Habitual Consumers on Modern Grocery Retailing

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Abstract

The study investigated the repeat purchase intentions of experienced grocery shoppers by integrated behaviour habits (i.e. familiarity and habits). Habitual behaviour with purchasing occurs when the product is a low involvement and bought routinely and repeatedly, such as with groceries. These hypotheses are developed and then tested by using a Stimulus – Organism – Response (SOR) model. An extraordinary store environment, as stimulus, was considered to be one that can change habit behaviours. This study employed 200 customers of grocery stores in Surabaya. Sampling was based on store intercepts. Structural Equation Modelling was applied to measure the relationships among variables. The data analysis was performed by Analysis of Moment Structure (AMOS Graph version 16). The results suggest that habitual behaviour those are familiarity and habit within an extraordinary retail environment influence repurchase intention. Extraordinary retail environment has negative relationship with familiarity and familiarity has positive relationship with habit. Otherwise, extraordinary retail environment was not seen as antecedent of habit.

Keywords: grocery, extraordinary retail environment, habit, familiarity, repurchase intention

INTRODUCTION

The growth of retail business, especially groceries, in Indonesia is marked by the emergence of modern retail formats (Euromonitor_International, 2011). With more outlets comes greater competition for consumer business. All retails outlets need to be able to develop strategies for sustainable business. Understanding consumers' behaviour in acquiring and consuming a product is the key for retailers. This understanding requires knowledge of how consumers begin the process of purchase decision making and how to stimulate consumers in purchasing habits. The aim of this study was to examine consumer habits as an antecedent of repurchase intentions. It is important to identify consumer's habits as they are affected by the strategies applied by retailers.

Most of studies on consumer behaviour consider consumer as rational decision maker. When consumer choose a product, the decision making process is begin by needs and goals (Wendy Wood & Neal, 2009) that lead to formation of attitude towards product (Martin & Morich, 2011). Grocery is characterized as a low involvement product those bought frequently by consumers (Assael, 1998). Moreover, if the store presented the product in the same display will establish a stable environment and familiar situation (Verplanken & Orbell, 2003). In this respect, the action of the consumers tend to be habitual (Wendy Wood & Neal, 2009). Consumers purchase decision for a daily routine product which is groceries is a repeated action (Foxall, 2010). The results of studies (Seetharaman, 2004) on grocery purchasing habits suggested that consumers tend to buy the same brand of product at various visit to store.

According to Cognitive Learning Theory (Solomon, 2007), habitual decision making process is a cognitive process. Consumers memorize their knowledge of products and stores. This cognition produces a response when it is triggered by the environment (Aarts, Verplanken, & Knippenberg, 1998) (Fiore & Kim, 2007). Extraordinary retail environment is atmospheric of the store that presented different from the usual that meant to different display, different layout and different sign at store. These atmospherics is considered to break the habitual behaviour since it bring new environment to the store.

The aim of this study is to understand habitual behaviour within an extraordinary retail environment that influences consumer familiarity and habit on repurchase intention. This study will make an important contribution to the literature on purchasing behaviour of groceries as it includes habitual behaviour measurement of habit as cognitive learning.

LITERATUR REVIEW

The conceptual outline is presented in Figure 1.

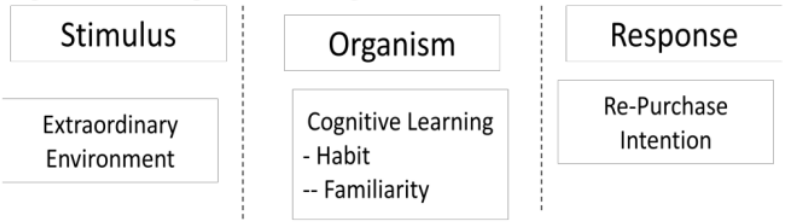

Figure 1. Conceptual Framework

Based on the term of S-O-R, the shopping environment and consumer's characteristics influence consumer decision making processes and responses (Fiore & Kim, 2007). For this

research Stimulus is represented as an extra ordinary retail environment. Organism is represented through cognitive learning (e.g. habit and familiarity) while Response is represented by repurchase intention. In detail, each of the variables is described below:

