Consumer buying behavior questionnaire pdf

1. CONSUMER-PERCEIVED VALUE AND PURCHASING BEHAVIOR OF STORE BRANDS: EMPIRICAL INVESTIGATION OF Wahyu Adhi Nugroho1 & Luki Safitri Wihandoyo2 ABSTRACTBuying processes in grocery stores include a host of factors relating to the final decision of theconsumers and these aspects affect the consumer's perceived cost and their purchasing behavior by deciding what type of product they will buy. The existence of store brands as an option to widow modern grocery stores have an important position in retail strategy nowadays and the role has grown in the development of modern grocery stores in Indonesia.Therefore, understanding the behavior of the store brand buyer is an important topic for marketers andresearchers. This study uses demographic profiling, mid-value analysis, cross-map analysis, reliability analysis, factor analysis – analysis of core components (Varimax method), several linear regressions. Dominated, there were significant variables, the pattern of relations is shown. Overall, the results show that consumer-perceived value contributes positively to theirperception of store brands and better knowledge of aspects of store brand products, associating their past experiences in the purchase of items, lead to positive perception, which in large part will lead to a good opportunity for them to re-purchase products of store brands in nature. Keywords: store brand, Consumer Perception Value (CPV), Buying Behavior1, 2 BINUS Business School, BINUS University, JWC Campus, Jl. Hang Lekir I No 6, Kebayoran Baru, South Jakarta 12120, wahyu@gmail.com.216 Business Strategy and Enforcement Journal Vol. 1 No 2 Jun 2009: 216 - 238 2 INTRODUCTION Understanding consumer-accepted values is an important part of winning over a product/service and has become a major motive in choosing a problem. To work out and improve the product, companies need to know what factors that consumers place as important as to unearthing information about how they think and perceive variables over the adprood before considering purchasing it. CPV and purchasing behavior also reflectperformance by the supplier of goods that delivers their products. The tools to be investigated in the article cover the relationship between CPV interdiscities and purchasing behaviour, as well as their final decisions based on variables in measuring designs (consisting of recommendations from relatives, a willingness to buy storebrands over national brands, and opportunities in future buying). Although this paper is a replication log, further work is designed to improve the results of theanalysis. The improvements cover a larger analysis method to better figure out the actual perceived cost and their purchasing behaviour towards store brands (for example: the study will explore the demographic factor to find out whether it is substantially related to the problem or not, and is supported by an open question about the exhaustion and/or criticism towards food in the concern of store brands. Creating a positive CPV also requires a strong brand image, which is critical for anyretailer, especially since more shoppers are becoming more selective in buying decisions when they are inside a store looking at a shelf full of items. The same applies to his approach to stand up for brands. In Indonesia, the observed hypermarket (Carrefour and Giant) and the supermarket (Hero) have their own choice of brands in store, marked with the name of retail, little information about the distribution of printed materials and packaging design. The purpose of this study is to provide insight into the topic of ConsumersPerceived Values and buying behavior towards the products of store brands in the perspective of Indonesia consumers, using CPV measuring designs and purchasing behavior. Importantdemograph factors such as: income levels and a group of ages will be investigated to pursue its relationship in relation to the final decision of buyers. In general, this paper outlines the desire to provide sufficient information about today's CPV brand stores focused on asmarket research in Indonesia. In addition, as a focus in the study, using forms of consumer engagement, brand loyalty, price perception, quality perception, familiarity, and perceived risks, as well as demographic factors, store brand attributes will be explored to unearth information about how they make decisions based on variable CPV before buying store brand merchandise. LITERATURE REVIEW1. The method of buying the behaviour of Zeithaml, Berry and Parasuraman (1996) suggested that evidence of exposure should be uncovered by relationing product quality to customer retention. Buying a consumerbuilder can be considered as a signal of preservation or defect in relation to products. When there is no re-purchase from consumers, acquiring cost, which is the cost of getting newConsumer's perceived cost and purchase ... (Wahyu Adi Nugroho and Luke Safitri Wihando) 217 3. customers will be expensive rather than retaining satisfied current customers because their outspring include advertising and promotion, as well as other advertising costs.2 The CPV Broad Theory CPV method was developed by Sheth, Newman and Gross (1991), which study how to measure