

Atmosphere And Image: Key Drivers Of Sales At MDC Mart

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ABSTRACT

Purpose This study aims to analyze the influence of store atmosphere and brand image on consumer purchasing decisions at one of the grocery stores in Lampung. **Methodology** This study uses quantitative methods and primary data obtained through an online survey using Google Forms from store consumers. The sample size obtained was 66 consumers and customers of the MDC grocery store selected by convenience sampling as respondents. Structural Equation Model (SEM) facilitated by SmartPLS software version 3.0 was used to analyze the data in this study. **Findings** The study's results indicate that store atmosphere does not significantly affect purchasing decisions. At the same time, brand image has a positive and significant effect on purchasing decisions. **Suggestion** Stores should focus more resources on strengthening brand image through effective communication and positive brand experiences, as they have been shown to significantly affect purchasing decisions. Meanwhile, the store atmosphere strategy should be re-evaluated, and other factors that may be more relevant to consumers should be examined.

Keywords: Store atmosphere; Brand image; Purchase decision; Retail mart.

ABSTRAK

Tujuan Penelitian ini bertujuan untuk menganalisis pengaruh store atmosphere dan brand image terhadap keputusan pembelian konsumen pada salah satu toko kelontong di Lampung. **Metodologi** Penelitian ini menggunakan metode kuantitatif dan data primer diperoleh melalui survei daring menggunakan Google Forms dari konsumen toko. Besar sampel yang diperoleh sebanyak 66 konsumen dan pelanggan toko kelontong MDC yang dipilih secara convenience sampling sebagai responden. Structural Equation Model (SEM) yang difasilitasi oleh perangkat lunak SmartPLS versi 3.0 digunakan untuk menganalisis data dalam penelitian ini. **Temuan** Hasil penelitian menunjukkan bahwa store atmosphere tidak berpengaruh signifikan terhadap keputusan pembelian. Pada saat yang sama, brand image berpengaruh positif dan signifikan terhadap keputusan pembelian. **Saran** Toko harus lebih memfokuskan sumber daya untuk memperkuat brand image melalui komunikasi yang efektif dan brand experience yang positif, karena keduanya terbukti secara signifikan mempengaruhi keputusan pembelian. Sementara itu, strategi store atmosphere harus dievaluasi kembali, dan faktor-faktor lain yang mungkin lebih relevan bagi konsumen harus diteliti.

Kata kunci: Citra merek; Keputusan pembelian; Pasar ritel; Suasana toko.

INTRODUCTION

Digitalization has brought significant transformation in the retail business landscape, including in Indonesia. The rapid development of information and communication technology has changed consumer behavior, giving them easier access to product information, price comparisons, and other consumer reviews. It increases consumer

bargaining power and makes competition between retail businesses increasingly tight. In this context, retail stores are required to be able to adapt and develop effective strategies to attract and retain customers. One of the factors that is so important in influencing a purchasing decision from a retail outlet is the retail mix. Retribution et al. (2009) said, "The retail mix is a combination of factors used by retailers to satisfy customer needs and influence their purchasing decisions". This definition explains that the retail mix is one aspect that influences consumer attitudes and a customer's purchasing decisions. According to Berman and Evans (2001), the retail mix strategy is "a combination of factors such as Store location, store operating procedures, types of goods and services, pricing, atmosphere and customer service and promotional methods implemented."

Based on Ajzen's (1991) behavioral planning theory (TPB), which explains the factors that influence human behavior, consumer behavior in purchasing can be explained from this theory. In this study, store atmosphere was chosen as one of the variables because it can explain that store atmosphere can influence purchasing decisions. Physical aspects of the store, such as layout, lighting, and cleanliness, can directly affect customer comfort and satisfaction during the shopping process, as stated by Utami (2010). Store atmosphere includes a combination of store characteristics such as layout, color, lighting, sound, temperature, and others. Meanwhile, linking to the TPB theory, store atmosphere is one of the important factors that can influence consumer purchasing decisions through the perceived behavioral control (PBC) mechanism. By creating an attractive store atmosphere, companies can increase the likelihood of consumers buying their products or services. In addition to store atmosphere, the factor proven to influence purchasing decisions is brand image; how companies determine their brand image will be part of consumer perception in making decisions. Hoyer et al. (2020) also argue that consumers consistently show that limited time and information can influence decision-making strategies. In such situations, consumers tend to rely on information that is easily accessible and understandable, such as brand image, to make decisions quickly. Therefore, brand image is often used as one factor determining the decision to purchase a product.

