CONSUMER FOOD PURCHASING BEHAVIOR
IN SUPERMARKET
A CASE STUDY IN PRESIDENT UNIVERSITY STUDENTS

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JAN, 23rd, 2013
PANEL OF EXAMINERS APPROVAL SHEET

The Panel of Examiners declare that the thesis entitled “CONSUMER FOOD PURCHASING BEHAVIOR IN SUPERMARKET (A CASE STUDY IN PRESIDENT UNIVERSITY STUDENTS)” that was submitted by majoring in Management from the Faculty of Economics was assessed and approved to have passed the Oral Examinations on January 23\textsuperscript{rd}, 2013.

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DECLARATION OF ORIGINALITY

I declare that this thesis, entitled “Consumer Food Purchasing Behavior in Supermarket (A Case Study in President University Students)” is, to the best of my knowledge and belief, an original piece of work that has not been submitted, either in whole or in part, to another university to obtain a degree; except where reference is made in the text of the thesis. No other person’s work has been used without due acknowledgement in the main text.

Cikarang, Indonesia, December 2012

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_____/_____/______
ABSTRACT

With society development, the level of daily life quality is improved also. Compared with people as before, many aspects of consumer behavior changed now. In the past, people only concern about if the food is enough to eat. In other word, because in past years, economics is not as well developed as nowadays, people was satisfied with the enough quantity food and they didn’t pay attention to the quality of the foods. In recent years, supermarket is developed rapidly, and this thesis was conducted with the aim of determining the food purchasing behavior of consumers from supermarkets. In this thesis, it will analyze consumers’ purchasing behavior among food nutrition, food cost saving, food safety and food convenience. In addition, this thesis is conducted to find out which factors impact the consumers’ purchasing behavior most, and whether there’s a difference between Ages, Major and Batch among food nutrition, food cost saving, food safety and food convenience. The data for this research was collected from relevant books, reports, and journals to investigate the current situation of supermarket and a survey was delivered to test the factors affecting customers’ purchasing behavior. Factor analysis was using as tool to analyze data for this research. Based on collected data, hypothesis theory was adopted to do assumption to get the results.

Keywords: Consumers’ purchasing behavior, Supermarket, Traditional Market, Food Nutrition, Food Safety, Food Convenience, Food Cost Savings.
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CHAPTER I  INTRODUCTION

1.1. Background

With the rapid development of economy, consumers shopping environment and food quality and safety requirements getting higher and higher, more and more supermarkets to open up fresh food area, as a new circulation pattern in the circulation of fresh food, supermarkets increasing proportion formed a tremendous impact on the traditional distribution channels, greatly accelerated the changes in fresh food distribution channels. However, there are some consumers prefer traditional market rather than supermarket, especially in Asia countries or some developing countries.

The Pasar Jababeka traditional market is a beehive of activity compared to the average supermarket. The visit of a foreigner is rare, but undoubtedly will be welcomed with many smiles and much sincere interest. Indonesians are generally appreciative of a foreigner's interest in their cuisine and foodstuffs. Our questions and attempts to speak in Bahasa Indonesia will certainly be met with a smile, in between bargaining with other customers of course.

Meanwhile, don't expect that anyone in the Pasar will speak English. Hence, the level of speaking Bahasa Indonesia becomes more important when communicating with the sellers for buying the food.

Also, traditional markets are dirty with rats in plain sight. Hygienic efforts are minimal, yet care is taken to keep food items clean. Wear comfortable shoes that will not be ruined by getting dirty or wet. While it will be warm, refrain from wearing sleeveless shirts or shorts as they are not considered polite. It’s undoubtedly you will be the centre of attention no matter what you wear. But if your clothing and manner is polite, the people in the market will also be polite in turn.
1.1.1 Situation of Indonesia Traditional Market

For generations, Indonesians have bought their food at traditional markets, pasar. The term pasar can refer to a gathering of tukangsayur (vendors who sell off carts which go through residential areas), to a rough, temporary structure where sellers gather in the morning, to the large, multi-storey buildings run by Pasar Jaya, Jakarta's market authority.

Throughout Jakarta, the items sold in pasar are basically the same like fruit, vegetables, meat and fish, spices, dry goods and household items. Selection may vary slightly to better serve the needs of the ethnic groups which live in the area. For example, if the pasar is located near an area where there are many ethnic Indians, they may have more Indian spices or, if there are a lot of Minang kabau people living nearby, more Padang spices will be available.

i) Daily Trip to the Pasar

Going to the pasar is a daily activity for Indonesian women or their household help. Since refrigerators are too expensive for the poor and Indonesians like their vegetables and meat fresh, this necessitates a trip to the pasar each day to buy ingredients for that day's meals. While shopping in supermarkets is popular amongst the middle and upper classes, supermarket prices are generally too expensive for the poor.

Shopping is not all that's done at the pasar. It's also a chance to get out of the house and catch up on all the latest news and gossip with neighbours and friends.

ii) Bargaining

Prices are not marked on items at traditional markets. Therefore, the fine art of bargaining is taken to new levels as housewives and household help try to get the cheapest prices possible. True shopping savvy means that you already know what the price should be before you start shopping. Prices are compared and news is spread from friend to friend on today's prices for various items.
Foreigners are not necessarily privy to the price information network and must bargain ardently to get the best price. Before you go to the pasar, ask your household help what prices you can expect to pay for the various items you want to buy. You could also check supermarket prices realizing that the items will be cheaper at the pasar.

It is important to maintain your cool in the bargaining process. If the first price quoted is double what you know it should be, show the shopping savvy by quoting today's price at the supermarket or yesterday's price from the pasar. Once the seller realizes you know what you're talking about, the prices will quickly come down.

Take time to talk with the seller and show your curiosity and interest in the various items. Once you establish a relationship (langganan) with one seller, you will get better prices by returning to that person each time you shop. The household help have their langganan with which they always shop. From time to time, in appreciation for the repeat business, the seller may 'gift' the household help with an extra item for their use. This is normal business practice at neighbourhood pasar and you shouldn't think that your household help is trying to personally benefit from your shopping money.

iii) Pasar Jaya

The city market authority, Pasar Jaya, manages the various two and three-story permanent market buildings around Jakarta. While at first glance the market may seem to be a bewildering, disorganized mess, subsequent visits will reveal a pattern to the arrangement of the stalls.

At first approach to the market, there are small traders in surrounding areas, usually selling fruit. These traders usually cannot afford the cost of renting a stall inside the market. They are the target of roundups and 'discipline' campaigns to try to reduce the number of sellers around the market area that cause sidewalk and traffic congestion.
On the first floor of the Pasar Jaya markets, there are permanent kiosks and stalls selling textiles, stationery, clothing, electronic goods, shoes, plastic goods, household appliances, traditional and modern medicine, cosmetics, toys, sewing needs and of course the traditional bank, a gold shop. This floor is basically a condensed, crowded version of a department store. Bank branches, travel agents and other services can also be found on the first floor of market buildings.

Up the stairs or escalator to the second floor, second floor is the heartbeat of the market. This is where the meat and fish, fruits, vegetables and dry goods are sold. Dry goods are sold towards one end of the second floor. Fruits and vegetables are sold throughout the middle area.

Meat and fish are sold in separate tiled rooms. The room marked Los IkanHidup sells live freshwater fish and the room marked Los IkanBasah sells freshly caught ocean fish and other seafood items. Chicken, beef and goat meat are sold in yet another room. Pork is not sold in the main market, because the meat is forbidden to Muslims. There will usually be small shop selling pork on a street near the market as well as in major supermarkets.

Due to the disinterest of small traders in occupying the third or fourth floors of most Pasar Jaya buildings, these floors are now occupied by department stores, like Ramayana and Borobudur that cater to the lower and middle classes.

1.1.2 Traditional Market Developments and Future Trends

Traditional market is generally shedmarket. Its layout and structure is irrational, operating disorderly and surrounding street market. The market size is not high-level, the environment is not good, operating characteristics are not prominent. Meanwhile lack of overall professional planning, resulting in the phenomenon of the market blindly building.

Traditional market gives the feeling of "dirty, chaotic, and poor", mainly in the purchase channels wide and miscellaneous standardized management difficult environment dirty, order and chaos, poor service, product inferior, and expensive.
At present, the development of the traditional market has severely constrained form factors restricting the development of traditional farmers market are mainly the following three points:

a) Weak market infrastructure

In addition to the booths in the market almost no other facilities, poor sewage management, shopping environment, did not attract popular.

b) The market is not standardized

Don’t have strong sense of service, quality of goods cannot be guaranteed, resulting in customer loss.

c) Low market gains

Traditional farmers market with much of the public nature of the big investment income, the investor is unable to additional investment to change the status quo, resulting in a market increasingly dilapidated.

From two aspects view the future trend of traditional market. One hand, with the socialist economy as well as accelerate the development of the city, the people's living standards go to a new level. At the same time, living in urban and rural residents has improved rapidly in consumer attitudes and undergoing profound changes, increasingly stringent food safety requirements. Therefore, there is an urgent requirement to transform and upgrade traditional market.

On the other hand, large-scale cross-border trade and business enterprises of business conditions and the concept give a huge challenge for traditional market. New business conditions and business philosophy promote the rapid development of commerce and trade, especially fresh agricultural and sideline products into the supermarket, and it makes marketing of fresh agricultural and sideline products supermarkets occupy a considerable market share, and the formation of a "squeeze" of traditional farmers market. In addition, consumption patterns to better meet the requirements of people living accelerate the pace of consumer
safety concerns, as well as quality service and good desire of improving the consumption environment, welcomed by the general public.

Therefore, the traditional market supermarket transformation has gradually become the inevitable trend of development and an urgent requirement. The so-called traditional market supermarket means by government policy to encourage support and guide the large-scale circulation enterprises or agricultural industrialization leading enterprises which incompatible with the economic development, urban construction and consumer requirements of the original city farmers or traditional market, change its business conditions in accordance with the supermarket the business philosophy. The supermarkets transformation is to make supermarket business entities organized and operating standardization of products, mode of operation and service standardization, mainly engaged in fresh agricultural and sideline products.

However, with the development of social economics, enterprises as well as supermarkets should be able to adapt to the market competition and control the market, in order to master the basic characteristics of the consumers purchasing behavior.

Consumer purchasing behavior means the decision-making process that consumers meet their personal or family-life. Consumer purchasing behavior is complex, and their buying behavior generated by its internal factors and external factors to promote mutual interaction.

To make the decision of purchasing, consumers consider about criteria such as taste, nutritional value, reliability, quality, price and convenience of the food.

However, when consumers faced with too many choices and qualities of products, the consumer may be confused about which of the products should to choose, how to put the money to use in the best way and how to provide healthy food. The taste, nutritional value, reliability and suitability of the price are quite important when purchasing food.
There are two factors that affect the food choices of consumers:

a). Consumer-related factors include health considerations, sensory variables, social interactions, familiarity and habit, psychographics and demographics.

b). the most important market-related issues include price, distribution and promotion. (Radder and Roux, 2005)

1.1.3 Retail Business

Before introduce about supermarkets, I prefer to give more information about retail business which is a relevant business with supermarkets. From the definition of retail business to see, retail means the sale or products in large quantities from manufacturers directly or through a wholesaler, and then sells smaller quantities to the consumer for a profit. Retailing can be done in either fixed locations or online.

i) International retail business

The changes of increasingly globalized world economy and market competition in the environment led to the internationalization of the retail industry. Retail business is imperative, and there are two aspects to analyze.

The one is large-scale retailers move into overseas markets, set up shop in a foreign country and procurement of goods from abroad. For example, Wal-Mart in 1992 began international operations in the world, and in the end of 2000 it already has 3,599 stores, which accounted for 25.17% of the number of overseas stores.

On the other hand, countries open their markets to foreign retail enterprises, and establish joint ventures with foreign cooperation on a great degree.

ii) Retail business in Asia

According to the Global Shopping Centre Report, it shows the economic recovery in Asia and Latin America cause to the retail industry rise again.
However, consumer purchasing behaviors vary widely around the world, and these differences had a huge impact around the world mall.

In Asia, the population density is the deciding factor. The five largest shopping centres in the world are in China, the Philippines, Malaysia and Thailand. Compared with American, in American suburban has long been formed quite mature shopping centre.

iii) Retail business in Indonesia

Many modern retailers start their retail chains in Jakarta, because Jakarta as the most populated and most developed city in the country. In the capital of Indonesia and other major cities on Java, such as Surabaya and Bandung, demand for consumer goods is detected to be stronger than in other areas. However, around 2011, many leading modern retailers started to expand to other major cities outside Java, such as Medan, Makassar and Manado, as well as to second-tier cities outside Java, such as Solo, Malang and Tangerang. This expansion was based on the factors that the stronger competition amongst modern retailers in Jakarta, as well as in other major cities on Java.

