 4.05 and a standard deviation of 1.00, but still at a high level. Based on these findings, 4 individuals or 1.4% strongly disagreed. However, 114 individuals or 40.4% strongly agreed.

Table 4. Ambient Temperature

| Item  | SD          | D            | U            | A              | SA             | Mean | Standard Deviation | Interpretation |
|---|-------------|--------------|--------------|----------------|----------------|------|--------------------|----------------|
| The quality of the air conditioner in the KKV offline store makes me feel comfortable | 7<br>(2.5%) | 20<br>(7.0%) | 19<br>(6.7%) | 126<br>(44.2%) | 113<br>(39.6%) | 4.11 | 0.97               | High           |

and happy to shop  
for a long time

|  |             |              |              |                |                |      |      |      |
|--|-------------|--------------|--------------|----------------|----------------|------|------|------|
| I tend to linger in stores that have good air conditioning quality | 7<br>(2.5%) | 14<br>(4.9%) | 25<br>(8.8%) | 100<br>(35.1%) | 139<br>(48.8%) | 4.22 | 0.97 | High |
|--|-------------|--------------|--------------|----------------|----------------|------|------|------|

|   |             |              |               |                |                |      |      |      |
|---|-------------|--------------|---------------|----------------|----------------|------|------|------|
| The comfortable air temperature in the store makes me feel cleaner and more comfortable in choosing products and making purchasing decisions. | 6<br>(2.1%) | 22<br>(7.7%) | 30<br>(10.5%) | 117<br>(41.1%) | 110<br>(38.6%) | 4.06 | 0.99 | High |
|---|-------------|--------------|---------------|----------------|----------------|------|------|------|

|  |             |              |               |                |                |      |      |      |
|--|-------------|--------------|---------------|----------------|----------------|------|------|------|
| The comfortable air temperature in the store makes me feel more refreshed and energetic during shopping. | 8<br>(2.8%) | 17<br>(6.0%) | 30<br>(10.5%) | 109<br>(38.2%) | 121<br>(42.5%) | 4.11 | 1.00 | High |
|--|-------------|--------------|---------------|----------------|----------------|------|------|------|

|   |             |              |              |                |                |      |      |      |
|---|-------------|--------------|--------------|----------------|----------------|------|------|------|
| A store with good air temperature quality, like at the offline store KKV, makes me feel more valued as a customer and enhances my shopping experience | 9<br>(3.2%) | 13<br>(4.6%) | 28<br>(9.8%) | 109<br>(38.2%) | 126<br>(44.2%) | 4.15 | 0.99 | High |
|---|-------------|--------------|--------------|----------------|----------------|------|------|------|

|                     |  |  |  |  |  |      |      |      |
|---------------------|--|--|--|--|--|------|------|------|
| Ambient Temperature |  |  |  |  |  | 4.13 | 0.85 | High |
|---------------------|--|--|--|--|--|------|------|------|

The descriptive analysis indicates that overall display product is at a high level with a mean value of 4.13 and a standard deviation of 0.85. The item with the highest mean value is "I tend to linger in stores that have good air conditioning quality" with a mean value of 4.22 and a standard deviation of 0.97, placing it at a high level. Based on these findings, 139 individuals or 48.8% expressed "Strongly Agree." However, 7 individual or 2.5% Strongly disagreed. Meanwhile, the item with the lowest mean value is "The comfortable air temperature in the store makes me feel cleaner and more comfortable in choosing products" with a mean value of 4.06 and a standard deviation of 0.99, but still at a high level. Based on these findings, 6 individuals or 2.1% strongly disagreed. However, 110 individuals or 38.6% strongly agreed.