In addition to basing it on the TPB theory to explain the selection of variables in the purchasing decision mechanism, this study also hopes to fill the gaps in previous research. Many studies have discussed the influence of store atmosphere and brand image on purchasing decisions. However, there is still a gap in research, especially in the context of traditional grocery stores in Indonesia. Most previous studies have focused more on the cafe sector, such as Groen Kopi Cafe (Halim et al., 2023), Minum Kopi Medan Cafe (Budiono & Siregar, 2023), Lucky Coffee Coffee Shop (Krisito et al., 2020). In addition to cafes, research on store atmosphere and purchasing decisions has also been conducted in other sectors, such as De'cost Giant Restaurant (Pasaribu, 2020) and Minang Sabana Restaurant (Mardeliana & Rachmi, 2021).

Moreover, the brand image and purchase decision research focus more on products such as the Uniqlo brand (Kusuma et al., 2022), lubricating oil products (Yunaida, 2020), and café sector such as Anomali Café (Sari & Gofur, 2022). Although research on this relationship has been studied in the online retail sector, such as Bukalapak (Astridianty & Suharyanto, 2022), in this case, no one has studied the non-online retail sector at the medium or trim level, such as MDC Mart Grosir, especially those in Lampung. Therefore, this study aims to provide a new perspective by analyzing how

store atmosphere and brand image influence consumer purchasing decisions at MDC Mart Grosir Lampung while paying attention to the specific characteristics of wholesale stores.

In addition to paying attention to the store's physical appearance, MDC Mart Grosir also pays attention to product variety. The variety of products sold includes well-known brands. This store also has many convenience products ranging from fashion, cosmetics, stationery, ready-to-eat food, staple foods, utilitarian products such as furniture, kitchen furniture, and e-bikes to service products such as car steam. The following is a recapitulation of data on the number of visitors to the MDC Mart Grosir store from January 2023 to December 2023, presented in Figure 1.

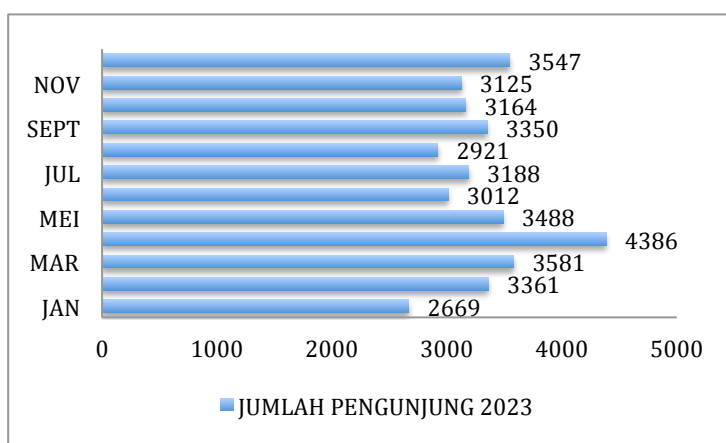


Figure 1 Number of Visitors

Sumber: Toko MDC Mart Grosir, 2023

Visitor data from MDC Mart Grosir in Central Lampung shows different visitor segments each month in 2023, with different preferences for store atmosphere and brand image. The store owner said that younger visitors (aged 18-30) tend to be more influenced by a modern and Instagrammable store atmosphere, while older visitors (aged over 45) pay more attention to a trusted brand image. Although visitor data shows different preferences, how these differences impact purchasing decisions is not yet known. By understanding the preferences and needs of each segment, MDC Mart can develop targeted strategies and increase its marketing effectiveness.

To find out the reasons behind the fluctuations in the graph, researchers conducted interviews with several visitors about how comfortable they were in the store and how they found out about it. In this case, researchers conducted a pre-survey of several consumers of the MDC Mart Grosir store through interviews to find out "Is it comfortable, and what are the reasons for choosing to shop at this MDC Mart Grosir store?"