In supermarkets, it is important that the sales staff is honest and the food is properly displayed on the shelves where it can easily be seen, at the same time, there is a clear display of brands and other information.

The income level of the family also influences food-purchasing behavior. There is an inverse relationship between the increase in income and the money allotted for food purchasing.

1.1.4 Traditional Market and Modern Supermarket

With the development of modern supermarket, more and more consumers would like to purchase the food in supermarket rather than in traditional market.
i) Traditional markets

Traditional markets can be referred to as markets or marketplaces, is a relative to the supermarket stores, usually in a community will have at least one, the sale of goods it is mainly a variety of fresh vegetables, not yet slaughtered chicken, fish, etc., in addition, traditional market may also have restaurants, grocery stores, clothing stores and other shops located in which these.

Traditional markets selling fresh ingredients, and people bargain or requirements gifts, so widely loved by housewives, housewives usually during the day cooking ingredients needed to buy the next day or two.

Due to the appearance of supermarkets, traditional markets are no prosperity than in the past, but because of the customer shopping habits (mainly influenced by age), traditional markets still occupy a certain position. In addition, the traditional markets in Europe and North America are not common.

The traditional markets of the environment in general is closed, there are the traditional open-air market. Traditional markets in the environment do not feel very comfortable, dirty ground and many water stains. In addition, the market crowds, it takes more time to select goods and bargain with each other, the noisy sound of the traditional market is very large.

ii) Supermarkets

Supermarkets operation is based on the customer choice and supermarket is a large retail shopping. Many countries, especially the developed economies of the major commercial retails form with organization.

In the supermarket, initial operation mostly focus on variety of food, after the business scope is increasingly widespread, and gradually extended to sales of clothes, home daily groceries, household appliances, toys, furniture and medical supplies. Supermarkets generally provide available the portable basket or trolley for customers to use at the entrance. Customers will pick product on the basket or in the car and go to the exit at the cashier's desk to unified settlement.
In addition, supermarkets goods mechanize packaging in prior, categorized according to the weight and packaging specifications, and they were placed on the shelf with marked price. At the same time, customer can pick and choose by self-service.

1.2. Company Profile

1.2.1 History

Carrefour Group was founded in 1959 and it as a pioneer in hypermarket formats. Meanwhile, Carrefour is the largest retailer in Europe, which is the world's second largest international retail chain. Now it has more than 11,000 retail units, scope of business in 30 countries and regions around the world.

Carrefour enter the international market in 1969, currently has more than ten thousand sales outlets in 31 countries and regions in the world, involving retail formats, including hypermarkets, supermarkets, discount stores, convenience stores, warehouse stores and e-commerce, the Carrefour Group's 500,000 employees are dedicated to service to 20 million consumers. The Carrefour Group has established global procurement network to gain market competitiveness goods for different countries and regions suppliers.

Carrefour's business conception is based on low prices, excellent customer service and a comfortable shopping environment for consumers to provide all kinds of consumer goods for daily needs. Carrefour commitment to customers is to meet the needs of consumers in terms of prices, types of goods, quality, service and convenience. Carrefour strives to become the best shopping in the local communities, through their own efforts to bring more benefits and convenience for consumers, and hand in hand with the commercial partners to contribute to the prosperity of the local economy.
1.2.2 Value of Carrefour

Carrefour fully accepts the consequences of actions on customers. And it leverages expertise and strengths to create value, which is shared among customers, employees, shareholders, partners and suppliers.

Carrefour respects its employees, suppliers and customers and accepts their suggestion. Because of the culture diversity for different regions, Carrefour will respect for the lifestyle, practices and cultures.

Carrefour gives consumers the freedom to buy at prices consistent with their purchasing power and it provides the largest possible number of people with the opportunity to purchase consumer goods. What’s more, it empowers all employees to take initiative and give them the freedom to act as an entrepreneur.

On the other hand, the enterprise mission is doing the best efforts to make the customer satisfied. The retail activity is through choosing goods and quality to provide the best price to meet the various needs of the customers.

1.2.3 Carrefour Development in Asia

Carrefour, the Chinese mainland's first shopping mall opened in 1995 and later launched “Happy Shopping Carrefour "and" one-stop shopping "concept. In 2005, Carrefour makes substantial adjustments on the organizational structure of the Chinese mainland which including personnel and management two aspects. At the same time, it set up four regional management headquarters of the East, South, West, and North. In October 2006, Carrefour's first 1,000 hypermarkets in global opened in the outskirts of Beijing (September 2007, more than 101 stores opened in mainland China).

In other Asian countries, Carrefour enters to Singapore in 1997, and it became Singapore's first one hundred Malls. Carrefour enters to Malaysia in 1995, and there are 11 branches in Malaysia.
Thailand government in order to develop small business therefore provides large-scale comprehensive shopping centres cannot open in the city centre, but the policy does not affect the Carrefour mall booming in recent years. Carrefour opened most of the stores in the capital city of Bangkok in Thailand. In addition, for secondary cities in Thailand also have some Carrefour stores.

Carrefour began enter to Indonesian market in 1996. Now, Carrefour becomes the largest supermarket chain in Indonesia. (December 2007, has 38 stores in Indonesia).

1.3. Problem Identification

Supermarkets in the development of speed and scale of development are far more than other retail formats. At the same time, competition between supermarket operators is becoming increasingly fierce. Supermarket food prices through the development of low to stimulate consumer demand, expansion of traffic is widespread.

In recent years, the food hazard events occur frequently, more than ever. So consumers are more concerned about the daily consumption of the product quality and safety issues. What’s more, with the social progress and development, people have changed the standard of food. People not only just concern about the taste, but also more concern about the nutrition, food safety, cost saving and convenience of the food.

Meanwhile, with the society development, more and more food factory focuses on the benefit rather than the food quality. So it will change the consumer’s purchasing behaviour. What’s more, as the increasing of population, it leads competition to be more and more drastically. That’s why people will choose the food nutrition but cost-saving and convenience, also safety.
1.4. Statement of Problem

1) Whether food nutrition, food cost saving, food safety and food convenience influence consumers purchasing behavior?

2) From food nutrition, food cost saving, food safety and food convenience, which one influences consumer purchasing the most?

3) Whether there’s a difference of means between Ages, Major and Batch among food nutrition, food cost saving, food safety and food convenience of consumer purchasing behaviour?

4) Analysis interaction among Age, Batch and Major in food nutrition, food cost saving, food safety and food convenience of consumer purchasing behaviour?

1.5. Research Objective

This purpose of the thesis was conducted with the aim of determining the food purchasing behavior of consumers from supermarkets. Meanwhile, I will mainly from demographics section, food nutrition, cost saving, safety and convenience these five aspects to analysis the consumer’s food purchasing behavior in supermarket.

Consumers make their purchasing decisions based on a number of factors. Apart from the price of the product, factors such as appearance, convenience, and perceived quality determine the decisions made in the marketplace.

Through researching the evaluation of food purchasing behavior of consumer, it will further understanding for the consumer in let the supermarket, what’s more, it will increase the strategy development of the supermarket.
1.6. Significance of the Study

The research aims to contribute highly to the following institutions:

1.6.1 For President University

This research is about evaluation of food purchasing behavior of consumers in supermarkets. The research can show how to implement the class knowledge into real research and get meaningful findings. It also can provide some references to the following students of President University and help them make their thesis better.

1.6.2 For Indonesian Supermarket

This research can help Indonesia local supermarkets know more about the consumer purchasing behavior. Meanwhile, through this research, Indonesia local supermarkets can accord the consumers purchasing behavior and habits to improve their operation, in order to adapt to the majority of consumer groups.

1.6.3 For the Researcher

This research can enrich the knowledge of the researcher and it will make the researcher know more about the consumer purchasing behavior, as well as the difference between traditional markets and supermarket, and retail business.

1.7. Theoretical Framework

Consumer purchasing behavior means that consumer in order to satisfy their necessary and occur to some purchasing and using product's behavior activities.

As we know, in each consumer’s mind, they have criteria for the food. Meanwhile, the consumer will consider the follow aspects to choose.
- Food nutrition,
- Food cost saving,
- Food safety
- Food convenience.

Figure 1.1: Consumers Purchasing Likelihood

1.8. Scope and limitation

i) Scope

There are many aspects in food of consumer purchasing behavior theory which cannot be analyzed fully in one research. Thus, in this research I focus on the food purchasing behavior in food nutrition, food cost-saving, food safety and food convenience.

In the contemporary society, there are many products and markets need to research on the consumer food purchasing behavior. However, in this thesis, I will only focus on the supermarket Carrefour in Cikarang City.
What’s more, in this research, it just based on the President University’s students which are not included all different background of consumers.

ii) Limitation

Supermarket is a huge market with different brand and products. For the time constraint, this research will be analyzed in the context of Cikarang city only. Consequently, its result could not be used to conclude for the Indonesia’s supermarket. In order to get the further conclusion for Indonesia supermarket, this thesis must be expanding more.

The research only includes several factors impact the consumers purchasing behavior. Because of the research questionnaire cannot get enough data to analyze, it doesn’t contain other factors of behavior.

1.9. Definition of Terms

Behavior refers to the physical actions of consumers that can be directly observed and measured by others. It is also called overt behavior to distinguish it from mental activities, such as thinking that cannot be observed directly.

Consumer behavior refers to the reaction and demand characteristics of the consumer market.

Food safety involves the safe handling of food from the time it is grown, packaged, distributed, and prepared to prevent foodborne illnesses. Food safety is the responsibility of those who handle and prepare food commercially for delivery to consumers and of consumers who prepare and eat food in their homes.

Food Nutrition can be defined as food or nourishment needed to keep an organism growing, healthy and viable. It also refers to the process of providing or receiving food or other life-supporting substances.
**Food Cost Saving** means the amount of money saved as a result of changes to plans or policies that reduce the expense associated with a business activity.

**Food Conveniences** commercially prepared food designed for ease of consumption. Products designated as convenience foods are often prepared food stuffs that can be sold as hot, ready-to-eat dishes; as room-temperature, shelf-stable products; or as refrigerated or frozen products that require minimal preparation.
CHAPTER II LITERATURE REVIEW

2.1. Market

2.1.1 Definition

The concept of exchange and relationships leads to the concept of a market. A market is set of actual and potential buyers of a product. These buyers share a particular need want that can be satisfied through exchange relationships. (Kotler, 2008, p.7)

In narrow definition, market defined as a place of exchange for goods between buyers and sellers. The broad market means in order to buy and sell some merchandise with other vendors and individuals linked to a group of vendors and individuals. The size of the market that the size of the market, the number of purchase.

Market is the conditions of carrying out successfully commodity exchange; also it is the sum of all commodity exchange activities in the field of commodity circulation. Market system is consisted by various professional markets, such as the goods and services markets, the financial markets, labor markets, technology markets, information market, the real estate market, the cultural market, tourism markets a complete system. Meanwhile, for different professional market in the market system has its special features, they are interdependent, mutual restraint and common role in the social economic.

Market definition is not an end in itself but a key step in identifying the competitive constraints acting on a supplier of a given product or service. Market definition provides a framework for competition analysis. For example, market shares can be calculated only after the market has been defined and, when considering the potential for new entry, it is necessary to identify the market that might be entered. Market definition is usually the first step in the assessment of market power.
Market originated in the ancient human call trade places for a fixed period of time or place, urban growth and prosperity, a farmer living in a city neighborhood, craftsmen, artisans who will begin to trade with each other and generate contributions to the economy of the city. Obviously, the best way to trade is to have a central place in the city, like the market, allows people to provide goods and trading services in this easy for people to find goods and approached the business. When a city market becomes large and more open, the city's economic vitality is also relatively to grow up.

In marketing, the term market refers to the group of consumers or organizations that is interested in the product, has the resources to purchase the product, and is permitted by law and other regulation to acquire the product. The market definition begins with the total population and progressively narrows as shown in the following diagram (as follow figure 2.1).

Figure 2.1 Market Definitions Conceptual Diagram

(Source from http://www.netmba.com/marketing/市场/definition/)
2.1.2 Feature of Market

The market is the inevitable product of the social division of labor and the development of the commodity economy. The market is in the process of its development and growth, at the same time, it also promote the further development of the social division of labor and commodity economy. Market information feedback directly affect people what to produce, the quantity of product and the time come into market, product sales status and so on. Combined commodity economic development process in the production, supply, marketing parties, production, supply and pin the parties exchanged places, exchange time and other in exchange conditions, in order to achieve commodity producers, operators and consumers for their own economic interests. (Kotler, 2008, p.50) From this view, knowing structural and feature for the researcher is important and as a researcher cannot ignore for analyzing the market and its structure.

