Purchase Motives of Retail Consumers Nanostores: Evidence from Indonesia

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Abstract

Many researchers have studied purchasing motives at retail hypermarkets and modern retail scales. However, it is still rarely found in micro or nano-scale retail stores though nanostores are much higher, especially in developing countries. Therefore, this study aims to analyze the factors that motivate someone to buy goods at the nanostore. The research was done using the explanatory survey method. The number of samples is 210 respondents. The data were process using confirmatory factor analysis. The research location is in a big city in Indonesia, namely Bandung City. This city is a city of tourism and trade. The results of the study prove that 12 factors determine consumer motives for shopping at nanostores. These 12 factors are grouped into three: product attributes, self-orientation, and service guarantees. Although this study was conducted on consumer nanostores, the study results contribute to marketing theory, where service assurance is an important part of consumers' purchase motives. This study shows the retailers must understand consumers' buying motives and use the results of this study to increase sales turnover. The results of this study, when used by retail entrepreneurs, are predicted to increase customer satisfaction and loyalty. Service guarantees are the main attraction for consumers to shop at nanostores and this is a new thing in the concept of purchasing motives. For the future, it is recommended to continue the study of purchase motives in modern countries. The concept of service guarantee needs to be researched to find out whether service guarantee can increase the loyalty of large, medium, and nanostore retail consumers.

Keywords: nanostore, purchase motive, product attributes, self-orientation, service guarantee

1. Introduction

Bandung is one of the big cities in West Java Province, Indonesia. It is a city of trading and tourism. As a big city, Bandung is densely populated. The population of Bandung City is 2,444,160 at night, and during the day, the number doubles. This is because many residents around the city of Bandung work and are active in Bandung during the day. The density level is 14,608 people/km (BPS_Kota_Bandung, 2021). As a tourist and trade city with a dense population, many retail areas can be found in Bandung City, ranging from traditional shopping centers such as warungs and grocery stores to modern shopping centers such as modern retails, supermarkets, and hypermarkets. These retailers provide for people's daily needs. Consumers meet daily demands with routine shopping activities; consumers do not spend a lot of money, time, and risk level is low (Thirumalai & Sinha, 2009). Various retailers, including nanostores provide daily necessities.

When the research was conducted (April 2021), Indonesia was still in the Covid-19 pandemic. However, many retail outlets are found in residential areas, including small shops, warungs, and grocery stalls that provide goods for the community. These small shops are the choice of people who are reluctant to go far and want to avoid crowds in anticipation of the spreading of Covid-19.

Small shops, stalls, grocery stalls, and the like can also be called nanostores. Nanostore is a retail store that sells people's daily needs such as soap, cooking oil, rice, flour, butter, eggs, etc., with an area that is smaller than a modern retail (Youssef

Boulaksil, Fransoo, Blanco, & Koubida, 2019; Chaniago, 2020). Nanostores are usually located in strategic places such as at the roadside, inside a housing, or in front of the housing. The products sold in nanostores are almost the same as those sold in modern retails and supermarkets; only the quantity differs. The Indonesian government groups these nano stores into micro business groups or non-formal small business groups. Yussef Boulaksil and Belkora (2017) stated that the population of nanostores in various developing countries is enormous.

From the data obtained, there are 111,627 micro-enterprises in the city of Bandung. This amount is 75% of the 147,073 MSMEs operating in Bandung (JabarEkspres, 2021). The data illustrates that Bandung is a warehouse for micro-businesses, including nanostores. Most micro and nanostore businesses are engaged in the business of food, clothing, services, and people's daily needs. The physical form of nanostores is in the form of small shops, stalls, and grocery stalls; the more types of businesses in one area, the more choices of places to shop for consumers.

Every consumer has a motive in purchasing goods. The individual consumers themselves also influence this situation. Things that affect consumers in making purchases can be seen from their reasons when shopping. Researchers have proven that consumer spending motives are caused by several things, namely: product attributes (Hibbert, Hogg, & Quinn, 2005; Nielsen, Bech-Larsen, & Grunert, 1998; Thøgersen, de Barcellos, Perin, & Zhou, 2015), protecting the environment, participating in alternative economies, human rights to live (De Ferran & Grunert, 2007), rational and irrational (Miranda, 2009).

There are many variants of purchase motives. Nassivera and Sillani (2015) found various types of explanations that influence consumers to buy goods. Pity, empathy and personal appreciation can be some of the motives for people to buy (Hibbert et al., 2005). One of the aims of this research is to prove whether this also applies to nanostores.

