

THE INFLUENCE OF RETAILING MIX TO CONSUMER BEHAVIOUR

ABSTRACT

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In Indonesia retail sales have evolved with new shapes and formations. The intense competition, causes the company always to pay attention to the strategy in setting the retailing mix because it shows a positive response to consumers behaviour.

There are some programs conducted by Alfamart Minimarket Cibaduyut Bandung Indonesia connected with retailing mix of diverse products, services, pricing and promotion availability

Research method used was survey research, retailing mix as independent variable and consumer behaviour as dependent variable. Primary collecting data conducted through questioner to consumers of Alfamart Minimarket Cibaduyut Bandung, with random technique sampling to 80 respondents.

Retailing mix and consumer attitude have positive correlation with coefficient correlation 0,623, its influence retailing mix to consumer behaviour indicated by determination coefficient was 38,9%.

Keywords: retailing mix, consumer behaviour.

Introduction

It was estimated that competitive world of business in the future will grow speedily. This can be shown by the increasing competition among businesses, especially retail business in Indonesia minimarket. Based on data obtained from Marketing journal 05/VIII/Mei/2008, that since 2005 the growth of modern retail business reached 15-20%, while traditional retail was 3%.

The facts indicate that there is enthusiasm in general retail entrepreneurs in Indonesia to invest their capital in this business type. The competition of this retail business, causes the increasing number of new actors with new store formats so that more cooperation occurs in this business.

The exchange of paradigm makes the retailers respond to seek actively the information about the market, needs, desires, and added value for consumers so that they can maintain business continuity in the long run and win the competition.

The behaviour of consumers concerned related to the value added to their convenience in shopping. Modern retail paradigm will emphasize retail management using modern approach in which the fulfillment of the diversity of consumer needs in one location (one stop shopping).

One of the efforts to prepare of retailing mix is to conduct market research, that the retailing mix should be based on the hoping or expectation of consumers. The retail business is able to provide solutions to consumers.

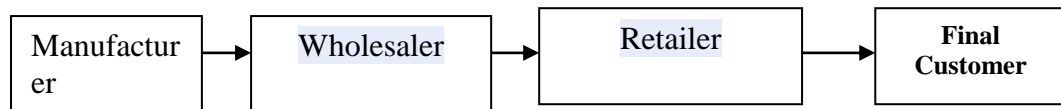
Alfamart is one of modern retailers which seek to market development by opening outlet in densely residential areas either by direct investment or franchise. But the facts indicated that the retailing mix executed by Alfamart Cibaduyut Bandung has not given yet maximal solution in fulfilling the needs of consumers. It can be seen that from several aspects in which consumers pay more special attention such as the availability of various categories of products, difference product prices among outlets with one another and questioning whether Alfamart Cibaduyut Bandung is the best among competitors.

These phenomena makes the writer interested in studying "The Influence of Retailing Mix to Consumer Attitudes (a study on the mini Alfamart Cibaduyut Bandung".

Literature

According to Kottler & Keller (2009:164), that retailing is all activities covered by the sale of goods or services directly to end consumers for personal and non-business.

Retail is the last stage in a distribution channel that contains the people and businesses that are physically involved in moving and transferring goods and services from producer to end consumer.

Figure 1**A Typical Channel of Distribution**

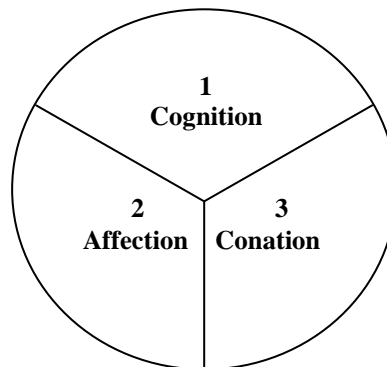
Source : Berman(2004,7)

The main function is to provide a wide range of retail products and services, that is assorting products, breaking bulk, entering into inventory, providing services, increasing the value of products and services.

The important principle in retailing is "the right product in the right place at the right time". Based on the principle that a product marketing should be sold at a place that is accessible by consumers and through promotions

Retailers which focus on the consumer will maintain the culture to always exceed consumer expectations. So retailers need to recruit the right people, and providing learning for employees continuously, thus will increasing consumer interaction with the employees. The elements of retailing mix is a marketing strategy undertaken by retailers. According to Berman (2004:105): Retailing mix strategy is the firm's particular combination of: store location, operating procedures, goods/services offered, pricing tactics, store atmosphere, customer services, and promotional methods.