Based on the research is focus on supermarket, and there was a report about the analysis retail market. In "A Structural Analysis of the Grocery Retail Market," Duke (1989) used Porter's (1980) framework in for the structural analysis of industries to analyze the grocery retail market. Since the article was published, in 1989, many potentially significant changes and developments have occurred in this market. Sources of even greater power over suppliers enjoyed by retailers can be traced to implementations of new technologies in grocery retailing and to the growth of European concentrations of buying power, while the threat posed by price-cutting new entrants will force incumbents to use more of this power.

Competition in the market itself will be influenced by superstore saturation, the emergence of a Big Three of retailers, and potentially significant new entrants, able to defeat the market's barriers to entry. This will create a more complex competitive structure. (Duke Robert, 1992)

Marketing scholars are studying the nature and scope of customer relationship management and are developing conceptualization regarding the value and
process of cooperative and collaborative relationships between buyers and sellers. Many scholars with interests in several sub-disciplines of marketing, such as channels, services marketing, business-to-business marketing, advertising, and so forth, are actively engaged in studying and exploring the conceptual foundations of managing relationships with customers. They are interested in strategies and processes for customer classification and selectivity; one-to-one relationships with individual customers; key account management and customer business development processes; frequency marketing, loyalty programs, cross-selling and up-selling opportunities; and various forms of partnering with customers including co-branding, joint-marketing, development, and other forms of strategic alliances (Parvatiyar & Sheth, 2000).

2.1.3 Traditional Market

Traditional markets, or called a flea market. Because rural economic times and the business still undeveloped, and the market is not 24 hours a day and 365 days a year there. Farmers produce a surplus appears, so complementarily between farmers, based on barter or purchase by currency. A convention time Market of traditional markets, usually after the autumn harvest. This is the history of the traditional market.

Many scholars have put forward different views and perspectives to the traditional market. Based on the background of Chinese culture, Wu Chengming gave his view to traditional market as bellow.

Wu Chengming, the Chinese Economists. He reviewed the market on the basis of China's feudal society at all levels and connotation, and put forward the theory of market history. He pointed out for small local market, country fairs, swap varieties among small producers and surplus and deficiency, is a range of natural economic exchange; urban markets aristocratic landowners in exchange for consumer goods for its exploitation income, rural agricultural by-products into the city "single to trade "; regional market may be regarded as an extension of the natural economy, truly meaningful inter-regional long-distance trafficking, but
Song native products and luxury goods trade, the market is still not based on the top of the social division of labor.

Wu Chengming believes that Marx said that as a market-based division of labor, actually refers to the "performance of the exchange value of the division of labor". In this sense, no matter how much the market, as long as there is no specialized households, that is, no production of exchange value of the division of labor, it is not the original meaning of the commodity economy. (Wu Chengming, 1978)

Later on, he pointed out that, in general is that the flow of production decisions, but the role cannot be underestimated exchange, exchange accumulation can lead to the division of labor and specialization, and market theory should be built on the production and exchange between these two extremes.

According to this theory, Wu Chengming that after long-distance trafficking trade before transferring to the middle of Ming Dynasty of China mainly daily necessities, that is, to some extent, built on the division of labor on the basis of the regional production. (Wu Chengming, 1985)

The same way, we view to the Indonesia. In Indonesia there are some traditional markets too. Even though many supermarkets and malls have grown rapidly in cities and big towns in Java, local traditional markets can still be found. A big traditional market may hold hundreds of peasants, males and females, who bring goods for sale; smaller ones sell fewer goods, usually vegetables and fruits for family needs. Dewey (1962) presents interesting descriptions of activities in these traditional markets.

Most traders in such traditional markets, though literate, still do calculations relying on memory. Sellers usually make transactions directly with buyers. In most traditional markets, bargaining is the common method for fixing prices for agricultural produce. The bargaining allows adjustments to come to a mutually agreed price, relying on both buyers' and sellers' knowledge of local market
conditions. Either buyer or seller, or both, they will "bid," until they agree on price. Hence, an assertive buyer can get a good bargain with a low purchase price if the buyer can convince the seller, while an assertive seller might get a good price with a good profit. (Amber Waves, 2010)

Marketing is considered to be a collective process where individual or groups can exchange goods or services based on their need and wants. The content of this process was presented as marketing mix by Neil Borden for the first in 1953, representing the mixture of useful elements for marketing. This theory of marketing mix has been analyzed and rewritten about by many different authors through time. One of the authors that have written about this theory and explained his point of view about elements of marketing is Philip Kotler.

In traditional marketing the wants and needs of consumers are being discovered and satisfied through traditional channels of communication such as face to face communication, magazines, catalogues and others. The aim is to create products and services which sell themselves by being what customers need and want. (Philip Kotler, 2003)

2.1.4 Modern Supermarket

Retail modernization in developing countries and its effect on the broader food system has been a major focus of research since the early 2000s. The most visible banner for this work has been the “supermarket revolution”. Supermarkets existed in Latin America from at least the 1960s1, but began to grow much more rapidly in that region during the economic boom and opening to Foreign Direct Investment (FDI) of the 1990s. Growth began later in East/Southeast Asia and Central Europe, followed by selected countries of Africa (Reardon et al, 2004). This growth, together with new procurement practices that the firms work to apply, has lead to a rash of studies attempting to document and anticipate the impacts of these firms on existing actors in the food system, and to draw policy implications for governments and donors.

Though distinctions are made between countries, regions, and types of food
products, recurring themes in the supermarket revolution literature have been the “rapid rise” of supermarkets, the difficulty of smaller retailers to compete with them, the difficulty of small processors to compete with large processors for the new “supermarket market”, and the urgent need to deal with the exclusion of smallholders from the supermarket channel. Until very recently, conditions for supermarket expansion in Africa have been seen to lag but not to differ fundamentally from those in other regions of the developing world; Africa has been portrayed as a later “wave” in the surge of supermarket expansion, with “take-off” having already occurred in East and Southern Africa and beginning in West Africa (Reardon et al, 2004).

Supermarkets are a topic of the moment. In industrialized countries, their power in the food system is unprecedented (Vorley, 2003). Supermarket development has been, and still is, in part a response to changes in the habits, demands and preferences of consumer. But, as argued in this article, it has also affected the decisions consumers make about food (Clarke, 2000). Following the “Ecological” model of understanding food choices and obesity, supermarkets are part of the physical and economic environment in which people make food choices, an environment that conditions, or at least reinforces, consumer food choices (Swinburne et al., 1999; Story et al., 2008).

Wal-Mart is known as its successful retailing business. Wal-Mart, which had virtually non-existent food sales in 1993, is now the second largest food retailer in the USA and is on track to become the largest, with surprisingly strong food sales at its supercenters. Wal-Mart is forcing many changes in retailing at the global level, some of which are discussed below.

When Wal-Mart entered the supermarket business in the mid-1990s, other stores were wary because of the incredible logistics system and supplier pricing that Wal-Mart brought to the business. Wal-Mart started selling groceries through its Supercenters. Now it also has almost 20 neighborhood markets, which at 30,000 square feet are significantly smaller than supercenters. This means that Wal-Mart will have combined its considerable buying power with smaller, user-
friendly stores.

More importantly, Wal-Mart's large size and market power causes concern as it integrates backward in the food system by creating relationships with dominant food-chain clusters identified by us last year. Wal-Mart is one of the first supermarkets to use case-ready meat in its stores. The first such prepackaged beef came from IBP. Farmland will supply pork in the Midwest stores, although Wal-Mart was also scheduled to buy pork from Smithfield's John Morrell for what appears to be the same stores. Smithfield was already supplying case-ready pork for Wal-Mart for some of its East Coast stores early this year. (Hendrickson, Mary, 2001)

In addition, there’s a forecast for the global market based on the retailing supermarket.

As the next decade progresses, countries such as the UK, the US and some of the Western European nations are expected to retain their dominance of the global online grocery retailing market. Nevertheless, increasing household penetration of both Internet and broadband throughout many parts of the world are expected to increase the consumer base and therefore make grocery shopping via the Internet a more common practice for the global population.

The UK is forecast to remain Europe's largest market by some distance. By 2014, market value is forecast to reach GBP20.1 billion, having more than tripled compared with levels observed in 2009. During this time, the online sector's share of the retail food and drinks market is expected to increase to 4% in 2010, reaching 9.5% by 2013 and then exceeding 12% by 2014. By 2014, the US market is expected to reach a value of US$13.55 billion, which represents an increase of almost 75% compared with levels in 2009. (Thomas, Jonathan, 2010)
2.2 Consumers Behavior Model

Consumer decision making has long been of interest to researchers. Beginning about 300 years ago early economists, led by Nicholas Bernoulli, John von Neumann and Oskar Morgenstern, started to examine the basis of consumer decision making (Richarme 2007). This early work approached the topic from an economic perspective, and focused solely on the act of purchase (Loudon and Della Bitta 1993). The most prevalent model from this perspective is ‘Utility Theory’ which proposes that consumers make choices based on the expected outcomes of their decisions. Consumers are viewed as rational decision makers who are only concerned with self interest (Schiffman and Kanuk 2007, Zinkhan 1992).

Contemporary research on Consumer Behavior considers a wide range of factors influencing the consumer, and acknowledges a broad range of consumption activities beyond purchasing (Zinkhan 1992). These activities commonly include; need recognition, information search, evaluation of alternatives, the building of purchase intention, and the act of purchasing, consumption and finally disposal. This more complete view of consumer behavior has evolved through a number of discernable stages over the past century in light of new research methodologies and paradigmatic approaches being adopted.

While this evolution has been continuous, it is only since the 1950’s that the notion of consumer behavior has responded to the conception and growth of modern marketing to encompass the more holistic range of activities that impact upon the consumer decision (Blackwell, Miniard et al. 2001). This is evident in contemporary definitions of consumer behavior: “Consumer behavior is the study of the processes involved when individuals or groups select, purchase, use or dispose of products, services, ideas or experiences to satisfy needs and desires.” (Solomon, Bamossy et al. 2006, p6). Meanwhile, (Schiffman and Kanuk 2007) take a similar approach in defining consumer behavior: “the behavior that consumers display in searching for, purchasing, using, evaluating, and disposing of products and services that they expect will satisfy their needs”.
2.2.1 Cognitive Approach

In contrast to the foundations of Classical behaviorism, the cognitive approach ascribes observed action (behavior) to intrapersonal cognition. The individual is viewed as an “information processor” (Ribeaux and Poppleton, 1978). This intrapersonal causation clearly challenges the explicative power of environmental variables suggested in Behavioral approaches, however an influential role of the environment and social experience is acknowledged, with consumers actively seeking and receiving environmental and social stimuli as informational inputs aiding internal decision making (Stewart 1994).

The Cognitive approach is derived in a large part from Cognitive Psychology which can trace its roots back to early philosophers such as Socrates who was interested in the origins of knowledge (Plato 360 B.C.), Aristotle who proposed the first theory of memory (Aristotle 350 B.C.) and Descartes who explored how knowledge is represented mentally in his Meditations (Descartes 1640) (Sternberg 1996). It was not until the middle of the 21st Century however, that Cognitive Psychology truly emerged as a mainstream and useful field of study with the development of the Stimulus-Organism-Response model by Hebb during the 1950’s (see Figure 2.2) (Cziko 2000) and the publication of the landmark text by Ulric Neisser in 1967 (Neisser 1967).

Figure 2.2 Development of Stimulus-Organism-Response model

Source from Cziko 2000

Input variables are the environmental stimuli that the consumer is subjected to, and is communicated from a variety of sources. Signification stimuli are actual elements of products and brands that the buyer confronts (Loudon and Della Bitta 1993), while symbolic stimuli refers to the representations of products and brands as constructed by marketers through advertising and act on the consumer.
indirectly (Foxall 1990) (Howard and Sheth 1969). Social stimuli include the influence of family and other peer and reference groups. The influence of such stimuli is internalized by the consumer before they affect the decision process.

While there are distinct branches of cognitive psychology, they all share an abiding interest in exploring and understanding the mental structures and processes which mediate between stimulus and response (Kihlstrom 1987). Contemporary Cognitive Psychology has identified and developed a wide range of factors which are thought fundamental to these intrapersonal processes including: perception, learning, memory, thinking, emotion and motivation (Sternberg 1996). While this is far from a complete list of the possible constructs at play, it does serve to outline the complexity and multiplicity of issues inherent with this approach.