Most purchase motives are studied and evaluated at retail on supermarkets, modern retails, or food products class and have not been done on the nanostore. Therefore, the theories used in this study were adopted from purchase motives in large retail, modern retail, and food retail. To date, studies on nanostores are still minimal. It needs development from various sides, including consumer buying motives nanostore.

2. Literature review

2.1. Nanostore

Physically, nanostores have an area of less than 20m², are privately owned, and most of them do not have storage space (Kin, 2018). Chaniago (2020), in his research on nanostores classified six groups of nanostores, ranging from 4 m² to 50 m². Other characteristics of nanostores include: payment transactions are generally made in cash, the technology used is still simple, the merchandise sold is less diverse, the quantity of goods is still tiny, the storage space is small, managed directly by the owner and his family, and is located in a strategic area or near the consumer living area. To attract customers, sometimes nanostores are willing to sell their stock on credit for the short term.

There are several names for nanostores, such as hanout (Morocco), changarro (Mexico), warung, or grocery stalls from Indonesia (Chaniago, 2020; Dholakia, Dholakia, & Chattopadhyay, 2018; Fransoo, Blanco, & Mejía Argueta, 2017; Kumar, Sunder, & Sharma, 2015). Based on the explanation and understanding from various sources, nanostore is a small, non-formal business shop selling consumer needs located in a strategic area or close to consumers' location. It is managed by the owner and his family independently and directly served by them, with limited total assets and capital or still below the modern retail.

In Indonesia, exact data about the number of these nano stores are not yet available. However, it is estimated that the number is much larger than small and medium enterprises. The Indonesian Government groups nanostores into micro-enterprises or non-formal small businesses. It is called non-formal because this business unit can be established without official legality from the government, and anyone, at any time, can easily open a nanostore business.

2.2. Purchase Motive

Understanding local consumer perceptions in making purchases is very important, including purchase motives. Purchase motives are behavioral drivers that bring consumers to the market to satisfy their internal needs (Jin & Kim, 2003). Purchase motive is a desire for something that can encourage someone to purchase a particular item. There are various reasons people make purchases. Hibbert et al. (2005); Miranda (2009); Babin and Darden (1996) reminded that consumers buy

goods because of the practical (use of goods) and nonutilitarian benefits of the goods purchased; for example, the desire to help, empathy, personal appreciation, and hedonic behavior. Nielsen et al. (1998) concluded that consumers choose products because of product attributes and individual value desires. This unique value system determines the existence of retail stores (De Ferran & Grunert, 2007). While Thøgersen et al. (2015) stated that culture is critical in deciding shopping choices, different cultures allow consumers to buy for various reasons. Bianchi, Reyes, and Devenin (2020) found that consumers' motives for buying were due to social responsibility and self-satisfaction. Barska and Wojciechowska-Solis (2018) in their research on traditional food products, proved that consumers' desire to shop is out of curiosity, trying new foods and looking for high-quality products. From the theoretical explanation of the purchase motive, it can be concluded that there are many reasons and variants of the purchase motive. Purchasing motives are the reasons that form the basis of a person/group of people to buy an item. Purchasing motive is defined as an effort or encouragement of a person or group in doing shopping to achieve satisfaction, either rationally or emotionally. The emergence of purchase motives is also driven by the need for a product and the funds owned. Religious values can motivate consumers to purchase (M. Phillips, I. Roundtree, & Kim, 2014). Some experts classify purchase motives into product functions, economic motives, environment, etc. Zoll et al. (2017) ranked buying motives into (a) self-oriented motives, (b) community-oriented motives, and (c) social-political motives. Kempen, Kempen, Bosman, Bouwer, Klein, and van der Merwe (2011); Hibbert et al. (2005) found that people's motives for buying are caused by internal and external motives. However, researchers classify purchase motives into rational and irrational motives (Miranda, 2009). Rational purchase motives are price, function, quality, durability, and warranty. Irrational purchase motives (some experts call emotional motives) are appearance, pride, pleasure, and recognition from society. This means that the purchase motive can be seen from various sides and variants. It is the purchase motive that drives a person or group of people to make purchases at all retail, including at nanostores.

3. Methodological approach

The research method used is the explanatory survey. This research was conducted in Bandung in 2021. The population of this research is all nanostore consumers who reside in Bandung City and have income or are already working. The number of residents of Bandung City who have worked is 1,183,192 people (BPS_Kota_Bandung, 2020). However, there is no official information on the number of nanostore consumers in Bandung. The number of research samples is 210 samples. A questionnaire with a Likert scale was used to obtain the data for this research. The questionnaire contained 18 question items and was distributed through a google form. Before being distributed, the questionnaire has been tested for validity and reliability. The data obtained from the field was first tested by factor analysis to get a grouping of respondents' answers. The model was tested using Confirmatory Factor Analysis (CFA) with the help of AMOS software version 23. Symbols and indicators used in this study are shown in table 1.

