



The Impact Of Brand Awareness, Product Variety, And Store Atmosphere On Consumer Purchase Intentions Towards Gen Z For Indomaret In Surabaya: The Mediating Role Of Consumer Attitude

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How to Cite :

Perwata, D. M., Hongdiyanto, C. (2026). The Impact Of Brand Awareness, Product Variety, and Store Atmosphere On Consumer Purchase Intentions Towards Gen Z For Indomaret In Surabaya: The Mediating Role Of Consumer Attitude. EKOMBIS REVIEW: Jurnal Ilmiah Ekonomi Dan Bisnis, 14(2). DOI: <https://doi.org/10.37676/ekombis.v14i2>

ARTICLE HISTORY

Received [02 September 2025]

Revised [15 April 2026]

Accepted [24 April 2026]

KEYWORDS

Product Variety, Store Atmosphere, Brand Awareness, Consumer Attitude, Consumer Purchase Intention.

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ABSTRACT

This study aims to investigate the impact of product variety, store atmosphere, and brand awareness on consumer attitudes and their significant influence on purchase intentions. This study focuses on Indomaret, as the leading retail store in Surabaya with the highest outlet count and strong consumer preference. The research specifically targets Generation Z consumers aged 13 to 28, backed by data from a pre-survey conducted in February 2025. The findings offer valuable insights into the purchasing behavior of young consumers and highlight key factors that drive retail success in Surabaya's competitive market. The direct and indirect hypotheses were accepted, however, the store atmosphere variable towards purchase intention was rejected.

INTRODUCTION

Indonesia's growing population makes the purchasing power higher and increases the need for retail products. Based on a study by MarkWide Research (2025), it was stated that despite the increasing market conditions in Indonesia, which also includes Surabaya, faces challenges that include intense competition. During the global COVID-19 pandemic, the retail business in Indonesia was affected, but only a few stayed in their leading positions based on store amount (Statista, 2024). Apart from that, the retail behavior in Indonesia has shifted significantly and is highly competitive due to the increasing local and international players competing for market share, this creates a pressure on profit margins and makes the need for continuous innovation significantly higher (MarkWide Research, 2025). Based on research by Dabija and Lung (2019), Gen Z's referred to as "young people" are drawn to staying connected through mass communication, seeking out fun and engaging leisure activities, and making the

most of their time. They prioritize activities that bring the greatest rewards and leave them with meaningful and memorable experiences (Dabija & Lung, 2019). This efficiency-driven mindset shapes their shopping habits, as they tend to prefer retail stores that are nearby to them, to save time and maximize convenience for the life of current Gen Z's.

The top 5 growing retail companies in Indonesia (2024) are: Indomaret, Alfamart, Transmart, Matahari, and Ace Hardware. This was measured by the amount of store outlets (Ministry of Trade, 2023; Statista, 2023). Indomaret, being the largest minimarket in Indonesia with over 18.000 outlets is best known as an "easy and economical" shop, with its ease of access for all citizens in different areas (DoranDev, 2024). Indomaret provides various different products that are needed daily, provided with competitive pricing and various promotions (Ministry of Trade, 2023). With more stores opening on the side of each other, changes in consumer behavior, and competitiveness of the retail market, it is crucial to study the factors that influence consumer's purchase intentions. A pre-survey conducted in February 2025 towards Gen Z's (aged 13-28) in Surabaya (Fisu, Syabri & Andani, 2024) by the researcher with 47 respondents has indicated that their most preferred retail shop is Indomaret (66%). It was followed by Alfamart (12.8%), Ace Hardware/azko (10.6%), Transmart (6.4%), and lastly Matahari (4.3%). This concludes and validates the research that states Indomaret as the most preferred store for Gen Z's in Surabaya.