consumer perception by observing consumer choice as a function of multiple consumption cost measurements, and that these measurements do different loads in different choice situations. They are looking for whether a consumer has a decision to buy a level (buy or not to buy) by choosing a product level (product type A or product type B), or at the brand level (brand A or brand B) through these five defined values3. Further development of measurement of consumer perceived value and purchasing multidiscover construct of perceived values after Shet, Newman and Grosso Grosso Underlined by the multidimensionalconstruction of CPV, Sweeney (1996) explores measuring the perceived cost constructor method, named as the PERVAL model, highlights not only multidimensionalconstruction but more on nonphysical value, a situation in which perceived value is critical to choice in the purchase process.4 Store Brand Reviews Previous research from Myers (1967) to Sudhir and Taluktar (2004) Table 1. Key Research for Brand Stores (1967-1997) YEAR RESEARCHER STUDY 1967 Myers Personality characteristics of store brand buyers 1965 Frank and Boyd 1971 Coe Store brand buyers in socioeconomic variables 1978 Murphy 1974 BeTtman Information processing of shoppers brand store 1981 Bellizzi Trading style store buyers 1982 Cunningham 1987 Salmon and Smar 1992 Deveny Quality of perception of buyers of the brand store 1994 Wilensky 1997 Baltas Table 2. Major Research for Brand Stores (2000-2004) YEAR RESEARCHER RESEARCH BUILDING LOYALTY THROUGH STORE BRANDS 2000 Corstjens and LAL Relationships Between Store Brand and Loyalty Store 2001 Aliawadi, Neslin, and the relationship between the store brand and the loyalty of the Store Gedenk 2002 Garretson, Fisher, and shoppers attitude to burton store brands Quality perception brands stores and 2003 Sethuraman store buying brand intent 218 Business Strategy Magazine and Enforcement Vol. 1 No 2 June 2009 : 216 - 238 4. Perception of quality and price perception 2003 Stambaugh on buyers of brands stores 2004 Sudhir and Talukdar Building loyalty through store brands 2004 Bonfrer and Chintagunta THEORITICAL FRAMEWORK Figure 1. Theoretical Design Framework This article suggested a structured framework consisting of different types of currency that buyers experience in purchase processes. This dissertation will apply improvements and modifications to previous studies. 27 elevations of six major cost structures proposed based on previous core CPV studies and behavior buyout models from the theory of consumption values by Sheth, Newman and Gross (1991), Zeithaml Buying Behaviour Model, Berry and Parasuraiman (1997), to the development of PERVAL Sweeney and Souttar measurement models (2001). Perceived consumer value and buying ... (Wahyu Adi Nugroho and Luke Safitri Wihando) 219 5. DEVELOPMENT OF HYPOTHESIS In the study of the group of hypotheses will be arranged as a proposal for the implementation of theoretical frameworks. These hypotheses:1. Ho: There is no link between income levels and willingness to buy store brand products over national brands.2. H1: There is a link between income levels and willingness to buy store brand products over national brands.3. Ho: There is no link between the age group and the recommendation of store brands products.4 H1: There is a link between the age group and the recommendation of store brands.5. Ho: There no relationship between income level and probability to consider purchasing store trademark products in the future.6 H1: There is a link between income levels and the likelihood of considering buying store trademark products in the future.7 Hypotheses 1 – 3 are related to the demographic aspects of store brand buyers and their final product decisions.8 Ho: Aspects in the new CPV measuring designs and buying behavior of store brand buyers do not have much impact on the product recommendations of store brands.9. H1: Aspects in new CPV measuring designs and buying behavior of store brand buyers have a significant impact on the product recommendations of store brands.10. Ho: Aspects in the new CPV measuring designs and buying behaviour of store brand buyers do not have much impact on their willingness to purchase branded grocery stores over national brands.11 H1: Aspects in the new CPV measuring designs and buying behaviour of store brand buyers have a significant impact on their willingness to purchase the store's branded groceries over national brands.12 Ho: Aspects in the new CPV measuring designs and buying behaviour of store brand buyers do not have a significant impact on the likelihood of considering buying store brand products in the future.13 H1: Aspects in the new CPV measuring designs and buying behaviour of store brand buyers have a significant impact on the likelihood of considering buying store brand products in the future.14 Ho: In part, there is no aspect in the new CPV measuring designs and buying behavior of store brand buyers, which has a significant impact on the recommendation of store brands. H1: In part, there are aspects in the new CPV measuring designs and buying behavior of store brand buyers, which has a significant impact on the recommendation of store trademark products.16. Ho: Partly, there's no aspect in the new CPV measuring designs and buying behavior of store brand buyers, which has a significant impact on the store's willingness to purchase branded groceries over national brands.220 Journal of Business Strategy and Enforcement Vol. June 1, 2009: 216 - 238 6. 