A pre-survey was conducted on 33 consumers at the MDC Mart Grosir store for 3 days. As many as 13 respondents admitted that they chose to shop at this store because of its popularity but felt uncomfortable because it was challenging to find the items they needed; 11 respondents visited because the store was popular, and after arriving, they felt comfortable because of the lighting and attractive design, and nine respondents visited because the place provided many needs and had often made purchases at the store. It shows that almost half of the visitors to the MDC Mart Grosir store who were respondents often come because of the store's brand image, and some consumers do not

make purchases because it is difficult to find the items they are looking for.

Judging from the data of visitors who have different preferences, then the results of the pre-survey with interviews show different customer perceptions. So, this problem indicates a potential mismatch between the store atmosphere and the brand image of MDC Mart Grosir and consumer expectations and preferences. This study empirically examines the influence of store atmosphere and brand image on purchasing decisions. By understanding the relationship between these variables, stores can develop more effective marketing strategies to improve purchasing decisions.

In addition, this study fills the gap with areas that have not been studied in Lampung and fills in the research results that are still varied. As is the case, previous studies have revealed various findings about the influence of store atmosphere and brand image on purchasing decisions. However, there are still research gaps, especially in the context of traditional grocery stores in Indonesia, such as MDC Mart Grosir Lampung. Previous research conducted by Pasaribu (2020) and Rizky (2021) found that store atmosphere influences purchasing decisions, while research by Budiono and Siregar (2023) concluded the opposite, namely that store atmosphere does not influence purchasing decisions.

On the brand image side, studies by Rohmanuddin and Suprayogo (2022) and Abid and Murtiyanto (2021) provide results that brand image has an influence on purchasing decisions, while studies by Yudistira (2022) present contradictory results, namely that brand image is not proven to influence purchasing decisions. Previous studies often focus on modern retail or different cultural contexts, so the findings may not be directly generalizable to the context of MDC Mart Grosir. Therefore, this study aims to provide a unique contribution by analyzing the influence of store atmosphere and brand image on consumer purchasing decisions at MDC Mart Grosir Lampung.

HYPOTHESIS DEVELOPMENT

Purchase Decision

A purchase decision is a final decision made by a consumer to purchase a product or service based on certain considerations. According to Kotler and Keller (2020), purchase decisions are divided into five dimensions: problem recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior. Customers start by finding out what they want or need. Next, they look for other options by conducting an information search. Information search is very critical to reduce doubts about choices and better understand the available options. After an information search, customers will rank choices according to price, quality, features, and brand. Consumers consider the benefits and drawbacks of each possible action. Finally, after considering all their options, consumers will purchase, hoping their choice will sufficiently satisfy their needs. Emotions and past experiences, in addition to rational considerations, play a role in this process, ultimately leading to satisfaction after purchase.

Buchari (2013) stated that several factors influence the decision to buy, namely the consumer's economic and financial situation, political climate, cultural norms, product features, price, place, promotional tactics, tangible evidence, service quality (human), and acquisition procedures are all part of this mix. Thus, consumers get

information that invites them to make purchases, such as which products are selected to buy and which stores are chosen to visit for a pleasant shopping experience. This description shows that store atmosphere is a key variable influencing purchasing decisions, so it is included in this study.

Many business people, seeing the power of lifestyle in shaping consumer decisions, develop marketing strategies that align their store's brand image with the lifestyle of target consumers. Therefore, this study includes brand image as an important variable influencing consumer buying choices. Research by Alamsyah and Budiarti (2022) found that brand image positively and significantly influences purchasing decisions. Other studies that use a similar theory are research conducted by Nugroho and Dirgantara (2021), and Rivaldy (2021).

Relationship between Store Atmosphere and Purchasing Decisions

Kotler and Keller (2020) define store atmosphere as the physical characteristics of a store, including the layout, that can affect consumers' ease of exploring the store. A good layout will make it easier for consumers to find the products they want and move freely in the store. A bad layout can cause consumers to feel frustrated and reduce their interest in shopping.