Table 5. Customers Purchase Decisions

| Item  | SD          | D            | U            | A              | SA             | Mean | Standard Deviation | Interpretation |
|---|-------------|--------------|--------------|----------------|----------------|------|--------------------|----------------|
| My interest in purchasing products at KKV offline stores is influenced by the neat and informative layout of these products.  | 5<br>(1.8%) | 16<br>(5.6%) | 28<br>(9.8%) | 122<br>(42.8%) | 114<br>(40.0%) | 4.13 | 0.93               | High           |
| Before deciding to buy products at KKV offline stores, I tend to look for information first about the products I want to buy. | 6<br>(2.1%) | 17<br>(6.0%) | 22<br>(7.7%) | 98<br>(34.4%)  | 142<br>(49.8%) | 4.23 | 0.97               | High           |
| When shopping at the offline store KKV, I choose products based on my personal desires and needs                              | 7<br>(2.5%) | 19<br>(6.7%) | 27<br>(9.6%) | 98<br>(33.7%)  | 136<br>(47.7%) | 4.17 | 1.01               | High           |
| I am confident that I have made   | 7           | 19           | 20           | 129            | 110            | 4.10 | 0.96               | High           |



|   |        |        |         |         |         |      |      |      |
|---|--------|--------|---------|---------|---------|------|------|------|
| the right decision by purchasing a product at the offline store KKV after considering my information and preferences  | (2.5%) | (6.7%) | (7.4%)  | (45.4%) | (38.2%) |      |      |      |
|   |        |        |         | )       | )       |      |      |      |
| When purchasing products at the KKV offline store, I pay attention to the information provided about the products, such as the description, price, and benefits | 9      | 19     | 19      | 112     | 126     | 4.15 | 1,00 | High |
|   | (3.2%) | (6.7%) | (6.3%)  | (39.3%) | (44.6%) |      |      |      |
|   |        |        |         | )       | )       |      |      |      |
| I tend to choose KKV offline store as a place to shop because of the professionalism reflected in their display and product presentation                        | 7      | 19     | 29      | 129     | 101     | 4.05 | 0.97 | High |
|   | (2.5%) | (6.7%) | (10.2%) | (45.4%) | (35.4%) |      |      |      |
|   |        |        | )       | )       | )       |      |      |      |
| Previous positive experiences with products purchased at KKV offline stores influenced my decision to return to shopping there.                                 | 7      | 19     | 22      | 112     | 125     | 4.15 | 0.99 | High |
|   | (2.5%) | (6.7%) | (7.7%)  | (39.3%) | (43.9%) |      |      |      |
|   |        |        |         | )       | )       |      |      |      |
| I often buy products at the offline store KKV because they offer a complete range   | 6      | 23     | 32      | 114     | 110     | 4.05 | 1.00 | High |
|   | (2.1%) | (8.1%) | (11.2%) | (40.0%) | (38.6%) |      |      |      |
|   |        |        | )       | )       | )       |      |      |      |

of products that  
suit my needs

|   |             |              |              |                |                |      |      |      |
|---|-------------|--------------|--------------|----------------|----------------|------|------|------|
| Recommendations<br>from friends or<br>family about KKV<br>offline stores<br>influenced my<br>decision to buy<br>products there. | 7<br>(2.5%) | 19<br>(6.7%) | 22<br>(7.7%) | 112<br>(39.3%) | 125<br>(43.9%) | 4.15 | 0.99 | High |
|---|-------------|--------------|--------------|----------------|----------------|------|------|------|

|   |             |              |               |                |                |      |      |      |
|---|-------------|--------------|---------------|----------------|----------------|------|------|------|
| I feel confident<br>that the product<br>quality at the KKV<br>offline store meets<br>my expectations,<br>so I am<br>comfortable<br>buying products<br>from them | 6<br>(2.1%) | 23<br>(8.1%) | 32<br>(11.2%) | 114<br>(40.0%) | 110<br>(38.6%) | 4.05 | 1.00 | High |
|---|-------------|--------------|---------------|----------------|----------------|------|------|------|

|   |  |  |  |  |  |      |      |             |
|---|--|--|--|--|--|------|------|-------------|
| <b>Customers<br/>Purchase<br/>Decisions</b> |  |  |  |  |  | 4.12 | 0.80 | <b>High</b> |
|---|--|--|--|--|--|------|------|-------------|