17. H1: In part, there are aspects in the new CPV measuring designs and the purchasing behavior of store brand buyers has a significant impact on the willingness to purchase branded grocery stores over national brands.18 Ho: In part, there is no aspect in CPV's new measuring designs and buying behaviour of store brand buyers, which has a significant impact on the likelihood of considering buying store brand products in the future.19 H1: Partly, there are aspects in the new CPV measuring designs and buying behaviour of store brand buyers, which has a significant impact on probability buying products of the store brand in the future. Data and research methodology Applied research questions in this thesis will be presented in Indonesian, which investigates all random samples that carry out the task of their frequent purchases of supermarkets and/or hypermarkets understand Bahasa Indonesia as a language. Distribution period : May 28, 2008 - June 14, 2008Sphere for questionnaires : DKI JakartaTotal Questionnaire: 300 QuestionnairesTarget respondents : product buyersSampling method : Random sampling methodResponsive Demographic profile of store brand buyers The results of the questionnaire were analyzed using SPSS version 16.0. The first methodomanization of the collected data is to group demographic factors, which include: gender, age group, education level, income level (net income per month), occupation and number of family members, due to relative frequency.The average cost analysis of the average cost analysis in this study aims to observe the trend of repondent responses in completing a questionnaire of 27 questions related to the CPV assessment thematic object and the purchasing behavior of shop buyers. The Similarities scales in the keskecyade were based on values 1 (Strongly Disagree), 2 (Disagree), 3 (NiDisagle, No Consent or Neutral), 4 (Agree), and the highest point is 5 (Totally agree). Crosstabs Crosstabs Analysis analysis is used to display the distribution of two variables in crosstabulization/table. Chi-Square Test is an important aspect in Crosstab Analysis, with the aim of investing whether there is a link between a column and a row in cross-tab. The Chi-Square Test will be conducted under sig. (2-sided) < 0.05 to reject Ho.Factor CPV analysis and buying behaviour by the store's brand buyer The FA's primary objectives must be determined:1. The number of common factors influencing the set of measures2. The power of the relationship between each factor and each observed event. Some common use of the FA are: (www.stat-help.com)Perception of consumer value and purchase ... (Wahyu Adi Nugroho and Luke Safitri Wihando) 221 7. • Determine the nature of the structures underlying responses in a particular content area. • Determine which sets of subjects hang together in the questionnaire. • Demonstrate measurement scale dimension. Researchers often wish to develop scales that respond to a single characteristic. • Determine which functions are most important when classifying a group of elements. • Creation of factor scores representing the values of basic constructs for use in other analyses. The method of the main components for extracting the initial factor with the criterion eigenvaluegreater than 1 and Varimax rotation method was used by the trading behavior of the store brand in order to extract the dimensions based on the design. Varimax rotation method changes components, making the big boot bigger, and small loads smaller within each component. (Leech, et.al, p.82) Reliability of reliability analysis may reflect the internal consistency of the measurement indicators of this factor. Reliability for all structures exceeds or is close to 0.7 will be interpreted as satisfyinggeneral reliability requirements for research tools. Distribution of customer response frequencies The main goal is to support factor analysis and analysis of the underlying components, showing dominant responses in a particular variable. Several linear regressions In regression analysis, we will approach predictors with aspects in CPV measuring structures to investigate dependent variables (recommendation of store brands, willingness to buy store brands over national brands, and the likelihood of buying store brands in the future). Grocery store offerings for improvement Respondents may participate in providing their proposals for future improvement of the existence of brands in Indonesia. RESULTS AND DISCUSSION Respondents who participated in this study are women (214 people; 71.3%) and men (86 persons, 28.7%). 36%), followed by a group age of 35-44 at 26.7%. People with a degree and a high school shared the light equal distribution with 18% and 18.7%. The majority of respondents (105 people) earn RP 2-5 million in their monthly non-payment income, followed by a group of respondents with a non-export of income of RP 5-10 million (22%) and less than Rp 2million (21.7%). 