The three-component model of attitude, the attitude consists of three main components, namely cognitive component, affective component, and conative components. Here's the image model (Figure 2):

Figure 2***Three Component Attitude Models***

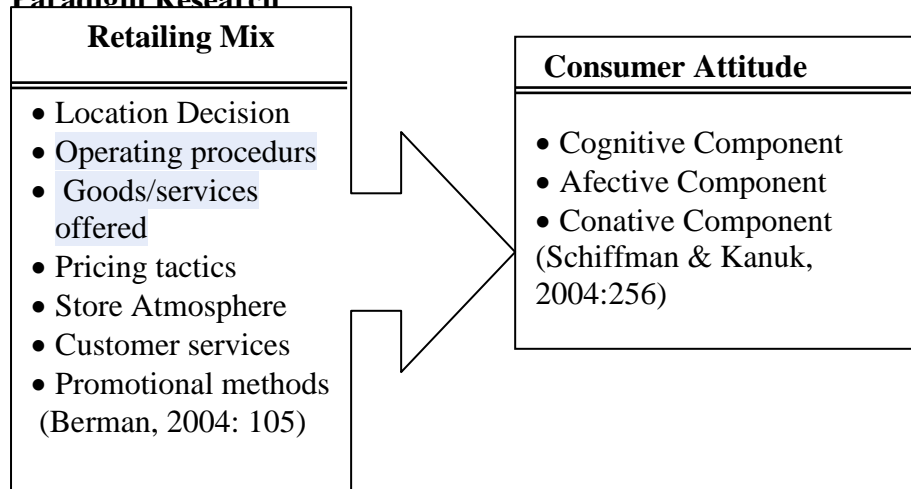
Source : Schiffman dan Kanuk (2004:256)

Information:

- Cognitive components are knowledge and the perception obtained through a combination of direct experience with attitude object and related information from various sources. Knowledge and perception theory usually take the form of beliefs, the consumer confidence that the attitude object possesses, various attributes, and that specific behavior will lead to specific outcomes.
- Affective component is consumer emotions or feelings about a particular product or brand constitute the affective component of an attitude. These emotions and feelings are frequently treated by consumer researchers as primarily evaluative in nature, that is, they capture an individual's direct or global assessment of an attitude object
- Conative component is related to the possibility or likelihood that an individual will perform a special act or behave a certain way towards the object of such attitude. According to some interpretations, conative components may include actual behavior itself. In marketing and consumer research, conative component is often regarded as a statement of consumer intention to purchase.

It can be concluded that the retailing mix have an impact on consumer behaviour.

Paradiom Research



Hypothesis

“Retailing mix influences end consumer behaviour at Alfamart Cibaduyut Bandung”

Result and Discussion

The diversity of products offered by Alfamart Cibaduyut Bandung consisting a wide range of daily necessities such as food, beverages, beauty supplies, household goods, stationery, medicine, etc. Products offered have qualifying kosher or registered BPOM and National Indonesian standards.

The design of the front of the store shown a store signage, stickers, promotion board products as well as some x-banner that show facilities and products offered by Alfamart. Parking area for cars and motorcycles is wide, there is one only entrance and exit gate. Lay out of the store is using vertical grid layout with sequential vertical shelves.

Pricing based on competition that is At-Market level Pricing; where the price is set based on the provisions of the company by considering the market prices that occurred both suppliers and competitive price

Retailing Mix Performance Alfamart Cibaduyut Bandung

Based on the results of the survey respondents, data showed that the location easily accessible Alfamart Cibaduyut Bandung, which offered a variety of product categories and variations of products in diverse product categories as well.

In general, respondents agree to the Alfamart store atmosphere. It can be seen from the nameplate, flexibility entrance, the view outside the store, tidiness product positioning, wide distance between the shelves, circulation, use of color combinations in the store, lighting, and room temperature are able to provide a comfortable atmosphere. The price of goods of Alfamart is cheaper than its competitors, and its price is based on the goods quality.

Consumers Behaviour at Alfamart Cibaduyut Bandung

Consumers attitude on the performance of retailing mix activities can be seen from cognitive component, that are store display, variety of product, friendly and fast services, advertising, store signage inexpensive prices product. The best services give knowledge and direct experience, so that it can create perception and confidence of consumers.

Consumers attitude on retailing mix activities of affective component are cleanliness, neatness and security of store, advertising inexpensive price product can influence consumers to buy.

Where as, on conative component are services, inexpensive price product, diversity of product and good facilities are the factors of the consumers decision on shopping at Alfamart.

Influence of Retailing Mix to Consumer Behaviour at Alfamart Cibaduyut Bandung

The correlation between the retailing mix and the attitude of end consumers amounted to 0.623, and the influence of the retailing mix towards the end consumer attitudes shown by the coefficient of determination (CD) was 38.9%. T hypothesis test results, obtained by value t calculate was 6.860. T value (6.860) > t table (1.9799), then H_0 is rejected. That is, there is a significant influence the retailing mix to consumer attitudes.

Conclusion

Basically, Alfamart Cibaduyut Bandung has a good executed on the retailing mix . This can be seen from the decisions of such aspects:

1. The selection of the strategic location convenience the availability of variety and high quality products, store atmosphere designs, cost-efficient and cheap products effective, promotional programs and comprehensive retail services.
2. Respond to the performance of the Alfamart Cibaduyut Bandung retailing mix is good, but in practice there are still problems relating to the retailing mix, including:
 - a) Availability of various product categories that not all products sold.
 - b) There are some product prices that are still considered expensive.
 - c) The use of debit card payment facilities are not maximized.
 - d) Less friendly and less responsive clerks in helping consumers.
3. The correlation between the retailing mix and the attitude of end consumers amounted to 0.623, and the influence of the retailing mix towards the end consumer attitudes shown by the coefficient of determination (CD) was 38.9%. T hypothesis test results, obtained by value t calculate was 6.860. T value (6.860) > t table (1.9799), then H_0 is rejected. It means, there is a significant influence of the retailing mix to consumers attitude.

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