Extraordinary Retail Environment

Retail environment is the atmosphere of a store that can influence consumers' psychology. An ordinary design or typical store environment is a design that matches as reflected in the minds of consumers, and similar to those presented by other retailers (Babin & Babin, 2001). The impact of an ordinary retail environment is that the consumer would not change their shopping behaviour. Atypical or extraordinary retail environment reflects a store environment that is different from the usual or the atmosphere is not as envisaged by the consumers. Kaltcheva, Patino, and Chebat (2011) state that the concept of extraordinary retail environment as an environment that is different from the normal environment. Extraordinary is as an amazing source, a new world which is interpreted by consumers as something contrary to fact (Kozinets et al., 2004) and has aesthetic value (Vieira, 2010).

Creating a different retail environment of new, exciting, unpredictable and aesthetic can attract consumers to visit the store and make a purchase. The strategy of presenting an extraordinary retail environment is used to obtain some of these goals including influencing consumers' emotion, store and shopper image, and changing familiarity. An empirical study by W. Wood, Tam, and Witt (2005) showed that different environments can change habitual behaviour. Based on a review of extraordinary retail environment, we proposed two research hypotheses.

H1: Extraordinary retail environment will have negative relationship with habit

H2: Extraordinary retail environment will have negative relationship with familiarity.

Cognitive Learning

The individual as a mediator between stimulus and behaviour plays an important role in building behaviour. Interactions within environment are interpreted by an internal process. As noted by Aarts et al. (1998) showed the cognitive processes involvement in habitual behaviour. When consumers make repetition actions in a stable environment, then it will be easier for the consumers to access the memory associated with the environment. This context is called cognitive learning (Solomon, 2007). Thus, cognitive learning is used to measure the individual's internal processes.

The concept of cognitive learning in habitual behaviour is presented by two variables: familiarity and habit. Familiarity is one's knowledge of the context where decisions are made, while a habit is the reduction of cognitive processes because of repeated actions.

Familiarity

Gefen (2000) states that familiarity is an understanding based on previous interactions, past experiences and learning about the what, why, where and when someone does something. Familiarity involves the understanding of human actions or an object that is happening right now (Chiu, Hsu, Lai, & Chang, 2010). As a cognition or knowledge of a certain product, familiarity can be used in brand selection process (Bettman & Park, 1980; Zinkhan & Muderrisoglu, 1985). For this research and based on (Gefen, 2000), (Chiu et al., 2010), (Bettman & Park, 1980) and (Zinkhan & Muderrisoglu, 1985), familiarity will be defined as an understanding or one's knowledge of a product, place or way of doing something that is gained from past experiences or learning which is stored in the present memory. Familiarity

measurement applied by Edwards, Lee, and Ferle (2009) who measure through three indicators namely products familiarity, retailer familiarity and place / location familiarity.

Familiarity is an antecedent to performing repeated actions. Following continued exposure to an object, a consumer will form an attitude toward that object on the basis of the stimulus (environment). If consumers perform an action in the context of a stable environment due to continuous exposure, then the familiarity is a habit (Chiu et al., 2010; Limayem, Hirt, & Cheung, 2007). Moreover, familiarity is seen as antecedent of repurchase intentions (Limayem et al., 2007). When consumer familiar with the product, place and store that make consumer easier to choose the product (Edwards et al. (2009). This context leads to consumer intents to buy a product. Following this logic we argue:

H3 : Familiarity will have positive relationship with habit.

H4 : Familiarity will have positive relationship with repurchase Intention.

Habits

Habit is the tendency of repeated behaviour, such as regular past actions in a stable environment (Danner, Aarts, & de Vries, 2008; Ouellette & Wood, 1998) and repeated actions caused by the declination of cognitive processes (W. Wood et al., 2005). Repeated action is taken as a response of a stable environment where actions are given merely based on context and require no interest or intention to be achieved (Wendy Wood & Neal, 2009). The stable context means that the individual circumstances and objectives are similar across related different situations (Limayem et al., 2007). There are 4 essentials of habit including a repeated past actions, a form of learning process (reduction in cognitive processes), series of interactions between behavior and situations, and occur in the stable context. Verplanken and rbell (2003) use the Self-Report Habit Index (SRHI) to measure habit dimensions, such as history of repetition, lack of awareness, lack of control, mental efficiency and expressing self-identity.