As stated by a research done by Taufik & Asih (2024), it was shown that store atmosphere, brand awareness, product variety, has a positive influence on consumer attitude and purchase intention. Navanti, et al. (2024) has also found that product variety, brand awareness has a positive influence towards purchase intention, and purchase decision. The relationship between store atmosphere towards purchase intention was indicated with positive influence by a researcher, concluding that it was one of the crucial factors in influencing CPI (Na Phayap et al. 2024). Another journal by Amirudin and Harahap (2024) has found that product variation has a positive and significant influence on purchase interest. Based on research by Rayuwati et al. (2022), the highest variable is store atmosphere towards customer buying intention. Moreover, the relationship between brand awareness towards purchase intention was found by a researcher having a statistically significant relationship (Zeqiri et al., 2024).

Based on the articles that were curated, it was found that there are many variables that can determine consumer purchase intentions. The researcher wants to know in more detail, the variable that can determine consumer purchasing intention towards Indomaret's consumers from Gen Z's in Surabaya. Based on the pre-survey, 47 respondents in Surabaya has chose: Product Variety (70.2%), Store atmosphere (63.8%), and Brand Awareness (83%) as the top 3 reasons (variables) of why they chose Indomaret amongst the rest of the choices (Alfamart, Transmart, Ace Hardware/azko, and Matahari). Specifically in this study, researchers will dive into product variety, store atmosphere, brand awareness, consumer attitude towards consumer purchase intention emphasizing on several indicators for each variable (Taufik, M., & Asih, D. 2024). Hence, the store owners can now realize the importance of having good product variety, store atmosphere, brand awareness, consumer attitude towards attracting more of the consumer's purchase intention (the desire to make a purchase) for Indomaret's products, especially for Surabaya Gen Z consumers.

There are inconsistent findings that show negative effects between product variety, store atmosphere and brand awareness with purchase intention (Putri et al., 2024; Asrul, 2024; Lie et al., 2022). Some studies show a negative effect, some show a positive correlation when using a mediating variable of consumer attitude. This contradiction shows and proves the need for further investigation of how consumer attitude influences the relationship between product variety, store atmosphere, and brand awareness towards purchase intention which would help clarify the role of consumer attitude as the potential mediator for consumer purchase intention.

Studies have proven the correlation between the mediating variable to the dependent variable. Referring to Wang, C., Liu, T., Zhu, Y., et al. (2023), the mediating variables; consumer

trust and attitude creates a significant mediating role in influencing purchase intention. Johari & Keni, (2022), had shown in their research that the attitude of customers has a significant and positive influence on purchase intention. Based on the research done by Zaremohzzabieh et al. (2020), it was concluded that consumer attitude acts as a strong mediating variable towards purchase intention. Research done by Fahlevi, Hasan, and Islam (2023) has provided a comprehensive research on the positive influence and crucial mediating role of consumer attitude towards purchase intention. Therefore, consumer attitude is used in this research as the mediating variable.

LITERATURE REVIEW

Based on Ajzen (1991) as cited in *Management and Organization Theory: A Jossey-Bass Reader* by Jeffrey A. Miles (2012), the grand theory of this research is the Theory of Planned Behavior (TPB). The theory explains that people make decisions based on three main factors: attitude, subjective norms, and perceived behavioral control. These factors combine to create a person's intention to act, which creates their behavior (Miles, 2012). This theory highlights how business and consumer behavior are closely related.

Brand awareness is the level of consumer understanding and recognition of a product and its brand identity, including visual elements (Navanti et al., 2024). It is built through repeated recognition, familiarity, and trust, which guide consumers in their purchasing decisions (Kurnianingtyas, 2023). According to Zeqiri et al. (2024), brand awareness also reflects a consumer's ability to recognize and recall a brand, which can be enhanced through social media efforts like advertising, interactive content, and rewarding experiences. Based on Taufik & Asih (2024), Bakalo and Amantie (2023), and Chen (2024), Brand Awareness (X1) has a significant positive effect towards Purchase Intention (Y). Therefore, the first hypothesis for this research is stated as follows:

H1: Brand awareness has a significant positive effect towards the Purchase Intention of Indomaret's Gen Z consumers in Surabaya.