3 respondents (1%) left the topic empty.222 Journal of Business Strategy and Implementation Vol. 1 No. 2 June 2009: 216 - 238 8. The majority of respondents (180 people) have their careers as an employee (60%), followed by those with a housewife as a profession (14.7%) and those with a homestead as a profession (14.7%). and professional staff (14%). The majority of respondents live in a family (91 people) consist of 4 people (31.3%), followed by a group of 5 people and more of whom is 30.3%. related to thematic volume of CPV and buying behavior of shoppers. Variable with the latest average: Buying grocery items of the store brand is risky because the quality of store brands is inferior, which means that most respondents disagree (responded strongly/disagree) with the statement, or, in other words, most of them shared a common view of not treating buying a store brand as risky because of the lower quality of items. what I buy at the grocery store matters a lot to me, which means that most respondents have the most coherent opinion with the statement. Crosstabs Analysis is used to display the distribution of two variables in a cross tab/table. There is no connection between the willingness to buy store brands compared to nationalbrands and their income level. There is also a link between the storebrand product recommendation for friends and their age group; group age < 25 years and > 40 years old tend to recommend store brands to their friends and relatives. And, furthermore, there is a link between the likelihood of considering buying store brand goods in the future and the income level. Respondents with monthly income of Nett < Rp 2 million and Rp2-5 million have a high percentage in store brands of goods of future repeated probability of purchases. Using factor analysis using the main component analysis, the variable after-offers are diversified into 9 components. After rotation, the CPV dimensions, which consist of 27 variables and are originally grouped into 6 factors, are transformed into 9 factors. Table 3. Обертовий компонент Матриця Компонент 1 2 3 4 5 6 7 8 9Виявно, Мені дуже цікаво, який .763 .110 .113 -.006 .022 .037 -.125 .105 .143particular бренд я купуюЯ готовий докласти зусиль для пошуку .756 -.007 .169 -.054 .134 -.117 -.040 .090.044my улюблений брендЯ віддаю перевагу одному / певному бренду більшості .717 -.123 .107 .021 .050 -.124 .354 .007 -.055Продукти, які я купуюЯ вважаю за краще завжди робити покупки в одному магазині .660 .159 -.021 .139 .139190 .118 -.130 .044 -.061Я купую магазин брендів .095.788 .013 -.144 -.016 .164 .115 -.078 -.053Му кошик містить бренди магазинів -.024 .775 .007 -.100 .066 .062 .034 .024 -.150для декількох продуктівЯ дуже добре знайомий з різними магазинами продуктових товарів, доступних в .096.733.003 -.061 -.055 -.133 .117 .089 .095РинокСюжетна вартість і купівля ... (Wahyu Adi Nugroho and Luke Safitri Wihando) 223 9. Given the potential financial expensesassociated with purchasing storebranded grocery products, overall -.092 .448 .053 .268 .278 .390 -.074 -.256 .038financial risk is associated withpurchasing such products is substantialPeople think of me as a good source of .063 .021 .825 .118 .005 .012 .104 .067 -.031shopping informationI am somewhat of an expert when it .101 -.053 .732 .001 .152 -.008 .130 -.069 -.148comes to shoppingI enjoy giving people tips on shopping .112 .264 .552 .001 -.126 .005 -.199 .301 .021Products that I buy from grocery store .150 -.075 .494 .032 .260 .073 -.065 -.013 .282interests me a lotThe purchase of store brand groceryitems is risky because the quality of .063 -.089 .151 .727 .149 -.067 -.312 .046 .014store brands is inferiorStore brand grocery items are appear to .152 -.047 -.073 .679 -.292 .070 .210 -.179 -.050be a bargainConsidering the of groceryproducts , for me to buy a store -.146 -.199 -.199 .662 .228 .086 -.030 .075 .108brands would be very riskyThere are only minor variations amongbrands of grocery products in terms of .085 .020 .000 .420 .096 -.259 .002 .173 .405qualityProduct that I buy from grocery store .216 .089 .042 .077 .760 .061 -.037 .047

.111are very importantProduct that I buy from grocery store .157 -.064 .129 .068 .749 -.149 .260 .008 -.077matters a lot to meAll brands of grocery products are -.003 -.001 -.054 .038 -.039 .828 .085 .099 .075basically the same in qualityI do not think there are any significantdifferences among different brands of -.021 .088 .099 -.066 -.036 .791 .211 .008 -.123grocery products in term of qualityStore brand grocery items offer great .022 .117 .156 .081 .034 .126 .770 .047 .099value for moneyStore brand grocery products do not -.093 .110 -.182 -.320 .099 .183 .517 .017 -.083vary a lot in term of qualityStore brand grocery items are -.134 .247 .116 -.180 .301 .261 .453 .206 -.006considered to be good purchaseIn groceries, It is true that you .146 -.032 .020 -.020 -.038.089 .063 .781.185Value the quality, which you paid read the product label in detail before I .080 -.021 .103 .018 .434 -.032.049.539 -.015buy grocery224 Business Strategy Journal and Enforcement Vol. 1 No2 June 2009: 216 - 238 10. In the product, the higher the price of .055 -.011 -.008.153.030.050.090 .277.763for the brand, The higher qualityE great difference in quality between