Referring to previous studies, one of the keys that can influence consumer purchasing decisions is the layout of fashion clothing stores (Wulandari et al., 2022), De'cost restaurants (Pasaribu, 2020), and the atmosphere of Starbucks cafes (Triono & Furqoniah, 2024). In this case, there has been no research that tests retail stores. Therefore, the study was tested to determine the effect of variables on purchasing decisions in retail stores. Assuming that in retail stores, customers tend to return to stores that meet their needs by providing a variety of goods choices in a pleasant, neat, and friendly environment for shopping.

H1: Store atmosphere has a positive influence on purchasing decisions.

Relationship between Brand Image and Purchasing Decisions

Kotler and Keller (2020) state that brand image is the views and attitudes of consumers in associations that appear in consumer memory. Brand recognition plays a role in brand image and the memory and impressions left after various interactions. Because it conveys the existence and value of the product to buyers, this image is essential. As a result, the evaluation process and purchasing decisions are greatly influenced by brand image.

According to Alamsyah and Budiarti (2022), consumer perceptions of brands influence their purchasing decisions. Positive brand perceptions are associated with a much higher likelihood of purchasing. In addition, customers use the brand image as a reference when they make purchases. Consumers often look at their past associations with the brand when deciding how to evaluate a company's products or services. This relationship is supported by several studies, such as Yunaida's (2020) research, which discusses the influence of the brand image of lubricating oil products on purchasing decisions.

Furthermore, research by Kusuma et al. (2022) discusses this relationship with the Uniqlo brand. Research by Gunawan and Kunto (2022) discusses the influence of brand image on purchasing decisions for Lemonilo Instant Noodles. Likewise, research

by Wulansari and Dewi (2024) strengthens the results of the relationship between brand image and purchasing decisions with research conducted at Kafe Kebun Latte. In this case, previous research is still very varied, so it needs to be tested because it has never been tested in the medium-scale retail mart sector. Assuming that consumers' tendency to buy a store brand's products positively correlates with their brand perception. It creates a personal connection, influencing consumer decision-making and overall behavior.

H2: Brand image has a positive effect on purchasing decisions.

Research Model

Based on the basic understanding of the theory and research findings that have been given previously, the research model can be defined in Figure 2 as follows.

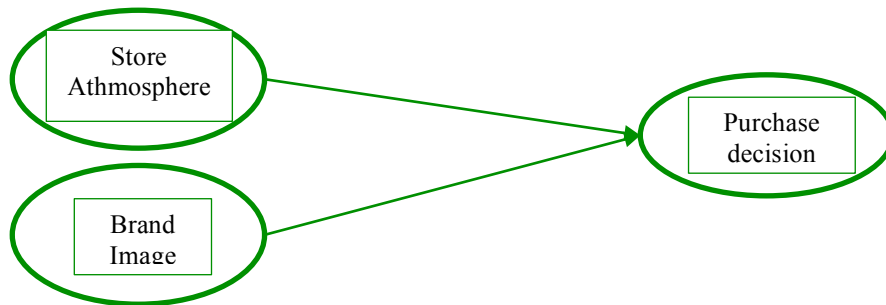


Figure 2. Research Framework

Source: Author

METHODOLOGY

Population and Research Sample

This study uses a quantitative approach, which is a research strategy that utilizes information in the form of numbers that are mostly collected through organized statements, as explained by Sekaran and Bougie (2016). The questionnaire was used as the main tool for data collection with the help of Google Forms, and the sampling technique of this study used convenience sampling, which is a sampling technique by chance without considering the strata in it. Where researchers randomly select respondents who are consumers of the MDC Mart Grosir store as many as the number of samples. The sample size was obtained using Issac Michael's calculation of 3,316 populations (one-year consumers for the 2023 period) with a significance level of error of 10%, resulting in a sample of 66 respondents.

Measurement

Store Atmosphere: The Store atmosphere variable uses five dimensions derived from the opinion of Levy and Weitz (2012). Store atmosphere indicators include store color schemes, lighting, product layout, temperature, and facilities. These five indicators are measured using a Likert scale.

Brand Image: According to Aaker (2009), three indicators, maker image, product image, and user image, are used to measure the brand image variable. The indicators are then operationalized based on these three dimensions. They are measured using a Likert scale.