Product variety refers to the range of products offered by a seller, serving as a key factor in brand differentiation, customer retention, and purchase decisions (Kurnianingtyas, 2023). It includes variations within a brand—such as size, price, and appearance—and represents an important industry feature over time (Navanti et al., 2024). Managing diverse options plays a crucial role in retail competition by shaping consumer preferences and influencing sales volume (Amirudin & Harahapa, 2024). Based on Taufik & Asih (2024), and Ramadhina (2022), Product Variety (X2) has a significant positive relationship towards Purchase Intention (Y). Thus, the second hypothesis for this research is written as follows:

H2: Product Variety has a significant positive effect towards the Purchase Intention of Indomaret's Gen Z consumers in Surabaya.

Store atmosphere is the retail environment designed to create comfort, evoke emotions, and enhance the store's image, thereby influencing consumer purchases and loyalty (Kurnianingtyas, 2023). It involves designing the buying environment—including exterior, interior, layout, and appearance—to elicit emotions that trigger purchase intentions (Rayuwati et al., 2022). Elements such as visual communication, lighting, color, music, and scent are used to capture emotional responses and shape customer perceptions (Welsa et al., 2024). Based on Taufik & Asih (2024), Lazaris et al. (2022), Humairoh et al. (2023), and Dasmadi (2022), Store Atmosphere (X3) has a significant positive relationship towards Purchase Intention (Y). Therefore, the third hypothesis is written as so:

H3: Store Atmosphere has a significant positive effect towards the Purchase Intention of Indomaret's Gen Z consumers in Surabaya.

Consumer attitude refers to how individuals feel and evaluate a product or brand, shaped by factors such as environmental beliefs, knowledge, and emotional influences (Zaremohzzabieh

et al., 2020). It involves favorable or unfavorable evaluations influenced by emotions that drive the intention to purchase (Fahlevi, Hasan, & Islam, 2023). As a key component of consumer behavior, attitude reflects positive or negative beliefs that significantly affect consumer intentions and decision-making (Li et al., 2024). Based on Taufik & Asih (2024), Anak Agung et al. (2024), and Hameed et al. (2023), Consumer Attitude (Z) is able to mediate the effect of Brand Awareness (X1) on Purchase Intention (Y).

H4: Consumer Attitude positively mediates the relationship between Brand Awareness and Purchase Intention of Indomaret’s Gen Z consumers in Surabaya.

Based on Taufik & Asih (2024), Consumer Attitude (Z) is able to mediate the effect of Product Variety (X2) on Purchase Intention (Y).

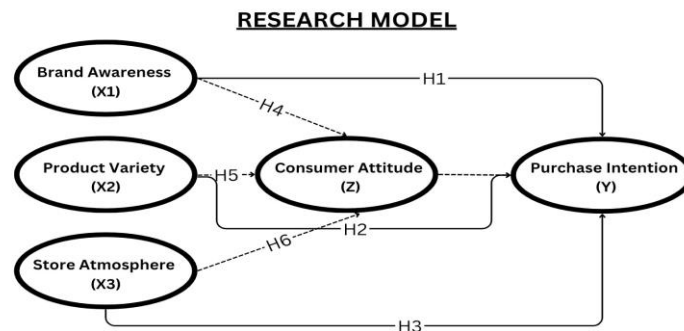
H5: Consumer Attitude positively mediates the relationship between Product Variety and Purchase Intention of Indomaret’s Gen Z consumers in Surabaya.

Based on Taufik & Asih (2024), Consumer Attitude (Z) is able to mediate the effect of Store Atmosphere (X3) on Purchase Intention (Y).

H6: Consumer Attitude positively mediates the relationship between Store Atmosphere and Purchase Intention of Indomaret’s Gen Z consumers in Surabaya.

Purchase intention is the consumer’s inclination to buy a product, driven by positive feelings, evaluation of its features and the intention to act on their preference (Navanti et al., 2024). Based on Amirudin and Harahap (2024), purchase intention refers to a consumer’s desire or intention to buy a product based on its quality, information, or prior experience. Purchase intention is the likelihood or possibility of a person's intention to purchase a product or brand (Fahlevi, Hasan, & Islam, 2023). In conclusion, purchase intention is the likelihood of a consumer buying a product, driven by positive feelings which reflects their intention to purchase a product or brand.