national .037 .166 .083 .151.042 .066 .070 .481 -.618advertised and store brand groceryitemsExtraction Method: Basic component analysis. Rotation method: Varimax with Kaiser.a. normalization Rotations converged in 9 iterations. Based on the result, variables with high loads in the same factor indicate slight correlations between other elements; Therefore, the next step is to create new labels that mark their common characteristics/attributes derived from the elements in the Basic component analysis. Factor 1 will be labelled as Brand 1 Benefits Usually I care very much about what specific brand I buy .763 I'm willing to make an effort to find my favorite brand .756 I prefer one / certain brand of most products I buy .717 I prefer to always shop in one store .660 Factor 2 will be marked as: Getting to know the brand store 2 I buy a store brands .788 My cart contains store brands for multiple products .775 I am very familiar with various stores of the brand of grocery products, available on the .733 market In view of the potential financial costs related to buying a branded food store, the overall financial risk associated with the purchase of .448 such products, which is a significant Factor 3, : Trade interest and knowledge sharing 3 People think of me as a good source of trading information .825 I am somewhat expert when it comes to shopping I like giving people tips on stores .552 Products that I buy at the grocery store, I'm interested in a lot of .494 Factor 4 will be labeled as: Risk perception 4 Buying grocery store is risky because the quality of stores brands .727 is inferior to perceived value and shoppersConsumer ... (Wahyu Adi Nugroho and Luke Safitri Wihando) 225 11. The grocery brand's store appears to be a .679 deal given the cost of food, for me to buy a store brands .662 would be very risky There are only minor variations among the brands of groceries in the term .420 quality Factor 5 will be labeled as: The importance of product 5 Product 5 Product that I buy from the grocery store is very important .760 Product that I buy from the grocery store has for me a lot of value .749 Factor 6 will be marked as : Perception of quality 6 All brands of grocery products are basically the same in quality .828 I do not think that there are some significant differences between different brands of products .791 in the term quality Factor 7 will be labeled as: Store Brand Value for Money 7 Store brand grocery products offer great value for money .770 Store brand groceries do not vary much in terms of quality .517 Store brand grocery products considered to be good to buy .453 Factor 8 will be labeled as : Participation 8 In groceries, it is true, that you get the quality you paid for .781 I read the product labels in detail before you buy grocery items .539 Factor 9 will be labeled as: Store brands against the perception of national brands 9 In the grocery product, the higher the price of the brand , the higher the quality of .763 There is a big difference in overall quality between nationally -.618 advertised and store branded groceries In a few linear regressions , there are two aspects in the constructsthat measurement have a significant connection to the result (recommendations) that: familiarity with store brands and trading interest and knowledge sharing. Itseemed that food shoppers, especially store brand shoppers who are willing to givesoiling products they preferred are familiar with the store's existence of branded products available on the market and have an interest in grocery stores. The result also shows that there are two aspects in measuring designs that have a significant connection to the result (willingness to buy branded store products than national brands) that are: Getting to know the store brands and QualityPerception. Using national brands as a comparison for the acquisition of store brands, general journal of business strategy and execution Vol. 1 No2 June 2009: 216 - 238 12. perception of quality and acquaintance with products are important and have minor relationships. Based on the investigation, there is one aspect in measuring which have little connection to the result, which is: Acquaintance with respect to Tore Brands. CONCLUSION AND RECOMENDATION Indonesian consumers presented with a pattern that make frequent purchases in modern-world stores came from well-educated classes with characteristics as reasonable, price-sensitivebuyers. In general, Indonesian consumers are aware of the difference in the quality of products, which is available in modern grocery stores. Quality-based product evaluation is important in purchase processes and this study has shown that although they are conscious of the quality of the differentibility of all products; they perceive brands of general quality stores do not change with national brands. Furthermore, in the measuring design, they believe store brands offer great value for money, making income levels a less important factor with their willingness to incubate store brands. The reasons for consideration in the purchase of store brands may be external factors (such as: higher inflation, higher oil price, or other issues). Higher monthlyexpenditure can be suppressed due to the possibility of