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Consumer Behavior In Selecting Retail Format: The Perspective Of Theory Of Planned Behavior

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Abstract: The economic growth and income improvement will alter the consumer behavior. Consumer defines what kind of the retail store that they will go shopping. The implementation of the Theory of Planned Behavior is to explore consumer behavior in selecting retail format at shopping can be conducted; the aim is to understand the factors that motivate the behavior. Phenomenological qualitative approach is utilized to investigate the retail format selection behavior through the implementation of the Theory of Planned Behavior. The research informants are six Javanese women who are married and have children; the information selection process employed snowball approach. This research generates some useful propositions for the foundation to examine and for further research. The proposed model is Mataraman Javanese consumer behavior model which is not originated from the intention to behave but from the habit and past experience. Thus, it can identify the antecedents of attitude, subjective norms, and perceived behavioral control among Mataraman Javanese consumer behavior. Social status becomes the background of the consumer behavior in selecting retail format.

Keywords: Mataraman Javanese, Retail Format, Theory of Planned Behavior

I. Introduction

The high growth of economics and investment in Indonesia results on the change and development of the several sectors, including retailing sector. The development of retailing sector, particularly for food retailing that is modernly managed, experiences tremendous enhancement. A survey conducted by AC Nielsen (2007) demonstrated the fast growth of modern retail including minimarket, supermarket, and hypermarket, as compared to the growth of traditional retail which only reached 2 percent (Table 1)

Table 1
Retail Structure in Indonesia

| Year | Traditional Grocery stores | Convenience stores | Supermarket | Hypermarket |
|--------------|----------------------------|--------------------|--------------|-------------|
| 2003 | 1.745.589 | 4.038 | 896 | 43 |
| 2004 | 1.745.589 | 5.604 | 956 | 68 |
| 2005 | 1.787.897 | 6.465 | 1.141 | 83 |
| 2006 | 1.846.752 | 7.356 | 1.311 | 105 |
| Total | 7.125.827 | 23.463 | 4.304 | 229 |

Source: AC Nielsen, 2007

The change on the life style, as the consequence of globalization era, causes consumers in developing countries try to imitate the life style and consumption pattern which occur in the developed country (Ger and Belk, 1996). Consumer is more interested in shopping at modern retail rather than at traditional retail. Based on the AC Nielsen's (2005) report, there was a switch on the ratio of consumer intention to go shopping at traditional retail and modern retail. The trend of the consumer intention to go shopping at traditional retail decreases 2 percent annually; on the other hand, the intention to go shopping at modern retail elevates.

The switch of consumption pattern among Indonesian people, particularly for those who live in big cities, is tightly related to the average income improvement of the Indonesian people. The purchasing power of Indonesian people is improving so that it leads to the trend of improvement on their spending/expenditure; next, gradually the traditional retail such as traditional market, *warung*/ small store, and traditional vendor will be left. The income improvement or purchasing power enhancement of the society is the most important factor that drives consumers to switch to modern retail such as minimarket, supermarket, and hypermarket (BI, 2003a).

Consumer is able to define on what kind of retail format he will go shopping. The need to explore consumer behavior in selecting retail format at shopping can be established by adopting the most often used theory related to attitude; the aim is to understand the factors that motivate the behavior. Theory of Planned

Behavior was developed by Ajzen (1991) as the refinement of the Theory of Reasoned Action (Fishbein and Ajzen, 1975 and 1980) which had been widely used to predict behavior. This theory scrutinizes that personal, social, and informational factors are able to affect behavioral belief, normative belief, and a belief if a thing can be conducted. Based on those beliefs, it results on the attitude toward behavior, subjective norms, and perceived behavioral control. Next, it will stimulate intention of an individual to behave and choose to do particular behavior when he gets support from others who is influential in his life.

Theory of Planned Behavior is often used in research conducted in The U.S. and other Western countries; the empirical evidence of the theory implementation on other cultural groups is few, mainly on the Mataraman Javanese consumers in East Java. As far as the researcher perceived, research in this subject has never been conducted, moreover published. Therefore, the empirical study related to the application of the Theory of Planned Behavior on the consumers with Mataraman Javanese cultural background in East Java will be able to provide contribution on the consumer behavior study related to the retail format selection at shopping. This study is aimed to widen the knowledge in classifying and segmenting consumers related to the Mataraman Javanese context.