Figure 1. Research Model



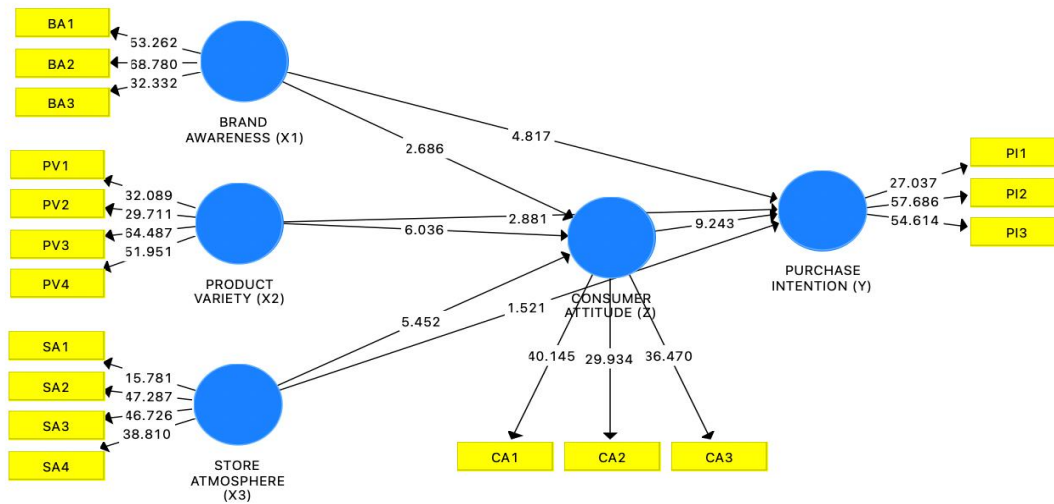
Source: Researcher (2025)

METHODS

The research method used in this study is quantitative research. Primary data is gathered through a structured online questionnaire (Google Forms) which is sent to Surabaya Gen Z's through WhatsApp Messaging application. A 7-point Likert scale used to improve measurement precision and reduce response bias (Kusmaryono & Wijayanti, 2022). The population consists of Gen Z consumers in Surabaya who have shopped at Indomaret between the day of response and the past three months. The study employs purposive sampling to ensure respondents meet this criteria. The sample size is determined based on the guideline by Hair et al., (2017), which recommends using the "10-times rule" which requires a minimum sample size of ten times the number of indicators. With 18 indicators, the minimum required sample size is 180 respondents. However, to enhance reliability and generalizability, the study aims to collect data from at least 200 respondents.

RESULTS

Figure 2. Outer Model SmartPLS algorithm results



Source: Data Processed, 2025

The survey was conducted in Surabaya towards Gen Z's. The respondents in this research were 262 Gen Z consumers in Surabaya who have been to Indomaret in the past. The level of respondent participation in the survey is full, meaning that all questions were filled in and returned by all respondents in full. Based on the data gathered, the largest gender is male, 144 or 55%, and female 118 or 45%. Regarding the age, all respondents were aged between 13 to 28 years old, most being 20 years old (95 or 36.3%) and between 19 (32 or 12.2%) to 21 (58 or 22.1%) years old. The data analysis will use the SMARTPLS version 3.2.9 software to achieve an accurate result and discussion.

Table 1. Outer Loading

Variable	Indicator	Outer Loading	Condition	Results
Consumer Attitude (Z)	Z.1	0.864	>0.70	Valid
	Z.2	0.839	>0.70	Valid
	Z.3	0.819	>0.70	Valid
Brand Awareness (X1)	X1.1	0.906	>0.70	Valid
	X1.2	0.941	>0.70	Valid
	X1.3	0.879	>0.70	Valid
Product Variety	X2.1	0.852	>0.70	Valid