Purchase Decision: The indicators applied in this study were obtained. According to Kotler and Keller (2020), the four dimensions used to measure the purchasing decision variable are product stability, buying habits, recommendations, and repeat purchases. Furthermore, these four dimensions are more targeted indicators to measure consumer choices. Measurement of these four indicators uses a Likert scale.

Data analysis

Inferential statistical methods were used to analyze data from Likert Scale-based questionnaires to test the hypothesis (Suliyanto, 2011). With the nature of the data, non-parametric methods were applied for more in-depth analysis. Partial Least Square (PLS) with SmartPLS was chosen because of its ability to analyze data formatively, where each indicator of a construct is measured and processed separately and explicitly, especially for variable relationships consisting of several indicators and small samples, as an appropriate alternative to Structural Equation Modeling (SEM) (Ardiansyach et al., 2022).

RESULTS

Outer model

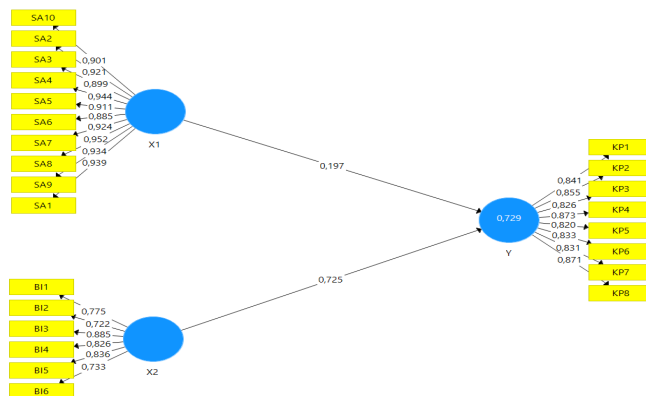


Figure 3 Research factor loading model in SmartPLS

Validity and reliability tests are part of the evaluation of the measurement model, also called the outer model. The loading factor of each indicator is evaluated in the validity test. A loading factor value of 0.7 or more is considered valid for an indicator.

Table 1 shows that the evaluation results show that all indicators have a loading factor value of more than 0.7, thus obtaining valid results for all indicators. Figure 4 shows the results of the next stage of analysis, which involves eliminating these indicators to obtain a more accurate final model.

Reliability verification follows validation. Table 2 shows the calculations performed using SmartPLS software, including Cronbach's Alpha and AVE values. Since all Cronbach's Alpha and AVE values of all variables are greater than 0.7 and 0.5, respectively, they provide reliable results, so we can say that both are reliable in this study. Evaluation of discriminant validity follows reliability testing. Cross-loading and comparing AVE root values with inter-construct correlations are two methods used for this evaluation.

Table 1 Calculation of Research Indicator Loading Factor Values

| Indikator | Nilai <i>Loading Factor</i> | Indikator | Nilai <i>Loading Factor</i> | Indikator | Nilai <i>Loading Factor</i> |
|-----------|--------------------------------|-----------|--------------------------------|-----------|--------------------------------|
| SA.1 | 0.939 | BI.1 | 0.775 | KP.1 | 0.841 |
| SA.2 | 0.921 | BI.2 | 0.722 | KP.2 | 0.855 |
| SA.3 | 0.899 | BI.3 | 0.885 | KP.3 | 0.826 |
| SA.4 | 0.944 | BI.4 | 0.826 | KP.4 | 0.873 |
| SA.5 | 0.911 | BI.5 | 0.836 | KP.5 | 0.820 |
| SA.6 | 0.885 | BI.6 | 0.733 | KP.6 | 0.833 |
| SA.7 | 0.924 | | | KP.7 | 0.831 |
| SA.8 | 0.952 | | | KP.8 | 0.871 |
| SA.9 | 0.934 | | | | |
| SA10 | 0.901 | | | | |

Source: SmartPLS output results (processed)

Table 2 Calculation of Final Research Model Reliability Test

| Variabel | Cronbach's Alpha | AVE |
|---------------------|------------------|-------|
| Store Atmosphere | 0.98 | 0.849 |
| Brand Image | 0.885 | 0.637 |
| Keputusan Pembelian | 0.942 | 0.713 |

Source: SmartPLS output results (processed)