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II.

Review Of Literature

2.1. Theory of Planned Behavior

Theory of Planned Behavior is the refinement of the Theory of Reasoned Action. Ajzen (1980) added new variable, which was no yet included in the Theory of Reasoned Action, that was perceived behavioral control. This variable was attached as the effort to comprehend the limitation that an individual possessed when he/she did particular behavior (Chau and Hu, 2002).

In the Theory of Planned Behavior, Ajzen (2005) added background factors of an individual such as age, gender, ethnicity, socio-economic status, mood, personality traits, and knowledge that affected intention and behavior of an individual toward particular thing. Background factors basically are traits or attributes that come into an individual. Ajzen divided background factors into personal, social, and informational categories. Personal factors are the general attitude, personality traits, values, emotion, and intelligence. Social factors include age, gender, ethnicity, education, income, and religion. Informational factors consist of experience, knowledge, and media exposure.

For the behavioral belief, it is the belief we hold about every object related to particular behavior both from the positive and negative perspectives, and behavioral intention or a tendency to react based on the affect to certain behavior whether likes or dislikes on that particular behavior.

Meanwhile, normative belief is everything that is directly related to environmental influence. Based on Ajzen, social environment factor, particularly which is significant to others, is able to influence individual's decision. Normative beliefs will shape subjective norm; normative belief is how far an individual has his motivation to follow other's opinion on the behavior that he is going to conduct (normative belief). If individual perceives that it is his right to decide what he should do, not defined by other people at his surrounding, then he will ignore other's opinion about the behavior that he will conduct. Fishbein and Ajzen (1975) used a term called motivation to comply to describe this phenomenon; whether an individual will obey other's perspective that is influential in his life.

A belief of that a behavior can be conducted (control beliefs) is obtained from several things. First, it comes from the experience of doing the same thing previously/in past or experience that is obtained from perceiving others (such as friend and family) when they did the behavior so that he believe that the behavior is also possible for him to do. Other than knowledge, skill, and experience, individual's belief that a certain behavior can be conducted is also defined by the time availability to conduct that behavior, the availability of facility to do the behavior, and having ability to overcome every obstacles/impediment that hinders the implementation of the behavior.

Perceived behavioral control is a belief that an individual has ever conducted or never conducts particular behavior; the individual has facility and time to conduct the behavior; then, he estimates his ability whether he has the ability to conduct the behavior or not. Ajzen termed this condition as perceived behavioral control.

Intention is the tendency of someone who will choose to do or not to do certain behavior. Intention is defined by the level of individual's positive attitude toward behavior and how much support he will get if he conducts the behavior from others who are influential in his life. Theory of Planned Behavior concludes that objective is the dominant factor that drives an individual whether he will do the behavior or not; and, all of the factors that can influence actual behavior is a manifestation of the direct and indirect influence on the objective to behave.

2.2. Mataraman Javanese Consumers

Mataraman Javanese consumers are Javanese ethnics spreading over some regions, including East Java. The culture initially developed in the era the Mataram Empire then extended to some other regions. Mataraman culture in East Java covers up some regions such as Madiun, Ngawi, Pacitan, Magetan, Kediri, Nganjuk, Tulungagung, Blitar, Trenggalek, Tuban, Lamongan, and Bojonegoro (Sutarto, 2004).

The Mataraman Javanese ethnic deployed the cultural values to their children since the early time. The cultural values are transformed from one generation to its successor in calmness so that it is almost cannot be sensed. Based on Geertz (1983), family is a single personality to where the cultural value and emotional welfare were built. Family is a moral world with strong root that must be directed using solidarity principle (Mulder, 2001). Parents guide and direct; meanwhile, children obey and comply.

In their way to arrange association and conduct daily activities as they interact with others, Javanese people have two basic values that are highly respected such as: (1) harmony value; it is aimed to maintain harmonious, aligned, serene, and peaceful society without quarrel (Geertz, 1983). Essentially, harmonious society is the main objective in the interaction with others (Mulder, 2001). Javanese people must be able to "ngêli", not ruffle the social equilibrium for his personal interest or ambition. (2) Respect value; way they talk and behave should always show respect to others based on the social status and social strata (Suseno, 2001). This viewpoint expects a society arrangement that is well-ordered as every society member knows their position and task.

