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Kementerian Pendidikan, Kebudayaan, Riset, dan Teknologi
Universitas Andalas



Manajemen Ritel

Perilaku Belanja Konsumen Ritel



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Pemenang Hibah Inovasi Pembelajaran Digital (IPD)
Kementerian Pendidikan, Kebudayaan, Riset, dan Teknologi

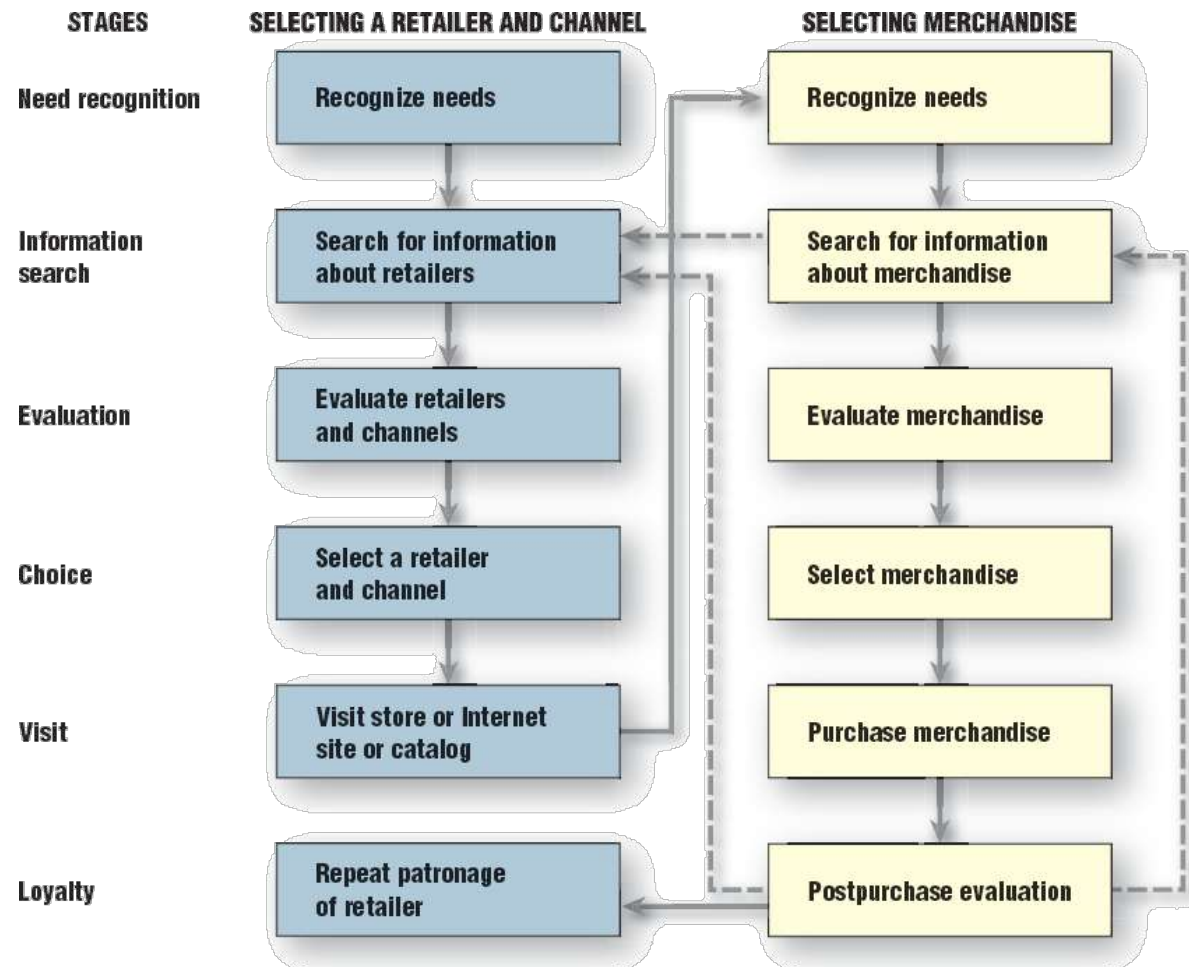


Questions

- How do customers decide which retailer to go to and what merchandise to buy?
- What social and personal factors affect customer purchase decisions?
- How can retailers get customers to visit their stores more frequently, and buy more merchandise during each visit?
- Why and how do retailers group customers into market segments?

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Stages in the Buying Process



Jenis kebutuhan



- **Kebutuhan manfaat/ utilitarian** – kepuasan karena terpenuhi manfaat utama: kenyamanan, ketersediaan, dll.
- **Kebutuhan psikologis/ hedonic** – kepuasan karena terpenuhi manfaat psikologis



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Memenuhi kebutuhan hedonic

- Stimulus
 - Ex: Background music, visual displays, scents
- Memuaskan power & status
 - Ex: Canyon Ranch – upscale health resorts
- Petualangan
 - Treasure hunting for bargains



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Pencarian informasi

- Jumlah pencarian info tergantung pada nilai yang dicari dan biaya pencarian.
- Faktor yang mempengaruhi jumlah informasi
 - Product Characteristics
 - [Complexity](#)
 - Cost
 - Customer Characteristics
 - Past experience
 - Perceived risk
 - Time pressure
 - Market Characteristics
 - Number of alternative brands

Sumber informasi



- Internal
 - Past experiences
 - Memory
- External
 - Consumer reports
 - Advertising
 - Word of mouth



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Bagaimana Retailer membatasi informasi?