Table 3 Summary of Comparison of AVE Root Values and Highest Correlation Coefficients with Other Constructs

| Variable | Root AVE | Highest Correlation Coefficient with Other Constructs | Conclusion |
|---------------------|-------------|---|---|
| Store Atmosphere | 0.921 | 0.578 | <i>discriminant validity is met</i> |
| Brand Image | 0.839 | 0.798 | |
| Buying decision | 0.844 | 0.798 | |

Source: SmartPLS output results (processed)

According to the cross-loading analysis, each indicator correlates more strongly with the target construct than others. The results indicate that these indicators are valid measures of the target construct. To assess discriminant validity, the researcher compared the AVE root of each construct with its highest correlation with other constructs. The results showed that the AVE root was greater than its maximum correlation, so discriminant validity was met, as seen in Table 3.

Inner Model

R^2 indicates the proportion of variance of the dependent variable explained by the independent variable, and the path coefficient value indicates the magnitude of the

influence between the construct and the interaction effect (Ardiansyach et al., 2022). The t-statistic value generated by bootstrapping in SmartPLS is used to ensure the significance of the relationship between the constructs. When the t-statistic and p-value \leq or $= 0.05$, we say there is a significant relationship between the constructs. See the path coefficient and t-statistic values, as well as a summary of the results of the SmartPLS path analysis, in Table 4.

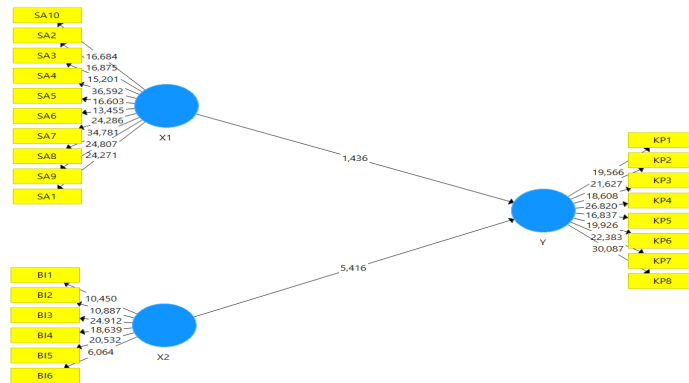


Figure 4 Final research test model in SmartPLS

Table 4 Total Influence

| Variabel | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | T Statistics (O/STDEV) | P Values |
|-----------|---------------------|-----------------|----------------------------|--------------------------|----------|
| SA_ -> KP | 0.197 | 0.222 | 0.138 | 1.436 | 0.152 |
| BI -> KP | 0.725 | 0.712 | 0.134 | 5.416 | 0.000 |

Source: SmartPLS output results (processed)

Table 4 shows the direct influence of independent variables on the dependent variable. The path coefficient of store atmosphere on purchasing decisions with a p-value of $0.152 \geq 0.05$ and a t-statistic of $1.436 \leq 1.96$ indicates that store atmosphere has an effect but is not significant. The path coefficient of brand image on purchasing decisions has a t-statistic of $5.416 \geq 1.96$. It has a p-value of $0.000 \leq 0.05$, meaning that brand image significantly influences purchasing decisions. So, it can be concluded that the better and increasing the brand image, the more purchases occur. The R^2 value of 0.721 produced by the SmartPLS analysis shows that this research model can explain 72.1% of the purchase decision variance, while other explanatory variables explain the rest.

DISCUSSION

The Influence of Store Atmosphere on Purchasing Decisions (H1)

The analysis findings provide results where store atmosphere has an influence but is not significant enough for customers to make a purchasing decision. Research conducted on the influence of store atmosphere on purchasing decisions provides results that although the influence of store atmosphere looks quite real, in reality, it is not significant on purchasing decisions. This is confirmed by the questionnaire results, which stated that several store atmosphere indicators, as well as the lighting and product layout

indicators, are lacking. Consumers feel that the lighting in the store is not bright enough, and several types of product groups are difficult to find.

This finding does not provide credibility to previous research in sectors different from this study, and because of this, this study focuses on the retail store sector, where previous research shows the influence of Store atmosphere on purchasing decisions, such as research by Muthoharoh and Praditya (2024) with results that have a significant effect on the Rafa Rabbit Pet Shop, and Pasaribu (2020) which got results that have a significant effect on the De'cost restaurant and research by Kristio et al, (2020) which got results that have a significant effect on the coffee shop.