(X2)	X2.2	0.839	>0.70	Valid
	X2.3	0.901	>0.70	Valid
	X2.4	0.890	>0.70	Valid
Store Atmosphere (X3)	X3.1	0.739	>0.70	Valid
	X3.2	0.882	>0.70	Valid
	X3.3	0.896	>0.70	Valid
	X3.4	0.844	>0.70	Valid
Purchase Intention (Y)	Y.1	0.809	>0.70	Valid
	Y.2	0.897	>0.70	Valid
	Y.3	0.876	>0.70	Valid

Source: Data Processed, 2025

The outer loading refers to how well each indicator relates to the variables. In the context of SMARTPLS, outer loadings are used to measure convergent validity, with a value of 0.7 or higher to indicate a reliable indicator (Ghozali, 202). Based on Table 2, all the variables and indicators show a valid result as they managed to show a higher outer loading result than the 0.70 criteria. This means that each indicator is positively related to its latent variable. However the indicator Y.4 or PI4, was eliminated because it did not fulfill the Outer Loading criteria with the value of 0.661 - in order to achieve a reliable outer loading result.

Table 2. AVE value

Variable	Average Variance Extracted (AVE)	Condition	Results
Consumer Attitude (Z)	0.707	>0.7	Valid
Brand Awareness (X1)	0.827	>0.7	Valid
Product Variety (X2)	0.759	>0.7	Valid
Store Atmosphere (X3)	0.710	>0.7	Valid
Purchase Intention (Y)	0.742	>0.7	Valid

Source: Data Processed, 2025

Apart from the factor loading values, to further analyze the validity of the data of research, the researcher used AVE values. Based on Ghozali (2021), the convergent validity test can be measured using AVE values above the value of 0.7. The results of the AVE value's validity can be

seen fulfilling the requirements of an AVE value above 0.7 from the table. Based on Table 3, the Average Variance Extracted (AVE) values for all the variables resulted in higher than the 0.7 criteria. This means that each of the variables are valid - meaning that each variable is valid.

The Discriminant Validity test is used to determine whether an indicator used is distinct from each other, and ensures that they are well for measuring the research construct. Each indicator must have a higher cross loading value on its own construct than on any other construct (Ghozali, 2021). There are two ways to measure discriminant validity using the SMARTPLS software: using the cross loading values of each indicator, and looking at the Fornell-Larcker value. Reliability tests in research are used to prove the accuracy (Hair et al., 2017; Ghozali, 2021). In this study, the reliability test was done using Cronbach's alpha and composite reliability which states that a variable is reliable if they have values ≥ 0.6 and ≥ 0.7 for composite reliability (Hair et al., 2017; Ghozali, 2021).

Based on the results of the cross loading, the results show a higher cross loading value on its indicator towards its own variable than on any other constructs. According to the research results in table 4, the model is said to meet the requirements for discriminant validity. Based on the cross loading theory - the indicators in the cross loading have indicators on the parent variable which is greater than other variables. Apart from that, the Fornell Larcker Criterion theory states that the average square root of the variance extracted from a construct must be bigger than the correlation between that variable and other variables.

Table 3. Fornell-Larcker Value Test

Variable	Cronbach's Alpha	Composite Reliability	Results
Brand Awareness (X1)	0.895	0.935	Reliable
Product Variety (X2)	0.894	0.926	Reliable
Store Atmosphere (X3)	0.862	0.907	Reliable
Consumer Attitude (Z)	0.793	0.879	Reliable
Purchase Intention (Y)	0.825	0.896	Reliable

Source: Data Processed, 2025

Based on Table 3, the results show that all the Cronbach's Alpha values for each variable are over 0.6, and composite reliability over 0.7. Thus, it can be concluded that all variables in this research are reliable. According to Hair et al. (2017), R-Square is used to calculate the level of determination of the independent variable towards the dependent variable are as follows:

Table 4. R Square Value (R²)

Variable	R Square	R Square Adjusted
Z_Consumer Attitude	0.592	0.587
Y_Purchase Intention	0.652	0.646

