ABSTRACT

IMPLICATIONS OF PACKAGING AND ENVIRONMENTAL FACTORS ON
THE IMPULSE BUYING BEHAVIOR
(Study In Consumer Toy’s Kids In Metro City )

by
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This research aims to analyze the influence of packaging and store environmental factors on consumer’s impulse buying behavior in the kid’s toy store in Metro City. An associative type research is used in this research. To take a sample, we used accidental sampling technique. This research used 97 correspondences as the sample and used Multiple Linear Regression in analyzing the data. Hypothesis testing using the R, F and t test. The findings suggest that as simultaneous, packaging and store environmental factors significantly influence on impulse buying behavior. As partial, packaging and store environmental factors significantly influence on impulse buying behavior.

We suggest that the kid’s toy store should give more attention of how to make the marketing situation like, give a music, manage the display of toy, supply with various kinds of toys, and make a pleasant situation according to kid’s life when consumer in the store.

Keywords: Packaging, Environmental Factors Store, Impulse Buying Behavior