In the social life, the most important part is how to please other people first; because, as they please other people, it will bring psychological satisfaction that leads to the harmony. Both of the values are the rules that they comply in their mannerism and behavior, including in their way to consume and to go shopping. The relationship between marketer and customers will be based on the values that are believed and complied for years.

III. Methodology

This research was conducted in Madiun by using interpretive approach. This paradigm is based on the belief that an individual builds and retains his own reality both socially or symbolically. Therefore, this research will provide description, perspective, and explanation related to the consumer behavior in selecting retail format based on their-own reality.

This research was established by interviewing six Mataraman Javanese women who are married and have children; the informant selection process utilized snowball technique. The number of informant is few; yet, it is still acceptable to conduct a qualitative research in order to obtain insight from the Javanese consumer behavior (Sugiyono, 2009). Interview was conducted individually for one up to two hours in ten days. In this research, the interview was recorded by the consent of the informants as provided in the letter of informed-consent that preserves informants' rights.

The analysis of this research is aimed to apply the Theory of Planned Behavior on the Mataraman Javanese consumer behavior in their retail format selection at shopping. The interpretation of the attitude, subjective norms, and perceived behavioral control will construct the Mataraman Javanese consumer behavior pattern.

IV. Result And Discussion

4.1. The Implementation of the Theory of Planned Behavior on the Retail format selection Behavior

Based on the research finding by using the Theory of Planned Behavior model from Ajzen (2005), then it comes to the formulation of consumer behavior model among Mataraman Javanese consumers in selecting retail format which is presented on the Figure 1 as follow:

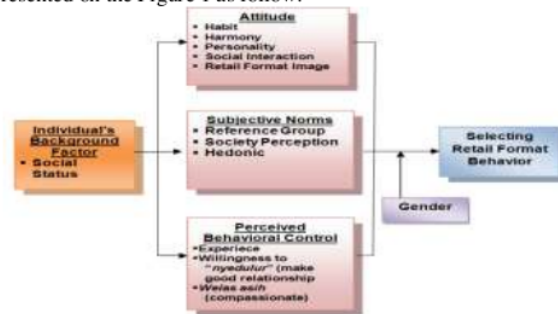


Figure 1. Javanese Consumer Behavior Model

Source: Research Data

² In the Theory of Planned Behavior, Ajzen (2005) mentioned that before a consumer decided to behave, he was affected by the intention to behave on that behavior. Intention to behave is the tendency of an individual to do or not to do certain behavior. Intention is defined by the level of the positive attitude of the individual toward particular behavior and by the level of support from people that are influential in his life, as well as by the beliefs that the behavior will be able to be conducted.

The consumer behavior of Mataraman Javanese contains a unique matter; individual's behavior is not rooted from intention to behave. However, individual behavior is a manifestation of attitude towards behavior's role or willingness to react in affect toward certain behavior based on the preference whether like or dislike that behavior. Among Mataraman Javanese consumers, attitude is constructed from family's value, personality, willingness to get harmony with the society, as well as high social interaction. In addition, it is also affected by subjective norms such as the motivation to go along with other's perspective on the behavior that he is going to conduct and on the willingness whether an individual will comply other's perspective that is influential in his life.

⁶ Society perspective is a factor that is quite significant in influencing the behavior of Mataraman Javanese consumers in their retail format selection. Behavior is also based on the belief that it can be conducted; consumer's experience often makes a behavior becomes regular activity that is unintentionally conducted. Besides, consumer knowledge, individual beliefs to share his sustenance as well as to enhance brotherhood/good relationship become the sources of retail format selection behavior. There is a factor that moderates the Mataraman Javanese consumer behavior in selecting retail format; it is gender. In Mataraman Javanese society, gender has pretty strong role on the shopping behavior; women have the right to define to which retail format that they will go to shop.