The descriptive analysis indicates that overall identity is at a high level with a mean value of 4.12 and a standard deviation of 0.80. The item with the highest mean value is "Before deciding to buy products at KKV offline stores, I tend to look for information first about the products I want to buy" with a mean value of 4.23 and a standard deviation of 0.97, placing it at a high level. Based on these findings, 142 individuals or (49.8%) expressed "Strongly Agree." However, 6 individual or 2.1% Strongly disagreed. Meanwhile, the item with the lowest mean value is "I tend to choose KKV offline store as a place to shop because of the professionalism reflected in their display and product presentation" with a mean value of 4.05 and a standard deviation of 0.97, but still at a high level. Based on these findings, 7 individuals or 2.5% strongly disagreed. However, 101 individuals or 35.4% strongly agreed.

Table 4.47 and 4.48 show the results of stepwise multiple regression analysis involving 3 independent variables, namely the implementation of lighting, display product and ambient temperature on Customers Purchase Decisions.

Table 6. ANOVA<sup>a</sup>

| Model |            | Sum of Squares | df  | Mean Square | F      | Sig.              |
|-------|------------|----------------|-----|-------------|--------|-------------------|
| 1     | Regression | 35.324         | 1   | 35.324      | 67.099 | .000 <sup>b</sup> |
|       | Residual   | 148.984        | 283 | .526        |        |                   |
|       | Total      | 184.308        | 284 |             |        |                   |

Table 7. Coefficients<sup>a</sup>

| Model        | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig. | R <sup>2</sup> | Contribution |
|--------------|-----------------------------|------------|---------------------------|--------|------|----------------|--------------|
|              | B                           | Std. Error | Beta                      |        |      |                |              |
| 1 (Constant) | 2.427                       | .212       |                           | 11.462 | .000 |                |              |
| Ambient      | .411                        | .050       | .438                      | 8.191  | .000 | 0.438          | 43.8%        |

a. Dependent Variable: Customer

The stepwise multiple regression analysis in Tables x and x showed that the independent variables, namely ambient are predictors that have significant correlations and influence, contributing to 43.8 percent of variance in customers purchase decisions. The main and highest predictor of customers purchase decisions is ambient ( $\beta=0.438$ ,  $t=8.191$ ,  $p=0.000$ ,  $r^2= 0.438$ ), contributing 43.8 percent. This indicates that when the ambient score increases by one unit, customers purchase decisions increases by 0.438 units.

The descriptive analysis indicates that overall lighting is at a high level. Sustainable lighting can be a powerful tool to improve business (Esteky, 2021). Additionally, high-quality lighting can reduce eye strain and improve mood and productivity (Amirazar, 2021; Lembcke, 2023; Tao et al., 2020). It can be shown in the findings of this study that found good lighting makes products look clearer and more attractive to customer, so they tend to want to buy more products. The mood will reach its highest level when the lighting is setting, while the spirit decreases when the lighting is too dark (Lefebvre et al., 2022). Contrasting light not only highlights certain dimensions of a product but also helps move customers along the buyer journey (Mohamed Shohdy, 2020). However, in this study, most of respondents agreed that the lighting in the KKV offline store does not makes them want to linger shopping.

The descriptive analysis indicates that overall display product is at a high level. The basic impact of displays is pivotal to retailers with respect to space

management (Liu et al., 2020). Recent research also suggests benefits of displays towards eco-friendly shopping behavior (Wang et al., 2020). Majority respondents in this study stated that seeing interesting products at the offline store KKV inspires them to search for new items that they might need. Mulyani et al. (2019) also argued that the store environment defines the image of the store and position the store in the mind of customers, attracts them and reminds them the products that need to be purchased. Meanwhile, the item with the lowest mean value is the information displayed on the product display in the KKV offline store really helps them in choosing the product they want to buy. Gould et al., (2020) also stated that even the handedness seems important for product display arrangements.