Source: Data Processed, 2025

Based on the SMARTPLS version 3.2.9 software, the R-square value obtained is shown in Table 4. It can be seen that Consumer Attitude (Z) has an R-square value of $0.592 > 0.50$, so it can be concluded as moderate. The value of 0.592 indicates that 59.2% of the Consumer Attitude variable (Z) can be explained by Brand Awareness (X1), Product Variety (X2), and Store Atmosphere (X3) variable, while the remaining percentage is explained by other variables outside the model. The Purchase Intention variable (Y) has an R-square value of $0.652 > 0.50$, so the model can be concluded as moderate. The value of 0.652 indicates that 65.2% of Purchase Intention variable (Y) can be explained by Brand Awareness (X1), Product Variety (X2), and Store Atmosphere (X3) variables, while the remaining percentage is explained by other variables outside the model.

According to Hair et al. (2017), The predictive relevance test (Q2) is used to validate the model. A predictive relevance value (Q2) > 0 indicates that the model has good predictive relevance value, while a value of < 0 indicates that the model lacks predictive relevance. The results of the predictive relevance (Q2) is 0.858. The results of the predictive relevance (Q2) calculation produces a value of 0.858. This means that the model in this study is good/strong in terms of predictive relevance ($0.858 > 0$). The predictive relevance (Q2) value also shows that the latent variable can successfully predict the dependent variable, Purchase Intention (Y).

The Effect Size test (F2) is used to measure the size of influence or effect of the independent variable to the dependent variable. Based on Table 6, the results show that Brand Awareness (X1) \rightarrow Consumer Attitude (Z), Brand Awareness (X1) \rightarrow Purchase Intention (Y), Product Variety (X2) \rightarrow Consumer Attitude (Z), Product Variety (X2) \rightarrow Purchase Intention (Y), and Store Atmosphere (X3) \rightarrow Consumer Attitude (Z) has a small effect. Store Atmosphere (X3) \rightarrow Purchase Intention (Y) has a very small effect (almost no effect), and Consumer Attitude (Z) \rightarrow Purchase Intention (Y) has a strong effect.

Table 5. Effect Size Test (F-Square)

Variable	F-square (F ²)	Results
Brand Awareness (X1) \rightarrow Consumer Attitude (Z)	0.031	Small
Brand Awareness (X1) \rightarrow Purchase Intention (Y)	0.088	Small
Product Variety (X2) \rightarrow Consumer Attitude (Z)	0.108	Small
Product Variety (X2) \rightarrow Purchase Intention (Y)	0.040	Small
Store Atmosphere (X3) \rightarrow Consumer Attitude (Z)	0.103	Small
Store Atmosphere (X3) \rightarrow Purchase Intention (Y)	0.015	Very Small
Consumer Attitude (Z) \rightarrow Purchase Intention (Y)	0.401	Strong

Source: Data Processed, 2025

DISCUSSION

Based on Table 6, the path coefficients on the direct effect relationships range from -0.115 to 0.585. It can be concluded that not all values have a positive relationship as they are not all more than 0 (or close to +1) - this is because Store Atmosphere (X3) has a negative value on Purchase Intention (Y).

Table 6. Direct Relationship Hypothesis Testing

Variables	Z	Y
Store Atmosphere	0.355	-0.115
Brand Awareness	0.147	0.233
Product Variety	0.350	0.193
Consumer Attitude	-	0.585

Source: Data processed, 2025

Table 7. Indirect Relationship Hypothesis Testing

Variable	Special Indirect Effects
Brand Awareness (X1) → Consumer Attitude (Z) → Purchase Intention (Y)	0.086
Product Variety (X2) → Consumer Attitude (Z) → Purchase Intention (Y)	0.205
Store Atmosphere (X3) → Consumer Attitude (Z) → Purchase Intention (Y)	0.208

Source: Data Processed, 2025

Based on Table 7, the test results on the path coefficients for the indirect effect relationships range from 0.086 to 0.208. It can be analyzed that all values have a positive relationship as they are all more than 0 (or close to +1).