The mechanism effects of completing an action are stored in the memory and predominantly located in the individual mind. This thought dominance will appear when individuals get stuck in routine activities; so it can reduce an individual's capacity in taking alternative action. When an action is performed on a continuous basis in a stable context, then the experience will be recorded in the memory of consumers and become an intention to do the same thing, if performed in the same context (Aarts et al., 1998). Therefore, in the consumers' purchasing decision, a repetitive behaviour in buying will generate intentions to repurchase. In the able context that performs repetitive behavior, we argue:

H5 : Habit will have positive relationship with re-purchase intention

Re- Purchase Intention

The final aspect of SOR concept is an action or consumers' behaviour. An individual action in a variety of life is often under the control of desire. The action is a profit made by an individual based on the goals to be achieved. One's interests or desires will influence the actions of what they will do, lead to an intention that stored in human memory. Intention will continue as a tendency to take action until there is time and the right opportunity, and then the intention will turn out into an action (Azjen, 2005). Behavioural measurement in term of intention are when, where and how consumers will continue their intention to an action.

METHOD

Participants

This study involved 200 consumers composed of 129 female (64.5 %) and 71 male (35.5%) with most age ranged from 35 - 54 years old. Money spent for each visit shopping mostly ranged from Rp.100.000 – Rp.500.000 (about US$10-50) with personal/household needs being the greatest use of shopping. Of the sample, 102 (52 %) were employees. All sample characteristics are presented in Table 1.

Table 1
Participant Characteristics

	Numbers (N=200)	Percentage
Gender		
Males	71	35.50
Females	129	64.50
Age		
20 – 34 years old	57	28.50
35 – 54 years old	105	52.50
55 – 65 years old	38	19.00
Occupation		
Students	10	5.00
Employees	102	52.00
Housewives	77	38.50
Entrepreneurs	11	5. 50
Money Spent (IDR)		
< 100.000	14	7.00
100.000 – 500.000	99	49.50
500.000 – 1.000.000	54	27.00
> 1.000.000	33	16.50
Numbers Visited (April – May 2015)		
2 - 3 times	108	54.00
4 – 5 times	79	39.50
> 5 times	13	6.50
Uses		
Personal/household	168	84.00
Office	21	10.50
Re-sell (as small retailer)	11	5.50

Measures

The measures used were Extra Ordinary Retail Environment (3 indicators) based on Seock (2009) and Turley and Milliman (2000). These included Layout, Display and Point of Purchase. Familiarity was measured by 3 indicators those are familiarity to product, to place of product and to store (Edwards et al., 2009; Gefen, 2000). Habit was measured by the Self-Report Habit Index (SRHI: Verplanken & Orbell, 2003) with 5 sub-scales. These included history of repetition, lack of awareness, lack of control, mental efficiency and expressing self-identity. Repurchase intention was measured by asking when, where and how consumers would continue their intention to action (Azjen, 2005).
Responses to all items were recorded on 5-point Likert Scale, ranging from 1 (completely disagree) to 5 (completely agree).

Procedure

Sampling was based on store intercepts (Aaker, Kumar, & Day, 2007). In determining the respondents, there were four aspects that needed to be considered: store selection, place

determination, interview allocation and shop visitors. Data were collected at one chain hypermarket in Surabaya, Indonesia. Customers were approached as they exited the store in order to get fresh memory about the store atmospheric. Data were collected in a two week period in June 2015. The number of visitation to the store was used to indicate customer who visited the store at least twice in the last two months (April – May 2015).

Statistical Analysis

Structural Equation Modelling was applied to measure the relationships among variables. The data analysis was performed by Analysis of Moment Structure (AMOS Graph version 16).

Results

Single factor con-generic model evaluation, test of outliers, validity and reliability were conducted in order to confirm that data supported further analysis. The first step assessed con-generic model for each latent construct to identify indicators that do not fit to model. After the assessment, one indicator on habit which is history of repetition was dropped because this indicator does not meet the requirement to validity test.

The second step examined the data for multivariate outliers and was examined with Mahalanobis Distance, $p < .001$. An outlier is an observation that has significant differences from other observations. All observations were not identified.