purchasing store brands of goods,especially in groceries such as: rice, sugar, cooking oil and other primary goods. It was also found that most of the overall sample is relatively loyal in choosingbrands for the products they use and are familiar with the various store trademark products available in food. In general, by delivering good value perceived by the customer, stores will gain trust from them by making the assessment of the processes of retaking product attributes in the future (before buying, such as: viewing parts on the label, packaging, and most importantly, the quality of the product) less time-consuming. CPV-buying relationship behavior may be presentedit is helped by a probability detection study to consider buying branded store products in the future (with R2 of .574, it shows that the model can be used optimally in predicting the promo of repeat purchases of store brand goods in the future for Indonesian consumers,which account for 57.4% of the total source). An important improvement in store brands nowadays is to create and maintain good product quality, not only in content but also in packaging, maintained by an adequate QC to provide non-customer customers, that the distribution attributes of brands are good valuable items for money. Overall, the results show that the perceived values of Indonesian grocery stores contribute positively to their perception of store brands and better knowledge of aspects of store brand products thanks to their past experience in buying items leading to top positive perceptions, which will ultimately lead to a good opportunity for them to re-buy brand products in the future. Based on the findings, the methods in this study may be used or in measuring measurement behaviour quantitatively in the field of store brands. Marketers can examine all measurements of customer value before deciding on a suitable market and developing a new/different positioning strategy. Other scientific implications forMarketing are: many important solutions for product development and marketing. In the process of product development and marketing, the business vendor should focus on strategic solutions on product paraphernalia, product branding, product packaging, accepted product valueConsumer and purchase... (Wahyu Adi Nugroho and Luke Safitri Wihando) 227 13. labeling and product support services. The product strategy also requires the creation of a line of productsdiversity (creating a premium line for one product type). For future research recommendations, it is shown that people are more aware of the existence of products of store brands; Therefore, various aspects of this study can be insertedfor careful study of this subject. Variables in the CPV model can be investigated further, for example: in price or quality perception, future researchers can add variables focusing on what level of price can be considered the lowest; how compromised the price of the floor of store brands with accepted quality, and then what products are sensitive to reduced retracting/price. This situation can lead researchers to find new aspects other than quality, for example: because of its impact on the revenues and profits of stores, do store brands contribute to greater quality differentiation or greater price sensitivity in the market? Future canalso research discusses the impact on the consumption of store brands' products (may be focused on foodcateries) in relation to their health, whether there is any significant difference in terms of taste, smell, color, shelf life of store brands as results of adjusted new quality, and other diverse measurements to be studied. 1999— 1999. Indonesia's grocery revolution. 18.11.1999.Berry, L.L, Parasuraman, A (1997). Listening to the customer is the concept of information system of quality of services. Sloan Management Review, pp.65-76.Holbrook, M. and Hirschman, E. (1982). The main aspects of consumption: consumer fantasies, feelings and fun. 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Thanks for your care.Gender: Women What is your age range: Less than 25 years 25-34 years 35-44 years older than 44 years Education level: Primary – Junior high school D1/D3 S1 S2 Income level: (per month; nett/take home pay) < 2 million 2-5 million 5-10 million 10-20 million 20-40 million > 40 million Jobs: Retired Civil Servant Student Housewives/ Private Professional RetireesNum family members:1 person 2 people 3 people 4 people 5 people and more Fill the V mark of your choice (STS=Strongly disagree; TS=Disagree; N=Neutral; S=Agree; SS =Strongly agree) Participation- Attraction STS TS N SS I know how and know how to choose products when shopping. Other people make me a source of information when it comes to shopping. The products I buy in supermarkets/hypermarkets are very important. The products I bought from the supermarket/hypermarket were very230 Business Strategy and Enforcement Magazine Vol. 1 No. 2 June 2009: 216 - 238 16. Used. Products I buy Attract. Participation- PARTICIPATION STS TS N SS I like to give shopping advice to others. I first read the labels and other details before finally deciding to buy them. Brand loyalty – brand loyalty I choose a certain brand for the products I buy. I don't mind looking