Early Stimulus-Organism-Response models (Figure 3) suggest a linear relationship between the three stages with environmental and social stimuli acting as external antecedents to the organism. This approach assumes that stimuli act upon an inactive and unprepared organism (Eysenck and Keane, 2000).

2.2.2 Cognitive Models of Consumer Behavior

The Theory of Buyer Behavior

Howard developed the first consumer decision-model in 1963 (Du Plessis, Rousseau et al. 1991). This model was developed further in 1969 by Howard and Sheth to become the ‘Theory of Buyer Behavior’ (or Howard and Sheth Model) (Howard and Sheth 1969). It provides “a sophisticated integration of the various social, psychological and marketing influences on consumer choice into a coherent sequence of information processing” (Foxall 1990 p.10).

As shown in Figure 2.3, the Hypothetical Constructs (or Intervening Variables) can be classified in two categories: those described as Perceptual constructs, and those described as learning constructs. Perceptual constructs include:

a) Sensitivity to information – the degree to which the buyer controls the flow of
stimulus information.

b) Perceptual bias – distortion or alteration of the information received due to the consumers fitting the new information into his or her existing mental set.

c) Search for information – the active seeking of information on consumption choices.

Figure 2.3 the Theory of Buyer Behavior

The model draws heavily on learning theory concepts (Loudon and Della Bitta 1993), and as such six learning constructs are represented:

a) Motive – described as either general or specific goals impelling action.
b) Evoked Set – the consumers’ assessment of the ability of the consumption choices that are under active consideration to satisfy his or her goals.

c) Decision mediators – the buyer’s mental rules or heuristics for assessing purchase alternatives.

d) Predispositions – a preference toward brands in the evoked set expressed as an attitude toward them.

e) Inhibitors – environmental forces such as limited resources (e.g. time or financial) which restrain the consumption choice.

f) Satisfaction – represents a feedback mechanism from post-purchase reflection used to inform subsequent decisions.

The five output variables on the right of the model represent the buyers’ response, and follow the progressive steps to purchase:

a) Attention – the magnitude of the buyer’s information intake.

b) Comprehension – the processed and understood information that is used.

c) Attitudes – the buyer’s evaluation of a particular brand’s potential to satisfy the purchase motives.

d) Intention – the buyer’s forecast of which product they will buy.

e) Purchase Behavior – the actual purchase behavior, which reflects the buyer’s predisposition to buy as modified by any inhibitors (Loudon and Della Bitta 1993).

While Howard and Sheth have attempted to create a general sable theory, Loudon et al. (1993) have commented on its unsuitability in explaining joint decision making. This limitation has probably grown in significance since the initial publication of the model in 1969 due to changes in consumer practices, and highlights the possibility of further issues arising from the dated nature of the work.
Within the model, Howard and Sheth have identified specific influences of the exogenous variables (identified by Figure 4) upon various hypothetical constructs. While it is commendable that an effort has been made to understand the specific influence of these exogenous factors, this has led to some curious suggestions. For example, the personality of the buyer is said to influence non-specific motives, but not specific motives or perceptual bias. It is suggested in the conceptual model adopted in this research that exogenous variables act holistically upon decision making and exert at least some influence on every part of this process.

2.2.3 Consumer Decision Model

The Consumer Decision Model (also known as the Engel-Blackwell-Miniard Model) was originally developed in 1968 by Engel, Kollat, and Blackwell and has gone through numerous revisions; the latest publication of the model is depicted in Figure 2.4 below.

It can be seen that many of the elements of the model are similar to those presented in the Theory of Buyer Behavior (Howard and Sheth 1969), however the structure of presentation and relationship between the variables differs somewhat. The model is structured around a seven point decision process: need recognition followed by a search of information both internally and externally, the evaluation of alternatives, purchase, and post purchase reflection and finally, divestment.

These decisions are influenced by two main factors. Firstly, stimuli is received and processed by the consumer in conjunction with memories of previous experiences, and secondly, external variables in the form of either environmental influences or individual differences. The environmental influences identified include: Culture; social class; personal influence; family and situation. While the individual influences include: Consumer resource; motivation and involvement; knowledge; attitudes; personality; values and lifestyle (Blackwell, Miniard et al. 2001).
Figure 2.4 Consumer Decision Model

Entry to the model is through need recognition when the consumer acknowledges a discrepancy between their current state and some desirable alternative. This process is driven by an interaction between processed stimuli inputs and environmental and individual variables. After a need has been acknowledged the consumer embarks on a search for information, both internally through the consumers’ memory bank of previous experiences, and externally. The depth of information search will be highly dependent on the nature of problem solving, with new or complex consumption problems being subjected to extensive external information searches, while simpler problems may rely wholly on a simplified internal search of previous behavior. Information is said to pass through five stages of processing before storage and use, namely: exposure, attention, comprehension, acceptance and retention (Blackwell, Miniard et al. 2001).
2.3 Food Purchasing Behavior

2.3.1 Food Purchasing Behavior Definition

To make the decision of purchasing, consumers take into account criteria such as taste, nutritional value, reliability, quality, price and convenience of the food. They prefer to shop at supermarkets due to the reliability of the food sold, the ambiance and convenient personal inspection which is allowed in big stores (Knight et al., 2003). The most important stage of providing safe food for the home is by purchasing it (Unusan, 2007). When faced with too many choices and qualities of products, the consumer maybe indecisive about which of the products to choose, how best to put the money to use and how to provide healthy feeding. The tastes, nutritional value, reliability and persuasiveness of the price are quite important when buying food (Duyff, 1998).

Two factors that affect the food choices of consumers can be discussed:

(1) consumer-related factors include health considerations, sensory variables, social interactions, familiarity and habit, psychographics and demographics; and

(2) the most important market-related issues comprise price, distribution and promotion (Radder and Roux, 2005).

The income level of the family also influences food-purchasing behavior. There is an inverse relationship between the increase in income and the money allotted for food purchasing (Kenslea et al., 1985). The labels on the foods are very important. All the prices and information about the food should be clearly marked on the label; the production and expire date, the contents of the nutritional facts, the net-gross weight as well as its preparation, cooking and keeping conditions should appear on the package. In choosing a supermarket, it is important that the sales staffs are honest and sincere, the food is properly displayed on the shelves where it can easily be seen, and that there is a clear display of brands and other information. Moreover, factors such as the ease of
carrying goods to the car count towards the choice of where consumers will do
food-shopping (Engel and Blackwell, 1994; FDA, 1994).

2.3.2 Food Nutrition

Healthy eating is important for a sustainable food system since diets low in
nutritional value can lead to health complications and can put strain on the health
service. 90% of people claim that healthy eating is important to them (Food
Standards Agency, 2008) and public awareness of the health implications of diet is
fairly high.

Diet-related chronic disease is estimated to cost the NHS £7 billion a year,
including direct treatment costs, state benefits and loss of earnings. The health
benefits of meeting nutritional guidelines are estimated to reach almost £20 billion
a year, and are estimated to prevent 70,000 premature deaths a year (The Strategy
Unit, July 2008).

Poor diet is estimated to account for a third of all cases of cancer, and a further
third of cases of cardiovascular disease. Obesity, which has more than doubled in
the last 25 years, increases the risk of cardiovascular disease and some types of
cancer. Left unchecked, projections show radical increases in the years ahead with
40% of the population being obese by 2025 and 60% by 2050 (Foresight, 2007).

Regulation on nutrition and health claims number (EC) No. 1924/2006 came
into force in the European Union (EU) in 2007. The Regulation aims to ensure
that claims are truthful and do not mislead consumers. It also aims to stimulate
innovation to produce healthier food products in the food industry. Nutrition
claims are defined in an annex to the Regulation that states the wording of
permitted claims and the conditions of use. The scientific support for potential
health claims is being assessed by the European Food Safety Authority (EFSA),
but consideration of other aspects and the final decision to accept or reject a claim
lies with the European Commission. The final list of approved health claims was
due to be published in early 2010, but work is behind schedule, and therefore
decisions are being published in batches; the first batch of Article 13 claims based
Food composition data are vital in making accurate claims on food as the amount of the nutrient or food component in question must be defined. It is also important that the composition of a particular food or food category has been sufficiently defined in order for a health claim pertaining to this to be approved. In addition, to prevent claims being made on foods with a less healthy profile, nutrient profiles are being developed that will specify threshold amounts of saturated fat, sodium and sugar present in any product bearing a nutrition or health claim, and thus the composition of a food will be critical in determining whether it is eligible to carry a claim. Therefore, the access that the European Food Information Resource (EuroFIR) will provide to pan-European food composition data will be of great importance in making the Regulation workable. EuroFIR has been actively involved in EFSA's work on nutrient profiles, supplying data that have been used to develop the current profiling model. It is hoped that the EuroFIR Network and the not-for-profit organization EuroFIR AISBL (Association International Sans but Lucrative, which has been established to take forward EuroFIR's work) can continue to provide guidance to stakeholders as the Regulation develops. (Buttriss, 2010)

2.3.3 Food Cost Saving

There’s a case study about the food cost saving. The purposes of this study were to determine costs of disposal strategies for wastes generated in foodservice operations and to develop a decision tree to determine the most cost-effective disposal strategy for foodservice operations. Four cases, including the central food processing center (CFPC) in a school district, a continuing-care retirement center (CCRC), a university dining center (UDC), and a commercial chain restaurant (CCR), were studied to determine the most cost-effective disposal strategy. Annual costs for the current and projected strategies were determined for each case. Results of waste characterization studies and stopwatch studies, interviews with foodservice directors, and water flow and electrical requirements from manufacturers' specifications were used to determine cost incurred. The annual
percentage increases for labor, fees, and services were used to reflect an inflated economic condition for the ensuing 10 years of the study period. The Net Present Worth method was used to compare costs of strategies and the multiparameter sensitivity analysis was conducted to examine the tolerance of the chosen strategy.

The most cost-effective strategy differed among foodservice operations because of the composition of food and packaging wastes, the quantity of recyclable materials, the waste-hauling charges, labor costs, start-up costs, and inflation rate. For example, the use of a garbage disposal for food waste and landfills and recycling for packaging waste were the most cost-effective strategies for the CCRC. A decision tree was developed to illustrate the decision-making process that occurs when conducting cost analysis and subsequent decisions. Dietetics practitioners can use the decision tree when evaluating the results of the cost analysis. (J Am Diet Assoc. 2003)

2.3.4 Food Safety

There’s a research that in the past decade years, there has been an increase in the occurrence of food-borne illness linked to fresh fruits and vegetables. Whereas produce-associated outbreaks accounted for 0.7% of all food-borne outbreaks in the 1970s, they accounted for 6% in the 1990s (Sicapalasingam et al. 2004). This could be related to the overall increase in consumption of raw fruits and vegetables (Bureau of Census 1996, Beuchat 1996), changes in human demography (Beuchat 2002), microbial adaptation (Altekruse et al. 1997), and/or changes in farming or processing practices (Beuchat 2002). Most of the outbreaks are due to pathogens that have animal reservoirs or zoonoses (Tauxe 1997). Although there are many different types of bacteria associated with animals, only certain strains or serotypes are harmful if ingested by humans. For example, there are many types of Escherichia coli (E. coli) bacteria found in the intestines and feces of all animals. However, only specific types of E. coli, such as E. coli 0157:H7, are disease-causing, or pathogenic to humans. Documented outbreaks of E. coli 0157:H7 have occurred from the consumption of apples, cantaloupe, sprouts, and lettuce. These ‘ready to use’ foods are minimally processed and retain a large
portion of their indigenous micro flora (Francis et al. 1999).

In addition, the concept of food safety organizational culture, which largely ignored in the past, is attracting increasing interest.

Failure to comply with quality and food safety management system requirements can be both widespread and problematic. Environmental health inspections within the public sector (FSA, 2005) and audit reports from the private sector of food businesses have identified varying and often significant degrees of non-compliance with requirements. Of concern is the extent of the non-compliance, as well as the nature and level of associated risk. Whilst some non-compliance may affect quality, others may have a major impact on food safety. Businesses identified as a source of food poisoning outbreaks can suffer significant damage to brand identity, financial losses and possibly, in up to a third of cases, bankruptcy (Griffith, 2000). It has been repeatedly reported that food safety is not just a microbiological problem but that it also has a major behavioral component (Griffith and Redmond, 2009). It has been suggested that 97 per cent of outbreaks traced to non-manufacturing food businesses involved a food handler error/malpractice (Howes et al., 1996).

In recent years, consumers are increasingly concerned about food safety, the focus gradually shifted from the pursuit of on the number of food quality, safety and health. Producers of agricultural products, food processing, distribution companies also noted that the changes in the propensity to consume. Currently, the market has a pollution-free agricultural products, green food and organic food sales.