4.2. Attitude toward Retail format selection

Schiffman and Kanuk (2000) define attitude as initial disposition that is learned to behave on something which consistency he likes or dislikes the object. Individual's attitude toward behavior is proportional to the level of belief. In general, the preferred attitude is shaped when someone correlates the expected consequence with the particular behavior.

Mataraman Javanese consumers have uniqueness in selecting retail format at shopping. The habit to consume fresh food makes them do regular shopping that shapes their behavior/habit. Habit is a behavior that is unintentionally conducted, and positively correlated to the attitude toward purchase. Based on Triandis (1994) the habit that is shaped from the past experience and culture makes the behavior takes place out of consciousness.

Family has positive role on attitude toward purchase and purchase objective. There is a strong relationship between parent's attitude and children's attitude; the trend of children's attitude toward object is much affected by parent's attitude. The parent's attitude is influenced by children's or other family member's attitude.

Peer friend or reference group is able to influence purchase behavior. Assael (2004) found that peer group enhanced the possibility to affect attitude and purchase behavior as compared to advertising. The finding of this research is that peer group is able to affect retail format selection at shopping related to the life style or culture of living and purchased product's quality. The role of family and reference group on Mataraman Javanese consumers are the parts that cannot be compared to other society in different countries. At this context, the role of opinion leader is very high.

Consumer's personality affects his attitude toward object. The result of this research demonstrates that traditional retail format is perceived as the gathering location and socialization medium of all social strata; meanwhile, the modern retail format is visited by different social group. The difference among social classes results on the different shopping behavior. Thus, some groups of consumers have left traditional retail format and switched to modern retail format that they perceive as the exclusive place to where the lower social strata (poor society) rarely goes shopping in modern retail format; they also perceive that modern retail format is a place for stress relieving/relaxation.

An aggressive individual is more possible to get involved in the competition and will purchase the most expensive stuffs as his effort to differentiate himself from others. In Mataraman Javanese society who is collectivistic, personality will affect their willingness to interact with others, even during shopping activity. It also can cultivate the empathy toward others during the interaction.

PIa: Past experience and habit affect Mataraman Javanese consumers' attitude on the retail format selection at shopping

PIb: The image of the retail format defines the attitude of the Mataraman Javanese customers on the retail format selection at shopping

PIc: Harmony and Personality of the consumers define their willingness to interact with others

4.3. Subjective Norms

In collectivist culture, individual attitude is not a significant predictor of behavior since people classify their wants to define norms. Adjusting with other members and building harmony are the keys to respect each other. According to Gregory and Munch (1997), an individual in collectivist culture feels that it is important to adjust to the collective objectives such as family, ethnic group, or particular social community.

Collectivist society participates more on the group activity, tend to care more on the group's interest, and feels that it is important to adjust to other people. In other words, collectivist society shares similar feeling among others and adapt to each other member in the group. Since the presence of this need, they are more affected by other members in the group; thus, it sets off sympathy and "sungkan" (reluctance) in their behavior.

Reference group provides some influences such as 1) informational influence, that is the influence on the product or brand choice of a consumer that comes from the recommendation of the reference group. The recommendation of the reference group is complied since he perceives that the group has better knowledge and information. The behavior replicates based on the recommendation of the reference group which provides information both in verbal form or in the direct demonstration. 2) Normative influence; that is the influence on an individual through social norms that have to be complied and obeyed. This influence occurs when an individual follows reference group's rule in order to achieve reward or avoid punishment. 3) Value expressive influence; that is the influence on an individual through his function as the value expression bearer. It takes place within an individual feels that he also possesses and constructs the value and the norm of a society group. For instance, a consumer will buy a luxurious car in order to be perceived as successful person because the car is perceived to be able to elevate his image. This consumer thinks that people who have luxurious car will be respected and admired by other people.

In a culture with high power distance, each individual has his own position in the social hierarchy; the social status of an individual must be clear to make others respect him. Social status is a crucial matter to demonstrate their power. This research confirms that consumers in the high social class go shopping for comfort and time-saving matters; further, they also seek other symbolic elements. Consumption and shopping activities are perceived as the sign of social difference. The symbolic dimension of consumption demonstrates how the shopping habit of a consumer becomes the indicator of social identification and social status representation, so that the stuffs that they buy must be exclusive and delivered with excellent service.