Many stores that try to attract consumers, especially in MDC Mart Grosir, have not succeeded in attracting consumers to purchase. In making a purchasing decision, consumers often consider various components, such as the placement of goods and a combination of pleasant music and bright lights, creating a calming and pleasant shopping experience that ultimately influences purchasing decisions. However, the lighting and layout in the store have not yet given an impression that can influence consumers' purchase decisions. This study does not align with Utami's statement (2010), which states that store atmosphere includes a combination of store characteristics such as layout, lighting, and cleanliness. Likewise, the results of this study support the explanation of Turley and Milliman (2000), which states that store atmosphere is more inclined to stores that sell hedonic goods, compared to stores that sell convenience goods and utilitarian products such as MDC Mart Grosir.

The Influence of Brand Image on Purchasing Decisions (H2)

Data analysis shows a significant influence between the brand image variable and purchasing decisions. The original sample brand image was obtained at 72.5%, which indicates that if the brand image variable increases by 72.5%, purchasing decisions can increase by 72.5%, and the store's brand image will improve. This research strengthens the findings of Kusuma et al. (2022), Rohmanuddin and Suprayogo (2022), and Mahiri (2020), all three of which show a significant influence of brand image on consumer purchasing decisions. Customers have confidence in a company's goods and services when they have a positive impression of the brand.

This study confirms that user (company) image has the greatest influence on purchasing decisions among the dimensions of brand image. This is supported by the questionnaire results, which predominantly gave positive results on brand image, namely on the indicators of maker and user image. New customers are persuaded to buy from MDC Mart Grosir because of the good reputation the company has obtained from previous customers. Furthermore, consumer impressions of product quality and corporate image reputation play a role in purchasing decisions.

This result is consistent with Howard and Sheth (1969), which emphasizes the role of consumer perception in shaping attitudes and purchasing behavior. A positive brand image creates a good perception of the brand, influencing consumer attitudes and purchasing decisions. Other support comes from Dodds et al. (1991), who found that consumers' positive impressions of the mart (such as in this research, the MDC Mart Grosir) brand image influenced their evaluations of the quality and value of the store and their willingness to make a purchase. The findings of this study support the idea that the MDC Mart Grosir store brand image is important in shaping customer opinions and ultimately driving a purchasing decision.

CONCLUSION

Based on the results of consumer research, it can be concluded that store atmosphere does not significantly influence purchases. However, brand image has been proven to significantly affect consumer purchasing decisions at the MDC Mart wholesale store.

Research implications

This study can contribute to developing more comprehensive theoretical models on factors influencing purchasing decisions. These models must include factors more relevant than store atmosphere, such as brand image, product value, or social influence. Companies can shift focus and resources from improving store atmosphere to other elements that have been shown to influence purchasing decisions more, such as product quality, price (Gofur & Sari, 2024), promotion, or brand image.

Especially in MDC Mart Wholesale Store, customers' perception of brand image plays an important role in their final purchasing decision. Positive user image is also a major factor in new consumers' purchasing decisions. Customers are more likely to purchase MDC Mart Wholesale products if they see other customers using them and are satisfied. When existing customers are happy, it can bring in more customers, increasing its popularity and eventually improving its position in the market. Customers are attracted to MDC Mart Wholesale because they trust in quality, a good reputation, and a positive user image. Ultimately it will increase repeat purchases (Chairudin & Sari, 2021).

Research Limitations and Suggestions

In this study, the researcher is very aware of the many limitations in conducting the study, namely, the limited research time and limited resources (funds and manpower) can limit the scope and quality of the study. MDC Mart Grosir Store is advised to continue to improve the comfortable, clean, and modern store atmosphere by paying attention to the layout of goods, lighting, aroma, room temperature, and decoration. In addition, MDC Mart Grosir needs to strengthen its brand image by maintaining the quality of products and services, improving promotional programs, and actively responding to consumer feedback. It is recommended that future researchers use more comprehensive research methods and expand the scope of the study by including additional variables that can influence consumer purchasing decisions. Further researchers interested in studying the impact of store atmosphere and brand image on purchasing decisions can refer to this study.

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