In developed countries, there are some existing literature do the research focus on organic food consumption behavior. Kidwell and Thompson do the research for U.S. consumers in purchasing behavior between organic products and conventional products. Loureiro do research that let consumers choose between organic apples, conventional apples. For the study pointed out, organic apple is the ultimate ideal choice of consumers. From this view, we can easily find that
more and more people focus on the food safety.

Food safety, as defined by the LSRO (Life Sciences Research Office) expert panel, refers to “access by all people at all times to enough food for an active, healthy life.” Food security must include, at a minimum, “ready availability of nutritionally adequate and safe foods, and an assured ability to acquire acceptable foods in socially acceptable ways.”

In contrast, food insecurity is defined as “limited availability of nutritionally adequate and safe foods or limited ability to acquire acceptable foods in socially acceptable ways.” The concept of food insecurity is often differentiated into both household and individual levels. At the household level, food insecurity is defined as the lack of access for all members at all times to enough food to lead active, healthy lives. Food insecurity at the individual level is described as the inability to meet food needs at all times in socially acceptable ways.

“Socially acceptable way” refers to acquisition of food from conventional food sources such as grocery stores, restaurants, and government food assistance programs, without resorting to unconventional means, such as emergency food supplies, or to unsafe means, such as stealing or scavenging. In focus group discussions where food insecure individuals provided lists of food acquisition strategies, the majority of strategies listed were deemed socially unacceptable, suggesting that food insecure individuals must often adopt unconventional methods of obtaining food.

Hunger is defined as “an uneasy or painful sensation caused by a lack of food.” Food insecurity is often likened to hunger, but these terms are not interchangeable. Food insecurity is a conceptual definition, while hunger refers to a physical experience. Hunger represents a more severe form of food insecurity, and carries with it the emotional connotation of a “painful experience”. Hunger is evident in some food insecure households; however, it is not an automatic consequence of food insecurity. (Carrie Marie Elks, 2006)

2.3.5 Food Convenience
Convenience and health trends are arguably the two most prevailing consumption trends in the British food market, with single-adult households as keener followers than many other household types. Two portfolios of food products have been developed as proxies of the twin trends respectively, and the Poisson regression technique is employed to segment these two trend markets. Results confirm some previously held views, challenge others, and make some serendipity that has not been found in previous studies. Marketers are informed of greater accessibility in the health trend market vis-à-vis the convenience trend market for segmentation purpose, and are advised to treat the two trend markets as non-overlapping. A number of future research directions, including a multivariate measure of the aspiration intensity of the two food trends and a measure of the twin trends for a wider range of typical products within the consumer market, are suggested.

Convenience and health have been stated as two significant trends in the British food market (Gofton and Ness, 1991; Hutchins, 1993; Ritson and Hutchins, 1995; Hutchins and Dawson, 1998). Supporting cases seems omnipresent across the market. In the case of the convenience trend, Eurofood (1999) found that, over the years from 1995 to 1999, sales of ready meals in the UK increased from £892 million to £1,061.8 million, representing an increase of 15 per cent. Ready-to-eat food products, which are inclusive of ready meals, had average sales growth as nearly two times that of the entire gamut of foods (World of Ingredients, 1998 quoting Cyril Freedman, chairman of Board of Directors of S. Daniels plc in the UK). Sales of instant chilled meals also grew evidenced by 23 per cent production value growth within a single year of 1998, and the growth momentum is forecast to continue (Food Trade Review, 1998).

In an extended consideration of convenience food, maintains that the balance between promoters and critics has shifted decisively in favor of the former, claiming that convenience foods are now perfectly acceptable. He argues that this is partly a result of women's resistance to being held largely responsible for domestic food preparation even when in paid employment and partly a
consequence of a decline in the cultural importance of regular household meals in postmodern times. Thus, he says:"A move towards much less structured, more individualistic eating - in Durkheim an terms, a more anomic form of eating - may well indicate changes in the ways in which household relations are articulated. For example, sharing entertainment, or participating in the consumption of information, is surely replacing food consumption as a form of sociality. Food has moved from being the focus of household ritual to being an adjunct, or an embellishment, to other kinds of household activities (Gofton, 1995a, p. 175)."
CHAPTER III METHODOLOGY

3.1. Research Method

The research method was used in this study will be quantitative research. Quantitative research is the systematic scientific investigation of properties and phenomena and their relationships. The objective of quantitative research is to develop and employ mathematical models, theories and/or hypothesis pertaining to natural phenomena. The process of measurement is central to quantitative research because it provides the fundamental connection between empirical observation and mathematical expression of quantitative relationships. Quantitative research is generally approached using scientific methods.

Simply say, quantitative research uses data that are structured in the form of numbers or that can be immediately transported into numbers. It is a very controlled, exact approach to research. In this study, the formalized questions will be asked and answers options which will be chosen by respondents. And the results used to analyze consumer purchasing behavior based on Food nutrition, Food cost saving, Food safety, and Food convenience.

According to Patton (2002), quantitative research method allows for large-scale measurement of ideas, beliefs and attitude. The results are projectable to the population, which means that proportion of respondents answering a certain way are similar to the proportion of the total population that would have answered the way if they all had been asked. (McCullough, 2006)

In this thesis, quantitative research method is better than qualitative research method because there are three reasons. Firstly, since the problem of this research is to find out which one influences consumer purchasing mostly, from food nutrition, food cost saving, food safety and food convenience. Thus, the result of this research remained unknown and need to be investigated. Secondly, quantitative research method is more suitable for this research because it is more objective. All the results are generated based on the reliable data which are gained
from the population. Thirdly, the population of this research is considerately small, and the data collecting process of qualitative research are not suitable.

3.2. Research Instruments

3.2.1 Research Tool

In this research study, the researcher is going to use questionnaire as its research instrument. A questionnaire is a research instrument consisting of a series of questions and other prompts for the purpose of gathering information from respondents. Besides, questionnaires have advantages over some other types of surveys in that they are cheap, do not require as much effort from the questioner as verbal or telephone survey, and often have standardized answers that make it simple to compile data. However, such standardized answers may frustrate users. Questionnaires are also sharply limited by the fact that respondents must be able to read the questions and respond to them.

The questionnaire is designed based on the four components of food, which are Food nutrition, Food cost saving, Food safety, and Food convenience. The answers are all closed-ended questions for respondents’ to choose. Likert scale will be adopted as the method for gathering and computation. The questionnaires are distributed to students in President University who is most likely go to supermarket always. The survey was conducted for one week.

None of consumers were taking nutritional or food courses at the time of the survey or had taken any prior courses. The objective of the study was briefly explained to consumers by interviewers. The research data were collected through a questionnaire and face-to-face interviews. The questionnaire which was administered to the consumers took 20 to 25 minutes to fill in.

3.2.2 Questionnaire Design

There are four parts in the questionnaire.

It contained questions about the consumers’ nutrition and food safety applications, cost and convenience criteria when purchasing food. There are three
questions referring to the nutrition applications, five questions for food safety
application, four questions for cost saving application and three questions for
convenience practices.

The questionnaire was a 16-item instrument employing a five-point Likert
scale. A five-level Likert scale was used to depend on the literature (Duyff, 1998).

In this study, researcher uses Likert Scale to measure the customers’
purchasing behavior. It is a type of psychometric response scale often used in
questionnaires, and is the most widely used scale in a survey. The scale is
developed by RensisLikert, who published a report describing its use. Besides, it
consists of ordinal format statements that express either a favorable or an
unfavorable attitude toward the object of interests. Each response is given
numerical score to reflect its degree of attitudinal favorableness, and the scores
may be summed to measure the participant's overall attitude.

To get more reliability and validity data, the questionnaire will be constructed
based on Summated Rating Methods: Likert scale. There will be 5 scales in the
questionnaire as in follows:

<table>
<thead>
<tr>
<th>Always</th>
<th>Often</th>
<th>Sometimes</th>
<th>Seldom</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
</tbody>
</table>

In this thesis, the researcher will try to analyze the factors that are Food
nutrition, Food cost saving, Food safety, and Food convenience which related to
consumer food purchasing behavior.

The data of this research will be collected through questionnaire of 80
respondents. The respondents will be selected from students in President
University. There are 16 questions in the questionnaire, and these questions will
get the data from 5 parts:
Table 3.2 Questionnaire

<table>
<thead>
<tr>
<th>Batch: __________</th>
<th>Age: __________</th>
</tr>
</thead>
<tbody>
<tr>
<td>Major: __________</td>
<td>Education: __________</td>
</tr>
</tbody>
</table>

A. Which do you prefer shopping?

| ⊗ Traditional Market | ⊗ Supermarket |

Based on Supermarket in Carrefour

For nutrition

1. Do you read the nutrition facts?

2. Do you buy foods to match your needs using nutrition information on food labels?

3. Do you buy natural food which excludes preservatives is more nutritious?

For cost savings

4. Do you use unit price codes on shelves to compare cost of similar products?

5. Do you compare the quantity and price of the product you are buying with those of other products?

6. Do you buy foods on promotion (which give away gifts) by comparing the prices with other brands?

7. Do you shop for seasonal product?

8. Do you buy only the amount you will use to avoid waste?

For safety

9. Do you mind shop in a store which is unclean and with unpleasant odors?

10. Do you check the expiry date when you buy reduced price products?

11. Do you check packaging and cans to be sure they are clean and not damaged?

12. Do you choose produce and raw meat, poultry, and fish with qualities of freshness?

For convenience

13. Do you often buy vacuum-packed food which can keep for long time?

14. Do you buy fast food for convenience?

15. Do you buy prepared foods which just need to be heated?

Constructed by researcher
The question of each part will investigate the options of respondents. There were 80 questionnaires delivered, and collected with full answers in 7 days.

3.2.3 Data Analysis Tool

The researcher use self-constructed questionnaire to collect data. To make sure that the questionnaire is reliable and valid, the testing of each question is necessary. The tool used for testing in this research is SPSS version 16.0.

Microsoft Excel 2007 will be used during the data analysis for preparing data and getting average number.

3.2.3.1 Factor Analysis

Factor analysis becomes the method that will be used in determining the most influencing factor in customer purchasing behavior. Discovering simple pattern in the pattern of relationships among variables is the purpose of factor analysis method. The purpose of factor analysis is to discover simple patterns in the pattern of relationships among the variables.

There will be 2 types of variables in factor analysis, which are:

1. Manifest variable
   Manifest variable is a variable that is directly observable or measurable.

2. Latent variable
   Latent variable is variable that are not directly observed but are rather inferred (through a mathematical model) from other variables that are observed and directly measured.

   Manifest variables will construct latent variable that will be the statement for explaining each factor. This latent variable cannot explain all the variance in its manifest variable. A part that can be explained by latent variable considered as an error.
There are some steps in computing factor analysis, which are:

i) Preparing data

This matrix comes from the questionnaire result that has been conducted. The format of this data is amount of respondent in column area, and variable in row area.

ii) Creating correlation matrix

The main purpose of creating this matrix is finding the relationship degree between variables. This degree will be used for further process in factor analysis. High correlation value is needed in order to get good factor analysis. High correlation value refers to correlation value which is its determinant value is closer to 0.

The correlation matrix that has been created must be tested, whether it is identity matrix or not. Identity matrix happened when the relationship between variable is zero. This kind of matrix is not suitable to be processed by using factor analysis that is why limitation is important to identify the matrix. In Bartlett test of Sphericity, significant value of for identifying matrix is less than 0.001. If the matrix is identity matrix, so we cannot used it in the further step in factor analysis. Bartlet Test of Sphericity is the formula that will be used in testing of matrix identity.

Kaise-Meyer-Olkin (KMO) is used in testing the suitability of factor analysis towards sampling design. There are some measurements in KMO, which are:

High values (close to 1.0) generally indicate that a factor analysis may be useful with the data. If the value is less than 0.50, the results of the factor analysis probably won’t be very useful.

iii) Extracting factor

Loading factor shows the contribution proportion on latent variables, which according to statistic significance of the coefficient correlation loading.
Coefficient correlation is the size used to determine the degree of correlation. Variable that has higher loading shows that the influence is bigger on the latent variables. Relying on that loading factor value, the manifest variables grouping can be performed. Variable that has lower than 0.6 loading factor value will not be considered in the latent variable.

iv) Rotated Varimax

This rotation shows the maximal value and manifest variable contribution to latent variable.