GENERAL MANAGEMENT

Symbols	Indicators	Source
F1	Price according to purchasing power	Kim and Hong (2019); Nielsen et al. (1998)
F2	Price as desired	Kim and Hong (2019); Nielsen et al. (1998)
F3	Conformity of product function with needs	De Ferran and Grunert (2007); Kim and Hong (2019); Nielsen et al. (1998)
F4	High product function	Babin and Darden (1996); Hibbert et al. (2005); Miranda (2009) Nielsen et al. (1998); Thøgersen et al. (2015); Zoll et al. (2017)
F5	Quality according to price	Ginon, Ares, Issanchou, Laboissière, and Deliza (2014); Nielsen et al. (1998)
F6	Merchandise Quality	Ginon et al. (2014); Barska and Wojciechowska-Solis (2018); Nielsen et al. (1998)
F7	Expired date	Ginon et al. (2014)
F8	Good stuff for sale	
F9	Guarantee	
F10	Exchangeable item	Ginon et al. (2014); (Kraus, 2015)
F11	Merchandise is clean	
F12	Packaging availability	
F13	Proud to be a customer	Miranda (2009); Zoll et al. (2017)
F14	Proud to buy from a famous shop	
F15	Desire to help	Babin and Darden (1996); Bianchi et al. (2020); Hibbert et al. (2005); Miranda (2009); Nielsen et al. (1998); Thøgersen et al. (2015)
F16	Feeling well served	Bianchi et al. (2020); Hibbert et al. (2005); Miranda (2009); Nielsen et al. (1998)
F17	Desire to be praised	Babin and Darden (1996); Bianchi et al. (2020); Hibbert et al. (2005); Miranda (2009); Thøgersen et al. (2015);
F18	Desire to be respected	Babin and Darden (1996); Bianchi et al. (2020); Hibbert et al. (2005); Miranda (2009); Thøgersen et al. (2015)

Table 1: Measuring components and symbols
Source: Literature study, 2021

4. Research results and discussion

4.1. Research results

To get the grouping of respondents' answers, data from the field was processed using factor analysis with the help of SPSS software. There are three repeated testing processes because there are still six factors whose communalities value is <0.5, such as F4, F8, F12, F15, F16. Factors which communalities value is below 0.5 are dropped and retested. The results of the retest obtained information on 13 factors that met the requirements (KMO > 0.5; Barlet Test 0; MSA all > 0.5; Component Transformation Matrix > 0.5) and the Rotated Component Matrix grouped respondents' answers into three groups, namely Component 1 consists of F1, F2, F3, F5, F6;

Component 2 consists of: F13, F14, F17, F18 and Component 3: F7, F9, F10, F11. Component 1 asks questions about product attributes and is labeled with the name "product attributes". Component 2 leans more to service and guarantee, so it is labeled "service assurance". Component 3 is related to consumer self-motivation to shop at nanostores, labeled as "self-orientation".

The 13 factors that have been grouped into three were then tested with CFA (Confirmatory Factor Analysis) using AMOS 23 software. The processing results showed that there are still loading factors which value is <0.5, namely F18 (F18 = factor to be respected when shopping). This factor was dropped, and reprocessing was carried out. The results of the reprocessing obtained information on all loading factors (Standardized Regression Weights) > 0.5, as shown in Table 2.

			Estimate
Self-Orientation	<---	Purchase Motive	.629
Product Attributes	<---	Purchase Motive	.646
Service Guarantee	<---	Purchase Motive	1.102
F1	<---	Product Attributes	.563
F2	<---	Product Attributes	.557
F3	<---	Product Attributes	.567
F5	<---	Product Attributes	.760
F6	<---	Product Attributes	.736
F13	<---	Self-Orientation	.828
F14	<---	Self-Orientation	.896
F17	<---	Self-Orientation	.590

GENERAL MANAGEMENT

			Estimate
F7	<---	Service Guarantee	.664
F9	<---	Service Guarantee	.685
F10	<---	Service Guarantee	.575
F11	<---	Service Guarantee	.731

Table 2: Loading factor analysis

Table 2 provides information that all loading factors are > 0.5 and have met the requirements for a model test using CFA. The results of processing the model test and the feasibility of the model are presented in Table 3.