- Information from sales associates
- Provide an assortment of services
- Provide good assortments
- [Everyday low pricing](#)
- Credit

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Evaluasi alternatif

- Konsumen mengevaluasi retailer, produk atau jasa berdasarkan:
 - Performa
 - kepentingan/ evaluasi subjektif

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Memilih

- Retailers develop programs influencing **top-of-mind awareness**
 - Get exposure on search engines like Google
 - Try to be the top of the page
 - More stores in the same area (e.g., Starbucks)



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Methods for increasing the chance of store visit after getting into the consideration set

- Increase Performance Beliefs of Your Store
- Decrease Performance Beliefs About Competitor
- Increase Importance Weight of Attributes on which You Have an Advantage
- Add a New Benefit on which You Excel

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Membeli barang/jasa

Konsumen tidak selalu membeli barang dengan nilai evaluasi tertinggi

- Kemungkinan produk terbaik hasil evaluasi tidak tersedia di toko
- Perubahan keputusan



The McGraw-Hill Companies, Inc./Jill Braaten, photographer

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Evaluasi paska-pembelian

- Satisfaction
 - A post-consumption evaluation of how well a store or product meets or exceeds customer expectations
- Becomes part of the customer's internal information that affects future store and product decisions
- Builds store and brand loyalty

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Tipe keputusan pembelian

- Extended Problem Solving
 - High financial or Social Risk
- Limited Problem Solving
 - Some Prior Buying Experience
- Habitual Decision Making
 - Store Brand, Loyalty

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Extended Problem Solving

Konsumen butuh waktu lama dalam mengevaluasi

- Financial risks – purchasing expensive products or services
- Physical risks – purchases that will affect consumer's health and safety
- Social risks – consumers will believe product will affect how others view them



Yang dapat dilakukan retailer dalam mengatasi hal tersebut

- Menyediakan informasi
 - Use Salespeople rather than advertising to
 - Communicate with customers
- Menekan resiko
 - Offer Guarantees
 - Return Privileges



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Limited Problem Solving

**Konsumen butuh waktu dan upaya “menengah”
dalam membuat keputusan**

- Pengalaman konsumen terhadap produk
- Konsumen memiliki pengetahuan tentang produk



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What do Retailers Need to do for Customers

Engaged in Limited Problem Solving?

- It depends...
- If the Customer Is Coming to You, Provide a Positive Experience and Create Loyalty
 - Make Sure Customer is Satisfied
 - Provide Good Service, Assortments, value
 - Offer Rewards to Convert to Loyal Customer
- If the Customer Goes to Your Competitor's Store, Change Behavior
 - Offer More Convenient Locations, Better Service and Assortments

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Mendorong impulse buying

- [Impulse buying](#): one common type of limited problem solving
- Influence by using prominent point-of-purchase (POP) or point-of-sale (POS)
 - Have Salespeople Suggest Add-ons
 - Have Complementary Merchandise Displayed Near Product of Interest
 - Use Signage in Aisle or Special Displays
 - Put Merchandise Where Customers Are Waiting



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Habitual Problem Solving



Keputusan konsumen membutuhkan waktu dan upaya sedikit/
tidak sama sekali

- For purchases that aren't important to the consumer
- For merchandise consumers have purchased in the past
- For consumers loyal to brands or a store



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What do Retailers Need to do for Customers

Engage in Habitual Decision Making

- It depends...
- If the customer habitually comes to you, reinforce behavior
 - Make sure merchandise in stock
 - Provide good service
 - Offer rewards to loyal customer
- If the customer goes to your competitor's store, break the habit
 - Offer special promotions