The descriptive analysis indicates that overall ambient temperature is at a high level. In spite of this, the influence of temperature on consumers has received little study when compared with atmospheric factors such as music or scent (Biswas, 2019; Sinha & Bagchi, 2019). Extant consumer research on temperature has relied heavily on the grounded cognition theory, explaining the association between temperature and social perceptions through semantic association (Park & Hadi, 2020). The item with the highest mean value is customers tend to linger in stores that have good air conditioning quality. In particular, discomfort resulting from more extreme temperatures drives hostile aggression (Sinha & Bagchi, 2019). It can be shown in this study that found the uncomfortable air temperature in the store makes them feels uncomfortable in choosing products. For example, frontal airflow increases energetic activation (Izadi et al., 2019) and warm temperatures are known to facilitate positive social interactions (Govind et al., 2020; Hadi & Block, 2019).

Baker et al., (2020) stated that customer purchase decisions refers to what the environmental factors make people think about or infer about an organization, product and/or services of that organization. The descriptive analysis indicates that overall customer purchase decisions is at a high level. Purchase decisions are influenced by many factors including personal, psychological and social factors (Govind et al., 2020). Consumer purchase decisions is the selection, purchase and consumption of goods and services for the satisfaction of their wants (Ramya & Ali, 2016). In this study, majority respondents stated that before deciding to buy products at KKV offline stores, they tend to look for information first about the products they want to buy. This findings been supported by studies conducted by Sangroya and Nayak (2019) and Chowdhury and Shil (2021) on consumer buying behaviour in less developed economy show that consumers are always conscious about price, religion orientation and culture as regard to their buying behaviour. It can mean the process on how consumers get to know about the products or services and evaluate by making a decision on how to get the right product at an affordable price in order to get satisfaction (Orji et al., 2018). However, only a few respondents in this study tend to choose KKV offline store as a place to shop because of the professionalism reflected in their display and product presentation. This is because of not all consumers perceive all product attributes in the same way, so perception is one of the

factors that determines their attitude and behavior (Nosi et al., 2020; Ittaqullah et al., 2020).

It has been noted that a customer's intention to buy is influenced by several different factors (Srivastava et al., 2023). In this study, ambient temperature are predictors that have significant correlations and influence, contributing to 43.8 percent of variance in customers purchase decisions. This finding has been supported by studies by Roggeveen et al., (2020) that found ambient factors have been identified as a key element of retail design. According to Chen et al., (2020), consumers are more willing to purchase after being wrapped in an entertaining scene atmosphere (Chen et al., 2020). In general, studies in store environments have the same line of arguments with this finding that store environment can influence customer behaviors through their external factors such as ambient (Garrouch et al., 2020).

## **CONCLUSION**

The comprehensive analysis of various factors affecting consumer behavior within the KKV offline store environment reveals several key insights. Firstly, the importance of sustainable lighting and effective product displays emerges as crucial drivers of consumer engagement and purchasing decisions. High-quality lighting not only enhances the visual appeal of products but also influences mood, productivity, and ultimately, consumer willingness to buy. Similarly, attractive product displays inspire curiosity and exploration among customers, highlighting the pivotal role of visual merchandising in driving sales. Additionally, ambient temperature significantly impacts consumer comfort and purchase intentions, with comfortable air conditioning quality encouraging prolonged in-store browsing and positive interactions.

Conversely, discomfort due to extreme temperatures can deter customers and hinder their product selection process. Furthermore, the complexity of consumer purchase decisions is evident, influenced by a myriad of personal, psychological, and social factors, including price sensitivity, cultural preferences, and perceived professionalism in display and product presentation. Therefore, offline store should focus on optimizing lighting, maintaining comfortable temperatures, and tailoring marketing strategies to effectively communicate with their target audience and enhance the overall store environment. By doing so, offline store can create a more engaging and rewarding shopping experience, ultimately driving sales and business success in the competitive offline store landscape.

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