The next step was assessment of the reliability. Composite Reliability was adopted in assessment of reliability. Each latent construct had satisfactory internal consistency that ranged from 0.86 to 0.90. The standardized factor loadings ranged from .65 to .87 at $p < .05$. That is, every item loaded significantly on its construct. Please refer to Table 2 for a summary of the reliability and validity data.

Table 2
Assessment of Reliability and Validity for All Variables in the Model

Latent Constructs	Indicators	#item	Factor Loadings	Composite Reliability
Extraordinary Retail Environment	1	3	.80	
	2	3	.65	
	3	3	.79	
				.86
Familiarity	1	2	.72	
	2	2	.84	
	3	1	.76	
				.88
Habit	2	2	.76	
	3	3	.87	
	4	3	.72	
	5	2	.67	
				.90
Re-Purchase Intention	1	1	.81	
	2	1	.69	
	3	1	.76	
				.87

The hypothesised model was tested using structural equation modelling. The fit statistics of the structural model showed good fit, χ^2 (60 N=200) = 131.255; $\chi^2/df = 2.188$; $p < .001$; CFI =

.931; RMSEA = .07. Thus, data is fit to model and could justify to further analysis. Path coefficients for structural equation modelling are shown in Figure 2.

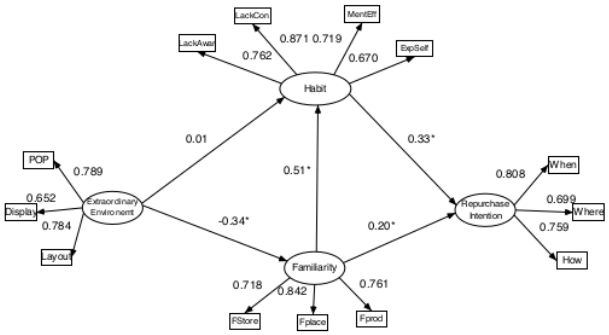

Figure 2
Path Coefficient of Structural Model of Extraordinary retail environment, familiarity, habit, and repurchase intention.
*Numbers represent standardized coefficients (all p <.05)

Completed hypotheses result is shown at Table 3. The set of hypotheses establish the model that extra ordinary environment related in habitual behaviour have relationship with repurchase intention. H1 stated that extraordinary retail environment will have negative relationship with habit. The result show that extraordinary retail environment do not influence habit (γ_1 = 0,01 , p > 0.05). Thus, H1 was not supported. Extraordinary retail environment is considered as stimulus that could break habitual behaviour. The results of this study indicate that extraordinary retail environment could not break habit directly but indirectly extra ordinary retail environment affect habit through familiarity. It is mean that habit not directly perform by an environment, habit perform by cognitive learning which is familiar to product, place and store.

H2 predicted that extraordinary retail environment will have negative relationship with familiarity. In line with H2, the result shows that extra ordinary retail environment have a negative relationship with familiarity (γ_2 = -0.34 , p<0.001). Thus, H2 is supported. Since familiarity is consumer knowledge about environment as a context to do repeatedly action. Then stable environment could support the formation of consumer familiarity (Edwards et al., 2009). On the other hand, a different environment which is extraordinary retail environment could break the familiarity. This result support the study of Wendy Wood and Neal (2009).

H3 stated that familiarity will have positive relationship with habit. As hypothesized, the results show that familiarity have positive relationship with habit (β_1=0.51, p < 0.001). So, H3 is supported. Cognitive learning theory that proposed by Solomon (2007) state that habitual behaviour is a part of cognitive learning. Habit purchasing that indicated by repeatedly purchasing over time. Action that is performance more than one make consumer easier to identify their decision making in order to fulfil consumer needs and goals. In this context familiarity, when consumer more familiar with product, place and store then consumer tend to perform habit.