Furthermore, by shopping at modern retail format, the high social class consumers have an intention to retain the self-image consistency. By doing that shopping style, they will differentiate themselves from the lower social class as well as try to express their unique social identity image for avoiding a "mixed" social class (with the lower level).

For the Mataraman Javanese consumers, shopping is not only aimed to economic purpose but also social purpose. Triandis (1994) mentioned that in Asia, social norm is relatively more important than attitude in defining behavior. Mataraman Javanese consumers tend to be more cautious in their retail format selection at shopping. They want more to obtain social harmony but more worry to losing-face (feel embarrassed) as compared to the Western people who have individualism culture.

Consumption is also a tool to differentiate social class and culture of living. What an individual consume will show from which social class he comes from; it becomes the legitimating of the self-existence to become the part of particular social class. The trend on the consumer behavior difference among social classes also can be observed from how they choose their apparel, style, shopping place, spare-time utilization, expenditure, saving, and credit card, as well as communication media use.

P2a: Reference Group positively affects retail format selection at shopping

P2b: Hedonic value of the consumer becomes the source of the retail format selection at shopping

P2c: Society perception much defines the retail format selection at shopping

4.4. Perceived Behavioral Control

Perceived behavioral control refers to the individual's thinking related to whether he has sufficient ability and resource to perform particular behavior or not. This belief results from the previous experience of the person or indirect information related to the behavior; for instance, by perceiving reference group's experience, friend's experience, or other people's experience who ever did that behavior. It also can be affected by other factors that either decrease or increase the perceived difficulties to do the particular behavior.

Shim *et.al.* (2001) stated that this behavior had influential role on the purchase decision. Even there was no foremost study which used the behavioral belief to predict Mataraman Javanese consumer purchase behavior, the finding of this research demonstrated that consumer experience, both which came from other people's criteria or their-own experience, became the source of belief in selecting retail format at shopping. Cultural values that are still retained and believed; for instance, the willingness to "nyedulur" (making good relationship just like brotherhood/ family relationship) is a belief that is retained and believed to enhance good relationship. The unique and prominent characteristic of Javanese consumers is the "welas asih"

(compassionate) value; this value is reflected on the belief that is expressed in the idiomatic expression of "ngunduh wohing pakarti", meaning that a behavior will surely bring consequence someday.

P3a: Experience becomes the source of perceived behavioral control among Mataraman Javanese consumers

P3b: The willingness to "nyedulur" positively affects perceived behavioral control among Mataraman Javanese consumers

P3c: "Welas asih" (compassionate) becomes the source of perceived behavioral control among Mataraman Javanese consumers behavior.

V. Conclusion

This research applied the Theory of Planned Behavior on the retail format selection among Mataraman Javanese consumers. It constructs some propositions that can be further examined. Those propositions can be used to empirically examine whether the Theory of Planned Behavior is able to describe Mataraman Javanese consumer behavior in selecting retail format at shopping.

Also, this proposed model explains the antecedent of the attitude, subjective norms, and perceived behavioral control of the Mataraman Javanese in selecting retail format at shopping. The other thing that makes the Mataraman Javanese' behavior is unique is the presence of gender which moderates the behavior. In Javanese culture which applies paternalistic concept, there is a unique role division among family members. Woman as the wife is called as *konco wingking* (specific term which refers to a wife's role in Javanese family) that handles domestic or internal affairs in the household matters and children. Therefore, the retail format selection becomes the authority of the woman/wife.

The consumer background that becomes the source of the behavior on the retail format selection is social status. This research confirms that Mataraman Javanese consumers still retain their social status as found by Burton and Susan (2011). Retail format selection at shopping becomes the discriminator of the social status difference as well as builds social bond among Mataraman Javanese customers.

Limitation and Further Research

Prudence and less-open attitudes that were shown by some of the informants caused the observation did not run optimally. Since the sample determination is based on the circle of relational connection, and then it affected the informants' attitude in sharing the information. This research is not able to represent consumers in several social strata in Mataraman Javanese society. For further research, it can be conducted by considering the presence of social strata as well as the real expenditure among consumers to go shopping. The finding of this research can be used to examine similar model and as the source of reference for further research.

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