for the sake of getting a product with my favorite brand. Usually I'm very loyal to certain brands that I buy. I choose to shop at some supermarkets/hypermarkets. Price perception – Perception of prices for products with supermarkets/hypermarket brands, where I buy, offers advantages seen in terms of price. Products with supermarket/hypermarket brands where I buy look like selling goods. If the price is more expensive, similar daily product needs certainly also offer better quality. It's true that the price I pay is comparable to the quality of the daily first-first education products I buy. Daily products of the first championship with supermarket / hypermarket brands, where I shop profitable for me. Perception of quality – The perception of the quality of all brands of daily product needs mainly has a similar quality. I don't see a significant difference in the daily needs of the product, in terms of quality. Perception of quality – Perception of quality. Perceived consumer value and buying ... (Wahyu Adi Nugroho and Luke Safitri Wihando) 231 17. STS TS N SS Quality products of daily needs with supermarket brands/hypermarkets are not inferior to other brands. In terms of overall quality, there are one-off differences; every day you need products with well-known brands compared to the supermarket/hypermarket brands that I buy. There are few variations on the quality of products that are marketed daily. Getting to know - My habit of buying groceries with supermarket/hypermarket brands is where I buy. Generally, there are some items on my trolley/cart with supermarket/hypermarket brands where I buy. I know the different products daily needs with the supermarket/hypermarket brand where I buy. Perceived risk - Risk level Taking into account cheapening, purchasing daily products of the first first danger with supermarket brands / hypermarkets, it is very risky for me. In my opinion, if you don't buy daily needs with the supermarket/hypermarket brand where I shop, financial losses actually mean a lot. The purchase of daily first-first education products with supermarket/hypermarket brands is at risk because of its lower quality. What is your suggestion/criticism of daily product needs with supermarket/hypermarket brands in the future Tanda V fall pilihan jaawaban Anda. (1=Sangat Tidak Setuju; 2=Tidak Setuju; 3=Netral; 4=Setuju; 5=Sangat Setuju)232 Business Strategy and Execution Journal Vol. 1 June 2009: 216 - 238 18. Final decision – Keputusan Akhir 1 2 3 4 4 5 Rekomendasi terhadap barang kebutuhan harian dengan merek supermarket/hypermarket kepada teman/kerabat 1 2 3 4 4 5 Keinginan untuk membeli barang kebutuhan Harian dengan merek supermarket/hypermarket dibandingkan dengan barang kebutuhan harian dengan meerek terkenal 1 2 3 4 4 5 Kemungkinan untuk membeli barang kebutuhan harian dengan meerek supermarket/hypermarket di masa mendatangB. Table list and table picture 4. PERVAL Dimensions Factor Analysis PERVAL Dimensions Emotional Perceived Functional Social Risk -Quality -Price Boosts Itself .917 Image .898 Boosts Social Status .887 Get Social .866 Approval .838 Sense of Pride Class and Self .795 Dearness Heightened .772 Makes you .763 owned by .714 Appear smart .629 Projects correct image .574 Improves relationships .809 Strengthens friendship .779 Meet SocialConsumer's perceived cost and purchases ... (Wahyu Adi Nugroho and Luke Safitri Wihando) 233 19. Waiting .647 Expert Recommendation .569 Recommendation friends .789 Recommendation .774 Seller .634 In store display .617 and promotion .829 Age .811 Vintage Quality Brand Value for Money Saves Money Table 5. Rotated Component Matrix (unsorted) Rotated Component Matrixa Component 1 2 3 4 5 6 7 8 9I am somewhat of an expert when it .101 -.053 .732 .001 .152 -.008 .130 -.069 -.148comes to shoppingPeople think of me as a good source of .063 .021 .825 .118 .005 .012 .104 .067 -.031shopping informationProduct that I buy from grocery store .216 .089 .042 .077 .760 .061 -.037 .047 .111are very importantProduct that I buy from grocery store .157 -.064 .129 .068 .749 -.149 .260 .008 -.077matters a lot to meProducts that I buy from grocery store .150 -.075 .494 .032 .260 .073 -.065 -.013 .282interests me a lotI enjoy giving people tips on shopping .112 .264 .552 .001 -.126 .005 -.199 .301 .021I read product labels in detail before I .080 -.021 .103 .018 .434 -.032 .049 .539 -.015buy grocery productsI prefer one/certain brand of most .717 -.123 .107 .021 .050 -.124 .354 .007 -.055products I buyI am willing to make a search effort .756 -.007 .169 -.054 .134 -.117 -.040 .090.044my favorite brandUsually, I care a lot about what .763 .110 .113 -.006 .022 .037 -.125 .105 .143particular brand I buy, I prefer to always shop in one store .660.159 -.021 .139.190.118 -.130.044 -.061Deal brand grocery products offer more than .022 .117 .. 