3.2.3.2 Reliability

Reliability indicates the extent to which a variable or set of variables is consistent in what it is intended to measure (Hair et al., 2007). It differs from validity in that it relates not to what should be measured, but instead to how it is measured. The current study uses multiple items in all constructs and so the internal consistency is applied. Hair et al. (2007) mentioned that the rationale for internal consistency is that the individual items or indicators of the scale should all be measuring the same construct and thus be highly interrelated – correlated and as it is the items in this study are. Fujun et al. (2007) pointed out that the Cronbach alpha which acceptable cutoff point 0.7 demonstrates that all attributes are internally consistent, and as a rule of thumb for describing internal consistency. Cronbach’s alpha is one of the most popular methods to estimate the reliability. The Cronbach’s alpha is calculated by below formula:

\[ \alpha = \frac{K \cdot r}{1 + (K - 1)r} \]

Where:

- \( \alpha \) = instrument reliability’s coefficient
- \( r \) = mean correlation coefficient between variables
- \( K \) = number of questions

Reliability statistics indicate that the alpha value of all items exceeded recommended criterion of 0.7 for moderate scale reliability according to Hair at al. (Essential of Business research methods, 2003).
3.2.3.3 Validity

Test validity concerns the test and assessment procedures used in psychological and educational testing, and the extent to which these measure what they purport to measure.

Validity refers to whether a scale measures or correlates with the theorized psychological construct that it purposes to measure. In other words, it is the extent to which what was to be measured was actually measured. In this research, construct validity is tested by using Factor Analysis.

3.2.3.4 MANOVA

MANOVA can be an appropriate statistical technique when an ANOVA-like analysis is desired for more than one dependent variable. The goal of the MANOVA is to test whether mean differences among the groups (independent variable) on a combination of dependent variables are likely to have occurred by chance. However, An ANOVA gives one overall test of the equality of means for several groups for a single variable.

In this research, since there are 4 dependent variables (Food Nutrition, Food Cost Savings, Food Safety and Food Convenience) with 4 independent groups (Age, Batch, Major), therefore it will use MANOVA to analysis.

Furthermore, SPSS reports a number of statistics to evaluate the MANOVA hypothesis, the General Linear Model program in SPSS provides a multivariate F based on the linear combination of dependent variables that maximally distinguishes your groups. This multivariate result is the MANOVA.

3.2.3.5 Other Data Analysis Method

To answer the question in the problem statement, frequency, percentage and the mean which shows the average are used for data analysis.

Frequency and percentage shows where the where the answers are locates and the mean is the average of the answers. For each question, the data would be analysis based on these tools. Then a general conclusion would be made and the
researcher would find out the main factor influencing the customers purchasing behavior in supermarket.

In the research, weighted mean will be used as data analysis method. From www.wilipedia.org, the weighted mean is similar to an arithmetic mean (the most common type of average), where instead of each of the data points contributing equally to the final average, some data points contribute more than others.

Formally, the weighted mean of a non-empty set of data \( \{x_1, x_2, \ldots, x_n\} \), with non-negative weights \( \{w_1, w_2, \ldots, w_n\} \) is the quantity arithmetic mean

\[
\bar{x} = \frac{\sum_{i=1}^{n} w_i x_i}{\sum_{i=1}^{n} w_i}
\]

which means:

\[
\bar{x} = \frac{w_1 x_1 + w_2 x_2 + \cdots + w_n x_n}{w_1 + w_2 + \cdots + w_n}.
\]

3.3 Sampling Design

3.3.1 The Actual Sample Size

Sample size or the number of samples taken to be an important issue when the type of research to be done is research that uses quantitative analysis. Roscoe (1975) in Uma Sekaran (1992) provides guidance on the determination of the number of samples should be among 30 to 500 elements. Therefore, in this research, there were 80 responses, which was ten times larger than the number of independent variables (ten) to be analyzed.

The researcher chooses 80 students in President University as the respondents, who mostly go to supermarkets. The researcher will deliver more than 80 questionnaires to respondents in case some are lost outside.

3.3.2 Margin of Error

According to Lind, Marchal, and Mason (2003), margin error is the difference between a sample statistic and its corresponding population parameter. It means that, margin error is the error accepted during the research. In this research, the researcher uses the margin error of 5%.
3.3.3. Sampling Technique Applied

Obtaining the sample that can be used in this research to represent the consumer in Carrefour of President University’s students. The convenience sampling method was selected to use to reduce the bias and to approach the participants. Convenience sampling method is considered an effortless approach to get respondents to participate in a study of this nature. Convenience sampling is one of non-probability sampling. It means the sampling including the most easily accessible members, they are chosen as subjects. This method is quick, convenient and less expensive. However, it has the disadvantage is not generalizable at all. Many social science studies use convenience sampling with students, paid volunteers or clients. In addition, prior related researches have used similar method in selecting participants. This sampling method is commonly used in information system research. It is also cost effective as anyone can be selected to be a participant with ease. Sample selection was based on stratified proportionate sampling technique to ensure the representation of the different background of the respondents.

Based on different background of respondents which are age, batch and major, therefore the researcher aimed at the different major, batch and age to do the following analysis.

3.4. Limitations

Supermarket is a huge market with different brand and products. For the time constraint, this research will be analyzed in the context of Cikarang city only. The research is restricted in so far as it only considers consumers in the big city and as it is an exploratory study the research is limited in so far as the number of participants is only 80. Further research needs to include other big and small cities. Consequently, its result could not be used to conclude for the Indonesia’s supermarket. In order to get the further conclusion for Indonesia supermarket, this thesis must be expanding more.
CHAPTER IV

ANALYSIS OF DATA AND INTERPRETATION OF RESULTS

4.1 Pilot Test

In order to test whether the questionnaire was both reliable and valid to answer the research question and achieve the objective of this study, researcher firstly examined the reliability and validity of the questionnaire by having a pre-test to 30 respondents as what has been mentioned as one of the data collection process. If there were invalidity or unreliability in certain questions, they would be deleted or amended.

4.1.1. Reliability

Subsequent to the pre-test survey to 30 respondents, the researcher found out that the questionnaire was both reliable and valid. In reliability test, the Cronbach’s Alpha value was 0.946, which did far exceed the limit of reliability by 0.7.

Table 4.1 Reliability Statistics

<table>
<thead>
<tr>
<th>Cronbach's Alpha</th>
<th>Cronbach's Alpha Based on Standardized Items</th>
<th>N of Items</th>
</tr>
</thead>
<tbody>
<tr>
<td>.946</td>
<td>.948</td>
<td>15</td>
</tr>
</tbody>
</table>

Source from SPSS

The value of Cronbach’s $\alpha$ is 0.946, which is greater than 0.7. It means that the internal consistency of the data is acceptable.

4.1.2 Validity

Validity testing must be check before data processing. This testing will evaluate whether the measurement can measure the data. If questionnaire is used
in collecting data, so the questionnaire has to be able measure what it wants to be measure.

i). Depends on the table KMO and Bartlett’s Test, the KMO is 0.749. Kaiser (1974) recommends accepting values greater than 0.5 as acceptable. Because 0.749 is greater than 0.5, it means that this can be adjusted and approved. The significance value is 0, so Bartlett’s test is highly significant, and therefore, factor analysis is appropriate.

Table 4.2 Vadility Test

<table>
<thead>
<tr>
<th>KMO and Bartlett's Test</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kaiser-Meyer-Olkin Measure of Sampling Adequacy</td>
</tr>
<tr>
<td>Bartlett's Test of Sphericity</td>
</tr>
<tr>
<td>Df</td>
</tr>
<tr>
<td>Sig.</td>
</tr>
</tbody>
</table>

Source from SPSS

ii). According to the form of Rotated Component Matrix (see Appendix 1), all the components are more than 0.5, so the total variable in the research is 15 variables.

iii). Depends on Communalities, Initial communalities (see Appendix 2) are estimates of the variance in each variable accounted for by all components or factors. On the other hand, Factor Loading (Extraction communalities, Table 4.6) indicates the proportion of each variable's variance that can be explained by the principal components. Variables with high values are well represented in the common factor space, while variables with low values are not well represented. In this research, the entire factor loading are above than 0.6, it means variables can fit well with the factor solution.

Table 4.3 Factor Loading

<table>
<thead>
<tr>
<th>Food Nutrition</th>
<th>Factor Loading (Extraction)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Do you read the nutrition facts?</td>
<td>0.724</td>
</tr>
<tr>
<td>2. Do you buy foods to match your needs using nutrition information on food labels?</td>
<td>0.878</td>
</tr>
<tr>
<td>3. Do you buy natural food which excludes preservatives is more nutritious?</td>
<td>0.914</td>
</tr>
</tbody>
</table>
Food cost savings
4. Do you use unit price codes on shelves to compare cost of similar products? 0.722
5. Do you compare the quantity and price of the product you are buying with those of other products? 0.653
6. Do you buy foods on promotion (which give away gifts) by comparing the prices with other brands? 0.774
7. Do you shop for seasonal product? 0.756
8. Do you buy only the amount you will use to avoid waste? 0.887

For safety
9. Do you shop in a store that is clean and free of unpleasant odors? 0.939
10. Do you check the expiry date when you buy reduced price products? 0.803
11. Do you check packaging and cans to be sure they are clean and not damaged? 0.856
12. Do you choose produce and raw meat, poultry, and fish with qualities of freshness? 0.915

For convenience
13. Do you often buy vacuum-packed food which can keep for long time? 0.910
14. Do you buy fast food for convenience? 0.790
15. Do you buy prepared foods which just need to be heated? 0.873

Source from SPSS

4.2. Respondents Profile

4.2.1 Distribution of Gender

<table>
<thead>
<tr>
<th>Gender</th>
<th>Frequency</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>50</td>
<td>62.5</td>
</tr>
<tr>
<td>Male</td>
<td>30</td>
<td>37.5</td>
</tr>
<tr>
<td>Total</td>
<td>80</td>
<td>100</td>
</tr>
</tbody>
</table>

Source from SPSS
From the 80 respondents, there are 50 female respondents and 30 male respondents. Table 4.4 show the frequency and percentage for female and male.

4.2.2 Distribution of Age

Table 4.5  Respondent Characteristic by Age

<table>
<thead>
<tr>
<th>Age</th>
<th>Frequency</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;20</td>
<td>6</td>
<td>7.5</td>
</tr>
<tr>
<td>20-22</td>
<td>54</td>
<td>67.5</td>
</tr>
<tr>
<td>23-25</td>
<td>20</td>
<td>25</td>
</tr>
<tr>
<td>Total</td>
<td>80</td>
<td>100</td>
</tr>
</tbody>
</table>

Source from SPSS

From 80 respondents, 6 respondents are below 20-year-old, 54 respondents are between 20 to 22 years old, and 20 respondents are between 23 to 25 years old. Table 4.5 show the three level of age in frequency and percentage.

4.2.3 Distribution of Major

Table 4.6  Respondent Characteristic by Major

<table>
<thead>
<tr>
<th>Major</th>
<th>Frequency</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>IB</td>
<td>39</td>
<td>48.8</td>
</tr>
<tr>
<td>BF</td>
<td>19</td>
<td>23.8</td>
</tr>
<tr>
<td>MKT</td>
<td>11</td>
<td>13.8</td>
</tr>
<tr>
<td>ACC</td>
<td>6</td>
<td>7.5</td>
</tr>
<tr>
<td>IE</td>
<td>5</td>
<td>6.2</td>
</tr>
<tr>
<td>Total</td>
<td>80</td>
<td>100</td>
</tr>
</tbody>
</table>

Source from SPSS

In the major group, 39 respondents from IB, 19 respondents from BF, 11 respondents from MKT, 6 respondents from ACC, and 5 respondents from IE. Table 4.6 show the frequency and percentage among IB, BF, MKT, ACC and IE.
4.2.4 Distribution of Batch

Table 4.7 Respondent Characteristic by Batch

<table>
<thead>
<tr>
<th>Batch</th>
<th>Frequency</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009</td>
<td>38</td>
<td>47.5</td>
</tr>
<tr>
<td>2010</td>
<td>25</td>
<td>31.25</td>
</tr>
<tr>
<td>2011</td>
<td>17</td>
<td>21.25</td>
</tr>
<tr>
<td>Total</td>
<td>80</td>
<td>100</td>
</tr>
</tbody>
</table>

Source from SPSS

In grouping respondents by batch, 23 respondents from Batch 2009, 16 respondents from Batch 2010 and 11 respondents from Batch 2011. Table 4.7 illustrates frequency and percentage in different Batch.