Table 3
Hypotheses Test for H1- H5

Hypotheses	Variables	Path Coefficient	
H1: Extraordinary retail environment will have negative relationship with habit.	Extraordinary Retail Environment → Habit	0.01	Not Supported
H2: Extraordinary retail environment will have negative relationship with familiarity.	Extraordinary Retail Environment →Familiarity	- 0.34*	Supported
H3: Familiarity will have positive relationship with habit.	Familiarity → Habit	0.51*	Supported
H4: Familiarity will have positive relationship with re-purchase intention	Familiarity → Re-Purchase Intention	0.51*	Supported
H5: Habit will have positive relationship with re-purchase intention	Habit → Re-purchase Intention	0.33*	Supported

*p < .05

Related with familiarity, H4 is predicted familiarity will have positive relationship with re-purchase intention. The result shows that familiarity have positive relationship with re-purchase intention (β_2=0.20, p < 0.05). Thus, hypothesis 4 is supported. When consumer familiar with the product, place and store, consumer comfortable with the environment and situational, as well. This feeling makes consumer easier to make a decision making. So, consumer has more intention to buy a product (Limayem et al., 2007).

H5 predicted that habit will have positive relationship with re-purchase intention. In line with hypothesis 5, the result shows that habit has an effect on re-purchase intention (β_3=0.33, p < 0.001). Thus, H5 is supported. When consumer performs an action in the same way over and over, it makes consumer will perform the same action in the future as in the past. Consumer action is not only based on rational decision making that begins with needs and specific goals but also based on habitual behaviour. Since consumer at the relatively stable environment, performs routine activities and bought the low involvement product then consumer become a habitual consumer and tend to consume, buy the same product and revisit the same store (Aarts et al., 1998).

DISCUSSION

Groceries are daily needs purchased repeatedly by consumers. When doing repeated actions in a stable atmospheric, consumer tend to choose a product based on their familiarity that lead consumer to perform habitual behaviour. Wendy Wood and Neal (2009) identify the stimulus that can be used to make a person changes his/her familiarity. One of them is to change the environment such as physical condition or form of a place. At the store context is atmospheric store including layout, display and point of purchase. An extraordinary environment is considered to be able to change habit behaviour.

The full model of this research confirmed S-O-R model and consistent of flow model, Stimulus →Organism →Response. The results show that extraordinary retail environment influence cognitive learning which is familiarity and familiarity influence habit then repurchase intention. As such it is supports previous research at the frame of S-O-R (e.g., Chen & Hsieh, 2011; Jang & Namkung, 2009). Otherwise, the result also shows that extraordinary retail environment does not influence habit directly. It meant that to perform habitual behaviour consumer have to familiar to place, store and product.

The research supported the idea that extraordinary retail environment influences consumer familiarity and habits on repurchase intention. This result is similar to (Kaltcheva et al. (2011)) who suggest an extraordinary retail environment changes habitual behaviour. When retailer puts the product in different way, consumers become aware. This moment decreases the familiarity and breaks habitual behaviour. Changes in store environment (e.g. display, layout and point of purchase) affect consumer familiarity. The more extraordinary a retail environment perceived by consumer, the less familiarity for the consumer. Familiarity has a positive relationship with habit, the more familiarity to product, to place of product and to retailer then consumer becomes a habitual consumer. Habitual consumer will repeat actions in the future, in this study shown by buying the same product and shopping at the same retailer and it is becomes an intent to re-purchase.

Research Contributions

This study makes a contribution on cognitive learning theory with respect to habits. Habit is a cognitive process since it is measured not only by frequency but also by an index of self-reports habits. Consumers have less cognitive activity because they memorize the product and place. So when consumer makes an evaluation to choose a product under the same circumstances, they recall what they had memorized. This research has shown that familiarity and habits act as mediators between environment (extraordinary retail environment) and behaviour (re-purchase intention).

Based on the results of this study, grocery retailers could develop an extraordinary retail environment to break habit shopper. So the retailers knows whether the consumer has a commitment or not. Re-purchase intention that performed under different extraordinary retail environment is a reflexion of true loyalty. Retailers could maintain the truly loyal consumer by changing display, layout and point of purchase regularly.

Limitations and Future Research

The limitation of this study is that the data collection was completed only with one chain of a modern grocery retail format, a hypermarket. This limits generalized ability and more research with a variety of modern retail formats such as supermarkets and other convenience stores is necessary. Future research should be broader than this research by expanding the scope of research on a variety of modern grocery retail formats.

Besides the existing limitations, this study has important results on study of consumer behaviour in grocery supported that habit is cognitive learning and confirmed that habitual is a characteristic of grocery shopper. This result of this study also provides practical benefit for retailers to influence shopper decision making at the store. Retailers should provide different store environment to maintain truly loyal consumers.

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