156 .081 .034 .126 .770.047 .099value by money234 Journal of Business Strategy and Enforcement Vol. 1 No2 June 2009: 216 - 238 20. Store brand grocery products appear to .152 -.047 -.073 .679 -.179 -.050be dealYv grocery, the higher the price -.011 -.008 .153 .030 .050 .090 .277 .763for a brand, the higher the qualityIn grocery products, It is true that you .146 -.032 .020 -.020 -.038 .089 .063 .781 .185get the quality that you paid forStore brand grocery items are -.134 .247 .116 -.180 .301 .261 .453 .206 -.006considered to be good buyAll brands of grocery products are -.003 -.001 -.054 .038 -.039 .828 .085 .099 .075basically the same in qualityI do not think there are any significantdifferences among different brands of -.021 .088 .099 -.066 -.036 .791 .211 .008 -.123grocery products in term of qualityStore brand grocery products do not -.093 .110 -.182 -.320 .099 .183 .517 .017 -.083vary a lot in term of qualityThere are only minor variations amongbrands of grocery products in terms of .085 .020 .000 .420 .096 -.259 .002 .173 .405qualityThere is a great deal of difference inoverall quality between nationally .037 .166 .083 .151 .042 .066 .070 .481 -.618advertised and store brand groceryitemsI buy store brands .095 .788 .013 -.144 -.016 .164 .115 -.078 -.053My shopping cart contains store brands -.024 .775 .007 -.100 .066 .062 .034 .024 -.150for several productsI am very familiar with the variousstore brand grocery items available in .096 .733 .003 -.061 -.055 -.133 .117 .089 .095the marketConsidering the cost of groceryproducts, for me to purchase store -.146 -.199 .074 .662 .228 .086 -.030 .075 .108brands would be very riskyGiven the potential financial expensesassociated with purchasing storebranded grocery products, overall -.092 .448 .053 .268 .278 .390 -.074 -.256 .038financial risk is associated withpurchasing such products is substantialThe purchase of store brand groceryitems is risky because the quality of .063 -.089 .151 .727 .149 -.067 -.312 .046 .014store brands is inferiorExtraction Method : Основний метод компонента Analysis.Rotation: Varimax з нормалізацією кайзера. а. Обертання зійшлися в 9 ітераціях. Таблиця 6. Кілька лінійний регресійний вихідКонсумер сприймається вартість і купівля ... (Вах'ю Аді Нугрохо і Лукі Сафітрі Віхандо) 235 21. Таблиця 7. Кілька лінійний регресійний вихід для рекомендації магазину брендів таблиці 8. Змінні введені / видалені модель змінні введені змінні видалені метод 1 сприйняття якості, важливість продукту, знайомство по відношенню до брендів магазину, покупки . Введіть інтерес і обмін знаннями, Налаштування брендуа a. Введено всі запитані змінні. б. Залежна змінна: Рекомендація магазину фірмового продуктового продукту своїм друзям Таблиця 9. Кілька лінійних регресійних результатів для готовності купувати бренди магазинів над національними брендами Таблиця 10. Модель Зведена модель R R Square скоригована R Квадратний Std. Помилка оцінки 1 .275 .076 .060 1.001 a. Предиктори: (Постійний), Сприйняття якості, важливість продукту, знайомство з брендами магазину, торговий інтерес і обмін знаннями, Налаштування бренду b. Залежна змінна: grocery products branded store over national brands Table 11. Variables introduced /deleted model variables introduced variables introduced method 1 quality perception, product importance, familiarity towards store brands, purchases . Enter interest and knowledge sharing, Brand Settings a. All the requested variables have been entered. b. Dependent variable: willingness to buy products under the brand of the store over national brands236 Journal of Business Strategy and Implementation Vol. 1 No. 2 June 2009: 216 - 238 22. Table 12. Coefficients Non-standardized coefficients of coefficients Model B Std. Error Beta t Sig. 1 (Constant) 1.885 .471 4.001 .000 Brand Preferences -.006.081 -.004 -.073.941 Getting to know the store .294 .082 .207 3.580.000 Brand purchases Interest and -.017 .087 -.011 -.191.849 Importance of knowledge sharing product .085.083 .061 1.031 .303 Quality perception .145 .064 .130 2.250 .025 a. Dependent variable: willingness to buy branded grocery stores over national Table 13 brands. A few linear regression output for the likelihood of considering buying store brand products in the upcoming Table 14. Model Consolidated model R R Square Adjusted R Square Std. Valuation error 1 .758 .574 .567 .655 a. Predictors: (Persistent), Quality Perception, Product Importance, Introduction to Store Brands, Exchange of Interests and Knowledge, Brand Settings b. Dependent variable: the likelihood of considering buying store brand goods in the upcoming Table 15. Variables introduced/deleted variable model variables introduced deleted method 1 quality perception, product importance, familiarity towards store brands, shopping interest and . Enter knowledge sharing, Brand settings a. Entered all the requested variables. b. Dependent variable: the probability of considering buying store brand goods in the upcoming Table 16. Coefficients of non-standardized coefficients of t Sig.Consumer's coefficients are perceived as value and purchase ... (Wahyu Adi Nugroho and Luke Safitri Wihando) 237 23. B Std. Error Beta 1 (Constant) .153 .308 .497 .619 Brand Preferences -.019 .053 -.015 -.364 .716 Getting to know store 1.015 .054 .742 18.920 .000 Brands Trading Interest and .016 .057 .011 .281.779 Importance of Knowledge Sharing Product -.091 .054 -.068 -1.678 .094 Quality Perception .077 .042 .071 1.825 .069 a. Dependent variable: probability to consider buying branded store items in the future238 Business Strategy And Enforcement Journal Vol. 1 No 2 June 2009: 216 - 238 238