4.3 Data Analysis and Comparison

4.3.1 Traditional Market VS. Supermarket (For Question A)

Table 4.8 Respondents’ decision between Traditional Market and Supermarket

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percentage(%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Traditional Market</td>
<td>18</td>
<td>22.5</td>
</tr>
<tr>
<td>Supermarket</td>
<td>62</td>
<td>77.5</td>
</tr>
<tr>
<td>Total</td>
<td>80</td>
<td>100</td>
</tr>
</tbody>
</table>

Source from SPSS

4.3.2 Referring to Nutrition

Table 4.9 Collected Data about Nutrition

<table>
<thead>
<tr>
<th>Question No.</th>
<th>Always</th>
<th>Often</th>
<th>Sometimes</th>
<th>Seldom</th>
<th>Never</th>
<th>Weighted Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>1</td>
<td>7</td>
<td>37</td>
<td>29</td>
<td>6</td>
<td>2.60</td>
</tr>
<tr>
<td>2</td>
<td>14</td>
<td>23</td>
<td>19</td>
<td>18</td>
<td>6</td>
<td>3.26</td>
</tr>
<tr>
<td></td>
<td>17.5%</td>
<td>28.75%</td>
<td>23.75%</td>
<td>22.5%</td>
<td>7.5%</td>
<td></td>
</tr>
</tbody>
</table>
4.3.3 Referring to Cost Savings

Table 4.10 Collected Data about Cost Savings

<table>
<thead>
<tr>
<th>Question No.</th>
<th>Always</th>
<th>Often</th>
<th>Sometimes</th>
<th>Seldom</th>
<th>Never</th>
<th>Weighted Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>20</td>
<td>36</td>
<td>17</td>
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<td>2</td>
<td>3.84</td>
</tr>
<tr>
<td>5</td>
<td>14</td>
<td>24</td>
<td>27</td>
<td>11</td>
<td>4</td>
<td>3.41</td>
</tr>
<tr>
<td>6</td>
<td>14</td>
<td>33</td>
<td>17</td>
<td>13</td>
<td>3</td>
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</tr>
<tr>
<td>7</td>
<td>29</td>
<td>33</td>
<td>16</td>
<td>2</td>
<td>-</td>
<td>4.11</td>
</tr>
<tr>
<td>8</td>
<td>23</td>
<td>31</td>
<td>21</td>
<td>4</td>
<td>1</td>
<td>3.89</td>
</tr>
</tbody>
</table>

Source: Collected from questionnaire

4.3.4 Referring to Food Safety

Table 4.11 Collected Data about Food Safety

<table>
<thead>
<tr>
<th>Question No.</th>
<th>Always</th>
<th>Often</th>
<th>Sometimes</th>
<th>Seldom</th>
<th>Never</th>
<th>Weighted Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>9</td>
<td>23</td>
<td>32</td>
<td>19</td>
<td>4</td>
<td>2</td>
<td>3.88</td>
</tr>
<tr>
<td>10</td>
<td>30</td>
<td>27</td>
<td>13</td>
<td>8</td>
<td>2</td>
<td>3.94</td>
</tr>
<tr>
<td>11</td>
<td>30</td>
<td>40</td>
<td>5</td>
<td>3</td>
<td>2</td>
<td>4.16</td>
</tr>
<tr>
<td>12</td>
<td>40</td>
<td>32</td>
<td>6</td>
<td>2</td>
<td>-</td>
<td>4.38</td>
</tr>
</tbody>
</table>

Source: Collected from questionnaire
4.3.5 Referring to Food Convenience

Table 4.12 Collected Data about Food Conveniences

<table>
<thead>
<tr>
<th>Question No.</th>
<th>Always</th>
<th>Often</th>
<th>Sometimes</th>
<th>Seldom</th>
<th>Never</th>
<th>Weighted Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>13</td>
<td>23</td>
<td>30</td>
<td>21</td>
<td>6</td>
<td>-</td>
<td>3.88</td>
</tr>
<tr>
<td>14</td>
<td>22</td>
<td>44</td>
<td>12</td>
<td>2</td>
<td>-</td>
<td>4.08</td>
</tr>
<tr>
<td>15</td>
<td>21</td>
<td>36</td>
<td>20</td>
<td>3</td>
<td>-</td>
<td>3.94</td>
</tr>
</tbody>
</table>

Source: Collected from questionnaire

4.4 The Summary of Weighted Mean

The result of the questionnaire has already been analyzed step by step. To see the results easily, the researcher put the 4 aspects together do comparison:

Table 4.13 Summary of Mean

<table>
<thead>
<tr>
<th>Variable</th>
<th>No</th>
<th>Statement</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food Nutrition</td>
<td>3</td>
<td>Do you buy natural food which excludes preservatives is more nutritious?</td>
<td>4.05</td>
</tr>
<tr>
<td></td>
<td>2</td>
<td>Do you buy foods to match your needs using nutrition information on food labels?</td>
<td>3.26</td>
</tr>
<tr>
<td></td>
<td>1</td>
<td>Do you read the nutrition facts?</td>
<td>2.60</td>
</tr>
<tr>
<td>Food cost savings</td>
<td>7</td>
<td>Do you shop for seasonal produce?</td>
<td>4.11</td>
</tr>
<tr>
<td></td>
<td>8</td>
<td>Do you buy only the amount you will use to avoid waste?</td>
<td>3.89</td>
</tr>
<tr>
<td></td>
<td>4</td>
<td>Do you use unit price codes on shelves to compare cost of similar products?</td>
<td>3.84</td>
</tr>
<tr>
<td></td>
<td>6</td>
<td>Do you buy foods on promotion (which give away gifts) by comparing the prices with other brands?</td>
<td>3.53</td>
</tr>
<tr>
<td>Foodsafe</td>
<td>12</td>
<td>Do you choose produce and raw meat, poultry,</td>
<td>4.38</td>
</tr>
</tbody>
</table>
ty and fish with qualities of freshness?

<table>
<thead>
<tr>
<th>Question</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Do you check packaging and cans to be sure they are clean and not damaged?</td>
<td>4.16</td>
</tr>
<tr>
<td>Do you check the expiry date when you buy reduced price products?</td>
<td>3.94</td>
</tr>
<tr>
<td>Do you shop in a store that is clean and free of unpleasant odors?</td>
<td>3.88</td>
</tr>
<tr>
<td>Do you buy fast food for convenience?</td>
<td>4.08</td>
</tr>
<tr>
<td>Do you buy prepared foods which just need to be heated?</td>
<td>3.94</td>
</tr>
<tr>
<td>Do you often buy vacuum-packed food which can keep for long time?</td>
<td>3.88</td>
</tr>
</tbody>
</table>

Food Convenience

Source: Collected from questionnaire

Defined (Score):

<table>
<thead>
<tr>
<th>Score Range</th>
<th>Category</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 to 1.8</td>
<td>Bad</td>
</tr>
<tr>
<td>1.8 to 2.6</td>
<td>Not Good</td>
</tr>
<tr>
<td>2.6 to 3.4</td>
<td>Fair</td>
</tr>
<tr>
<td>3.4 to 4.2</td>
<td>Good</td>
</tr>
<tr>
<td>4.2 to 5</td>
<td>Very Good</td>
</tr>
</tbody>
</table>

Based on the weighted mean showed in Table 4.13, the mean of Food Nutrition is 3.30, the lowest mean among these four factors, which is in Fair Level. It means when consumers buy foods, food nutrition as a fair factor to impact the consumer’s purchasing behavior.

For Food cost savings, the mean is 3.76, which is in Good Level. It means food cost saving has a high influence in consumers’ purchasing behavior. Compared with Food Convenience, the mean of Food Convenience is 3.96, which is in Good Level, the same level as well as Food Cost Savings. Since 3.96 is greater than 3.76, although Food Convenience and Food cost savings are both in Good Level, Food Convenience impact the consumers’ purchasing behavior more than Food cost savings.

Furthermore, the mean of Food safety is 4.09, the highest mean among these four factors, which standed in Good Level. It has a high influence for consumers’ purchasing behavior. On the other hand, because food safety is the highest mean 4.09 in four factors, it means food safety impact consumers’ purchasing behavior most.
In consequence, based on the analysis of result step by step, Food Safety impact consumer purchasing behavior most, the second factor impact consumers is FoodConvenience and the third one is Food cost savings. Food Nutrition as the least factor influence consumers’ purchasing behavior.

4.5 MANOVA

In this research, MANOVA is used to analysis whether there’s a difference of consumer purchasing behavior among Age, Major and Batch for Food Nutrition, FoodCost Savings, Food Safety and Food Conveniences.

4.5.1 Normality, Homogenity and Randomness Test

Before analysis whether there’s difference between Age, Major and Batch with four factors (Food Nutrition, FoodCost Savings, Food Safety and Food Conveniences), Normality Test, Homogenity Test and Randomness Test will be used to measure if MANOVA can be used to analysis for these four factors between Age, Major Batch with normal distribution, homogenity with each other and distributed at random.

4.5.1.1 Normality Test

Normality tests are used to determine whether a data set is well-modeled by a normal distribution or not, or to compute how likely an underlying random variable is to be normally distributed. Furthermore, the probability – probability plot (P-P plot) which is considered here, compares an empirical cumulative distribution function of a variable with a specific theoretical cumulative distribution function.

In this research, normality test is used to tested whether MANOVA can be used to analysis Food Nutrition(X1) · Food Cost Savings(X2), Food Safety(X3) and Food Conveniences(X4).

As is shown in Figure 4.1- 4.4, the plot indicates that there is no tendency in the error terms if the graph looks like a staircase and the data has to be scattered
on the line. In addition, the actual data plot (represented by the dots) is spreading approximately surrounding the diagonal direction of the line telling the distribution is normal. Meanwhile, The P-P shows that the data points are not seriously deviated from the fitted line. They consistently indicate that these four factors are normally distributed.

Figure 4.1 Normal P-P Plot of X1 (Food Nutrition)

![Figure 4.1 Normal P-P Plot of X1](Source from SPSS)

Figure 4.2 Normal P-P Plot of X2 (FoodCost Savings)

![Figure 4.2 Normal P-P Plot of X2](Source from SPSS)
Figure 4.3 Normal P-P Plot of X3 (FoodSafety)

Source from SPSS

Figure 4.4 Normal P-P Plot of X4 (Food Convenience)

Source from SPSS
4.5.1.2 Homogeneity Test

Homogeneity Test is to measure the differences or similarities between the several studies. Based on this research, Homogeneity Test is to measure whether MANOVA can be used to analysis Food Nutrition(X1), Food Cost Savings(X2), Food Safety(X3) and Food Conveniences(X4) among Age, Major and Batch. Hypothesis:

\[ H_0: \sigma_1^2 = \sigma_2^2 = \sigma_3^2 \]

\[ H_1: \text{Not all } \sigma_j^2 \text{ are equal (} j= 1,2,3, \text{)} \text{ (1-Age, 2-Major, 3-Batch)} \]

(If sig. is greater than 0.05, \( H_0 \) is accepted. If sig. is smaller than 0.05, \( H_0 \) is rejected which means MANOVA Test is not eligible to be used.)

Table 4.14 Levene's Test of Equality of Error Variances

| Levene's Test of Equality of Error Variances\(^a\) |
|-----------------------------|---------------------|---------------------|---------------------|
|                            | \( F \)            | \( df_1 \)          | \( df_2 \)          | \( Sig. \)          |
| X1                         | 1.435              | 25                  | 54                  | .133                |
| X2                         | 1.445              | 25                  | 54                  | .129                |
| X3                         | 1.243              | 25                  | 54                  | .248                |
| X4                         | 1.461              | 25                  | 54                  | .122                |

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.

\(^a\) Design: Intercept + Age + Major + Batch + Age * Major + Age *

Batch + Major * Batch + Age * Major * Batch

Source from SPSS

Through Table 4.14, in Sig. column, for each variance from X1 to X4, the Sig. is greater than 0.05, it means MANOVA can be used to analysis whether there’s a difference of variances (Food Nutrition, Food Cost Savings, Food Safety and Food Conveniences) among Age, Major and Batch.

Meanwhile, it shows a good homogeneity between Age, Batch and Major for Food Nutrition(X1), Food Cost Savings(X2), Food Safety(X3) and Food Conveniences(X4).
4.5.1.3 Randomness and Independents Test

Randomness tests (or tests of randomness), in data evaluation, are used to analyze the distribution pattern of a set of data. As is shown in Figure 4.5- 4.8, plots show the data points distributed at random.

Figure 4.5 Detrended P-P Plot of X1 (Food Nutrition)

Source from SPSS

Figure 4.6 Detrended P-P Plot of X2 (Food Cost Savings)

Source from SPSS
4.5.2 Multivariate Test

Multivariate Test based on weighted mean to analysis whether there’s a difference of means among Age, Major and Batch with Food Nutrition, Food Cost Savings, Food Safety and Food Conveniences of consumer purchasing behavior.
Hypothesis 1:

H₀: There’s no difference in ages which are divided into below 20, 20to22 and 23to25, for Food Nutrition, FoodCost Savings, Food Safety and Food Conveniences of consumer purchasing behavior.