Table 8. Direct Relationship Mediation Testing

Direct Effect					
Construct	Original Sample	Sample Mean	Standard Deviation	P Value	Result
BA (X1) → CA (Z)	0.147	0.148	0.055	0.007	Accepted
BA (X1) → PI (Y)	0.233	0.230	0.048	0.000	Accepted
CA (Z) → PI (Y)	0.585	0.586	0.063	0.000	Accepted
PV (X2) → CA (Z)	0.350	0.346	0.058	0.000	Accepted
PV (X2) → PI (Y)	0.193	0.194	0.067	0.004	Accepted
SA (X3) → CA (Z)	0.355	0.359	0.065	0.000	Accepted
SA (X3) → PI (Y)	-0.115	-0.112	0.076	0.129	Not Accepted

Source: Data Processed, 2025

Table 9. Indirect Relationship Mediation Testing

Indirect Effect					
Construct	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	P Values	Result
BA (X1) → CA (Z) → PI (Y)	0.086	0.087	0.033	0.010	Accepted
PV (X2) → CA (Z) → PI (Y)	0.205	0.203	0.041	0.000	Accepted
SA (X3) → CA (Z) → PI (Y)	0.208	0.211	0.048	0.000	Accepted

Based on Table 8 (direct effects), brand awareness significantly influences consumer attitude and purchase intention (Zeqiri et al., 2024; Kurnianingtyas, 2023). Consumer attitude also significantly affects purchase intention (Fahlevi, Hasan, & Islam, 2023). Product variety has a significant impact on both consumer attitude and purchase intention (Amirudin & Harahap, 2024; Navanti et al., 2024). Store atmosphere significantly affects consumer attitude (Welsa et al., 2024), but not purchase intention. This suggests that while Gen Z may enjoy a comfortable store atmosphere, it does not directly lead them to buy - possibly because they are more influenced by practical information and digital factors (Prasetyo & Ardi, 2022).

From Table9 (indirect effects), consumer attitude partially mediates the effect of brand awareness and product variety on purchase intention, meaning these factors become stronger with a positive attitude (Li et al., 2024). Meanwhile, consumer attitude fully mediates the effect of store atmosphere on purchase intention - store design influences emotions, which then shape attitude and lead to buying decisions (Rayuwati et al., 2022). Overall, Gen Z in Surabaya tends to be influenced more by emotional and rational factors like brand trust and product options, and less by store ambiance alone. This provides insight for Indomaret to focus more on digital strategies and product variety to attract this generation.

CONCLUSION

It can be concluded that brand awareness has a significant and positive influence on purchase intention. Moreover, product variety also has a significant and positive effect on purchase intention. Meanwhile, the store atmosphere variable does not have a significant direct effect on purchase intention. From this research, it was found that consumer attitude is a significant mediator for brand awareness and product variety on purchase intention. Furthermore, although the store atmosphere variable does not directly influence purchase intention, consumer attitude still plays an important mediating role between the two, creating a full meditation effect. Thus, it can be concluded that consumer attitude still plays an important role in mediating the influence of store atmosphere, brand awareness, and product variety into purchase intention.

The current study demonstrates that brand awareness, product variety, store atmosphere, and consumer attitude significantly influences consumer purchase intention. However, the limitations of the research lies within the other factors that contribute to a consumer's purchasing behavior, such as price strategy, store location, and customer service quality, which were not explored in this research. This can serve as a newer framework for future research to analyze deeper about the current purchasing behavior for Gen Z's.

For business practitioners, especially those operating in retail or fast-moving consumer goods (FMCG) sectors, it is highly recommended to emphasize strong branding strategies that expand their product variety to capture higher consumer interest and positive attitudes. It is also recommended to start investing in branding strategies that help consumers trust and remember the brand over their competitors. While store atmosphere was not found to directly affect purchase intention, it plays an important role in shaping consumer attitudes, which influences purchasing intention and decision making. Thus, efforts to enhance store ambiance still remain important today. For future research, researchers are encouraged to explore other influencing variables such as pricing competitiveness, promotional effectiveness, customer relationship management, and digital engagement. It is also recommended to expand the demographic scope, or conduct different studies on different market segments or regions which can help create a more comprehensive insight on the current market's consumer behavior and how current businesses can adapt.

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