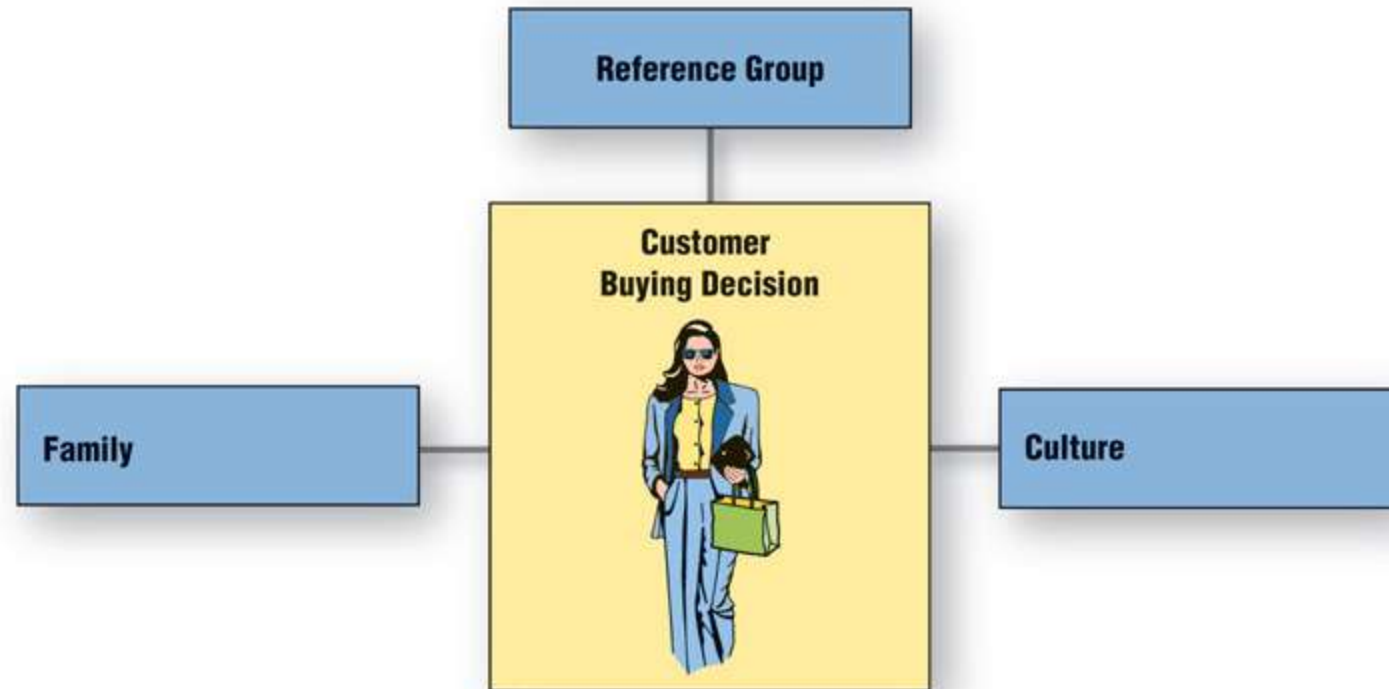
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Loyalitas konsumen

- **Brand Loyalty**
 - Committed to a Specific Brand
 - Reluctant to Switch to a Different Brand
 - May Switch Retailers to Buy Brand
- **Store Loyalty**
 - Committed to a Specific Retailer
 - Reluctant to Switch Retailers



Faktor social yang mempengaruhi keputusan pembelian



Keluarga mempengaruhi keputusan pembelian

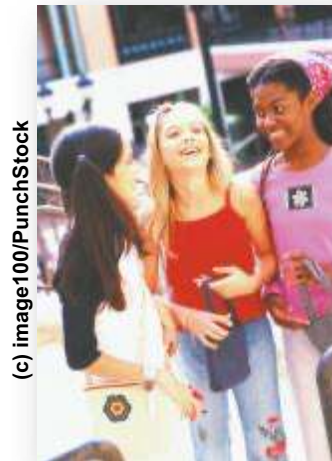
- Purchases are for entire family to use
- Whole family participates in decision making process
- Retailers work to satisfy needs of all family members



Kelompok acuan/ Reference Groups



- A reference group is one or more people whom a person uses as a basis of comparison for beliefs, feelings and behaviors.
- Reference groups affect buying decisions by:
 - Offering information
 - Providing rewards for specific purchasing behaviors
 - Enhancing a consumer's self-image



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Culture



- Culture is the meaning, beliefs, morals and values shared by most members of a society
 - Western culture: individualism
 - Eastern culture: collectivism
 - Subcultures are distinctive groups of people within a culture

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Approaches for Segmenting Markets

- **Geographic** segmentation groups customers according to where they live.
- **Demographic** segmentation groups consumers on the basis of easily measured, objective characteristics such as age, gender, income, and education.

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Approaches for Segmenting Markets

- **Geodemographic** segmentation uses both geographic and demographic characteristics to classify consumers.
- **Lifestyle, or psychographics** , refers to how people live, how they spend their time and money, what activities they pursue, and their attitudes and opinions about the world in which they live.



Approaches for Segmenting Markets

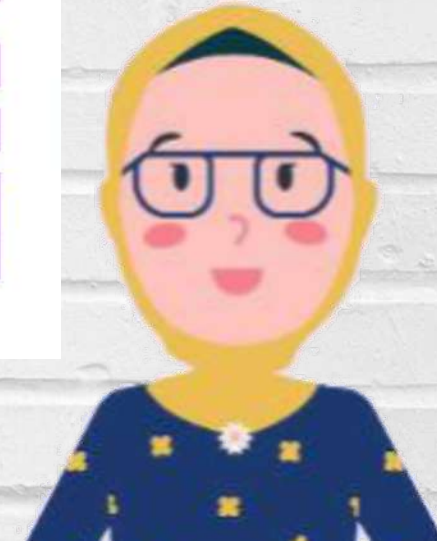
- **Buying situations** can influence customers with the same demographics or lifestyle.
- **Benefit** segmentation groups customers seeking similar benefits.



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