H₁: There is a difference in ages which are divided into below 20, 20to22 and 23to25, for Food Nutrition, FoodCost Savings, Food Safety and Food Conveniences of consumer purchasing behavior.

(If significance is greater than 0.05, H₀ is accepted. If significance is smaller than 0.05, H₀ is rejected.)

From Table 4.15, the column sig. with Age, it shows that all significance is greater than 0.05, it means there’s no difference in Ages among below 20, 20to22 and 23to25, for Food Nutrition, FoodCost Savings, Food Safety and Food Conveniences of consumer purchasing behavior.

Hypothesis 2:

H₀: There’s no difference in Majors which are divided to IB, BF, MKT, ACC and IE, for Food Nutrition, FoodCost Savings, Food Safety and Food Conveniences of consumer purchasing behavior.

H₁: There is a difference in Majors which are divided to IB, BF, MKT, ACC and IE, for Food Nutrition, FoodCost Savings, Food Safety and Food Conveniences of consumer purchasing behavior.

(If significance is greater than 0.05, H₀ is accepted. If significance is smaller than 0.05, H₀ is rejected.)

From Table 4.15, the column sig. with Major, it shows that all significance is greater than 0.05, it means there’s no difference in Majors among IB, BF, MKT, ACC and IE, for Food Nutrition, FoodCost Savings, Food Safety and Food Conveniences of consumer purchasing behavior.

Hypothesis 3:

H₀: There’s no difference in Batchs which are 2009, 2010 and 2011, for FoodCost Savings, Food Safety and Food Conveniences of consumer purchasing behavior.

H₁: There is a difference in Batchs which are 2009, 2010 and 2011, for Food Nutrition, FoodCost Savings, Food Safety and Food Conveniences of
consumer purchasing behavior.

(If significance is greater than 0.05, $H_0$ is accepted. If significance is small than 0.05, $H_0$ is rejected.)

From Table 4.15, the column sig. with Batch, it shows that all significance is greater than 0.05, it means there’s no difference in Batch among 2009, 2010 and 2011, for Food Nutrition, FoodCost Savings, Food Safety and Food Conveniences of consumer purchasing behavior.

**Hypothesis 4:**

$H_0$: There’s no difference/interaction between Age and Major, for FoodCost Savings, Food Safety and Food Conveniences of consumer purchasing behavior.

$H_1$: There is a difference/interaction between Age and Major, for Food Nutrition, FoodCost Savings, Food Safety and Food Conveniences of consumer purchasing behavior.

(If significance is greater than 0.05, $H_0$ is accepted. If significance is small than 0.05, $H_0$ is rejected.)

From Table 4.15, the column sig. with Age*Major, it shows that all significance is greater than 0.05, it means there’s no difference Age and Major, for Food Nutrition, FoodCost Savings, Food Safety and Food Conveniences of consumer purchasing behavior. In other word, for these four factors between Age and Major there’s no interaction.

**Hypothesis 5:**

$H_0$: There’s no difference/interaction between Age and Batch, for FoodCost Savings, Food Safety and Food Conveniences of consumer purchasing behavior.

$H_1$: There is a difference/interaction between Age and Batch, for Food Nutrition, FoodCost Savings, Food Safety and Food Conveniences of consumer purchasing behavior.

(If significance is greater than 0.05, $H_0$ is accepted. If significance is small than 0.05, $H_0$ is rejected.)

From Table 4.15, the column sig. with Age*Batch, it shows that all significance is greater than 0.05, it means there’s no difference Age and Batch, for
Food Nutrition, FoodCost Savings, Food Safety and Food Conveniences of consumer purchasing behavior. In other word, for these four factors between Age and Batch there’s no interaction.

_Hypothesis 6:_

$H_0$: There’s no difference/interaction between Major and Batch, for FoodCost Savings, Food Safety and Food Conveniences of consumer purchasing behavior.

$H_1$: There is a difference/interaction between Major and Batch, for Food Nutrition, FoodCost Savings, Food Safety and Food Conveniences of consumer purchasing behavior.

(If significance is greater than 0.05, $H_0$ is accepted. If significance is smaller than 0.05, $H_0$ is rejected.)

From Table 4.15, the column sig. with Major*Batch, it shows that all significance is greater than 0.05, it means there’s no difference Age and Major, for Food Nutrition, FoodCost Savings, Food Safety and Food Conveniences of consumer purchasing behavior. In other word, for these four factors between Major and Batch there’s no interaction.

_Hypothesis 7:_

$H_0$: There is no difference/interaction among Age, Major and Batch with Food Nutrition, FoodCost Savings, Food Safety and Food Conveniences of consumer purchasing behavior.

$H_1$: At least there is one of difference/interaction among Age, Major and Batch with Food Nutrition, FoodCost Savings, Food Safety and Food Conveniences of consumer purchasing behavior.

(If significance is greater than 0.05, $H_0$ is accepted. If significance is smaller than 0.05, $H_0$ is rejected.)

From Table 4.15, since the significance is all greater than 0.05, therefore, there is no difference/interaction among Age, Major and Batch for Food Nutrition, FoodCost Savings, Food Safety and Food Conveniences of consumer purchasing behavior.
Table 4.15 Multivariate Test

<table>
<thead>
<tr>
<th>Effect</th>
<th>Pillai's Trace</th>
<th>Wilks' Lambda</th>
<th>Hotelling's Trace</th>
<th>Roy's Largest Root</th>
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<tbody>
<tr>
<td>Intercept</td>
<td>.954</td>
<td>.046</td>
<td>20.889</td>
<td>20.889</td>
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<tr>
<td>Age</td>
<td>.053</td>
<td>.948</td>
<td>.054</td>
<td>.035</td>
</tr>
<tr>
<td>Major</td>
<td>.200</td>
<td>.810</td>
<td>.222</td>
<td>.140</td>
</tr>
<tr>
<td>Batch</td>
<td>.151</td>
<td>.853</td>
<td>.167</td>
<td>.132</td>
</tr>
<tr>
<td>Age * Major</td>
<td>.248</td>
<td>.768</td>
<td>.281</td>
<td>.173</td>
</tr>
<tr>
<td>Age * Batch</td>
<td>.215</td>
<td>.797</td>
<td>.241</td>
<td>.161</td>
</tr>
<tr>
<td>Major * Batch</td>
<td>.292</td>
<td>.730</td>
<td>.341</td>
<td>.232</td>
</tr>
<tr>
<td>Age * Major *</td>
<td>.207</td>
<td>.798</td>
<td>.247</td>
<td>.220</td>
</tr>
</tbody>
</table>

a. Exact statistic
b. The statistic is an upper bound on F that yields a lower bound on the significance level.
c. Design: Intercept + Age + Major + Batch + Age * Major + Age * Batch + Major * Batch + Age * Major * Batch

Source from SPSS
4.6 Discussion

Consumers make their purchasing bahavior based on a large number of factors. Except the price of the product, factors such as appearance, convenience, and perceived quality determine the decisions made in the marketplace.

Consumer attitudes about nutrition and purchasing knowledge, food safety and quality and alike change demographics and buyer policies. Food purchasing begins with the preparation of a menu appropriate to a person’s nutritional requirements. This is followed by the preparation of an appropriate shopping list, the buying of foods and finally by the evaluation of the purchase. In this process, for the consumers to be properly nourished, they have to buy reliable foods and to do their shopping at appropriate times with their budget in mind (Wilson et al., 1986; Li-Cohen and Bruhn, 2002; Suri et al. 2003; Goktolga et al., 2006; Unusan, 2007; Byrd-Bredbenner et al., 2007).

In order to increase the levels of use of food labels for food nutrition, consumers need to be educated about the subject. In a study done on elementary students, it was found that the knowledge of the food label could be improved through participation in an education program (Widdowson and Holben, 1997).

In a study conducted to ascertain the skills of the consumer in the buying process, it was determined that after being informed about this topic, consumers were able to prepare menus appropriate to their nutritional needs, their skills of shopping were on the rise, they could cut the cost of their shopping list and that they could systematically and efficiently improve their shopping (Wilson et al., 1986). This finding, that shopping skills can be improved with education, was not at the desired level before the education, is parallel with the findings of this study. The food label is an important tool for improving the public’s understanding of the health benefits of following a nutritious diet (Legault et al., 2004).

Different promotion applications, the interaction between the information individuals possess, their shopping motivations and the market value of a product all affect the perception of the consumer and the price (Suri et al.,
Price reductions and promotions affect the perception of the real value of a product. Therefore, consumers should act carefully about promotions of food products and price reductions. It has also been found in this study that consumers taken notice of products that are reduced in price or are being promoted.

Roseman and Kurzynske (2006) have found an important relationship between the gender of the consumers, household population, race and education, the perception of labor and food safety and behaviour. They have emphasized the importance of providing efficient food safety education materials and messages to the consumers, for them to comprehend food safety risks and to understand the consequences of their own actions.

The above results have important implications for nutrition practices, food safety and knowledge, cost saving. Nutritional status and food safety should be a collaborative approach between governments, universities, food industry and consumers. Although television and other mass media have wider reach, government publications are more trusted, hence, can be used more effectively in educating consumers (Rimal et al., 2001; Unusan, 2007). For nutrition, food safety, cost saving and convenience education to be effective, there must be a collaborative effort among households, educators and nutrition professionals.
CHAPTER V

CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusions

The purpose of the thesis is analysis whether food nutrition, food cost saving, food safety and food convenience influence consumers purchasing behavior, and find out the dominant component influencing the consumers’ food purchasing behavior among these four components which are food nutrition, food cost savings, food safety and food convenience.

Based on the questionnaire, researcher using weighted mean to analyzing these factors, the results show that In consequence, food safety impact consumer purchasing behavior most, the second factor impact consumers is food convenience and the third one is food cost savings. Food nutrition as the least factor influence consumers’ purchasing behavior.

In addition, a large number of consumers prefer to go shopping in supermarket. It shows that compared with traditional market, supermarket is more competitive than traditional market. What’s more, in recent years, because of the rapid development in supermarket, it caused to traditional market facing a unprecedented challenge.

Furthermore, based on the demography research, between age, major and batch, there’s no difference among these four factors (food nutrition, food cost savings, food safety and food convenience).

In detail, there’s no difference among food nutrition, food cost savings, food safety and food convenience of consumer purchasing behavior for each group which are Age, Major and Batch. Furthermore, there’s no interaction between Age and Major, Age and Batch, Major and Batch, even among Age, Major and Batch in Food Nutrition, FoodCost Savings, Food Safety and Food Conveniences of
consumer purchasing behavior.

5.2 Recommendation

5.2.1 Consumer

With the quality of daily life improved, people become to concern more about the food safety problem. However, some of them ignore the importance of food nutrition. However, actually food nutrition plays an important role in our daily life. It provides us the necessary energy.

5.2.2 Government

Government has responsibility for the citizen to provide the knowledge of nutrition. Therefore, government should enhance the broadcast of food nutrition to let more people know about the nutrition and how to see the food nutrition fact, as well as how to match consumer own needs using nutrition information to buy food.

5.2.3 Traditional Market

In recent years, with the bloom development of supermarket, traditional market trend to decrease. There are many people especially for the young people, they prefer to go shopping in supermarket where provide a variety of foods for consumers to choose. What’s more, the environment is comfortable.

However, comparing with supermarket, traditional market is dirtier. Meanwhile, because traditional market is lack of management, it cause all type food arranged disorder. Therefore, it will make difficulty for consumers to find the foods.

5.2.4 Food Company/Producer

With the expansion of the scale in food production and food trade international, food safety issues have become the focus of world attention. Food safety problems exist not only harmful to people's health, but also damage the interests
of consumers, but also affect the food market competitiveness and export.

Therefore, Food Company should establish and improve the surveillance system of foodsafety. Monitoring the different regions, different varieties of food production, consumption, and trade status in different times, in order to enhance competition of food producer even Food Company.
REFERENCES

Books:


Wu SI (2003) The relationship between consumer characteristics and attitude
toward online shopping. *Marketing intelligence & planning*, 37-44.


**Journals:**


APPENDICES:

APPENDIX 1
Rotated Component Matrix

<table>
<thead>
<tr>
<th>Component</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
</tr>
</thead>
<tbody>
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Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.
a. Rotation converged in 6 iterations.
APPENDIX 2

Communality

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Extraction Method: Principal Component Analysis.