No	Criteria	Cut off value	Model result	Explanation
1	Chi-square(χ^2)	Statistics expected small (< table value)	88.587	A small value expected
2	χ^2 Significance probability	≥ 0.05	0	No diff. between the data and the model
3	Cr	≤ 2.58	2.408	Normal data distribution
4	CMIN/DF	≤ 2.00	1.885	Good
5	GFI	≥ 0.90	0.926	Good
6	RMSEA	≤ 0.08	0.065	Good
7	AGFI	≥ 0.90	0.882	Marginal
8	TLI	≥ 0.90	0.945	Good
9	CFI	≥ 0.90	0.961	Good

Table 3. Model feasibility test index
Source: Hair, Black, Babin, and Anderson (2010)

The model feasibility test results show that the model fits and can be accepted because most calculation results are above the "Cut off Value". Therefore, the findings of this study are as shown in figure 1.

Figure 1. Model of Purchase Motive Nanostores Consumers
Source: Research results, 2021

Note:

F1= Price match with purchasing power
F2= Price match with Desire
F3= Conformity of product function with needs
F5= Quality according to price
F6= Merchandise quality
F7= Expired date

F9= Guarantee
F10= Exchangeable item
F11= Merchandise is clean
F13= Proud to be a customer
F14= Proud to buy from a famous shop
F17= desire to be praised

From Figure 1, information is obtained that consumer buying motives at nanostores consist grouped of three: product attributes, self-orientation, and service guarantees. The Product Attribute is comprised of 5 factors, which are F1, F2, F3, F5,

and F6 (price match with purchasing power, price match with desire, quality according to price, merchandise quality). Self-Orientation consists of three factors: F13, F14, and F17 (proud to be a customer, proud to buy at a well-known store, desire to

be praised). Meanwhile, Service Guarantee consists of F7, F9, F10, and F11 (expiry date, warranty of goods, exchangeable goods, merchandise is clean). This study found a new variable of purchase motive that is "service guarantee".

4.2. Discussion

The study results found 12 factors that became the motive for consumer purchases at the nanostore or 12 reasons people wanted to shop at the nano store. The model test results concluded that the model tested was feasible and acceptable (see Table 3). The results of the factor analysis of this study are described as shown in Figure 2. Of the 12 factors that have been found, nine elements are related to rational matters, which means that the majority of consumers' motives for shopping at nanostores are for logical reasons.

The 12 factors are grouped into product attributes (product function, price, quality, expiry date, merchandise condition, cleanliness), service guarantee (warranty, exchangeable goods, packaging availability, feeling well-served), self-orientation (proud and happy to buy at the shop, proud to be a consumer of a famous shop). Research by Ginon et al. (2014); Kim and Hong (2019) also proved that price is one factor that motivates consumers to make purchases.

In general, the research results have similarities with the findings of Nielsen et al. (1998), Ginon et al. (2014), Thøgersen et al. (2015), and Hibbert et al. (2005) as they concluded that consumers' motives for making purchases are determined by the benefits of product attributes and personal value desirability. While Ginon et al. (2014) researched wine consumers, the result was that consumers buy products because of their qualities and prices. This motif is a rational motive. Self-orientation is individuals' internal motivation to shop somewhere. They shop to fulfill their desires, not out of pity, tolerance, kindness, etc. Self-orientation leads to consumers' rationality in meeting the needs of their ego. The consumer's culture influences Self-orientation. Self-orientation is similar to emotional or irrational (Miranda, 2009) and internal motives (Hibbert et al., 2005).

Product attribute motifs are one of the consumer's motives for shopping at nanostores. Attribute motives are almost the same as those that occur in modern retail and supermarket retail. Consumers shopping at nanostores are motivated by the attribute factors of merchandise sold by nanostore entrepreneurs, such as the price of goods, product function, and quality of goods. Product attribute motifs are closer to rational and logical motives. Consumers shop to buy profits (Martenson, 2018). In other terms, consumers buy a value. Consumers' perceived value is essential in generating purchase intentions (Zhou & Wong, 2008).

Yavas (2001) also found the same research results as he concluded that the purchase motives are: price, quality of goods, cleanliness of goods, politeness of service, variety of shops. In their research, A. Kumar, Vohra, and Dangi (2016) found product attributes such as price, brand, and quality of goods. The study by Bukhari, Woodside, Hassan, Hussain, and Khurram (2020) in Pakistan on imported food products clarifies product attributes, in which it concluded product attributes that consumers see when making purchases are attractive colors, designs, sizes, quality of goods, taste, and labeling with precise information. The same is true for nanostore consumers. This research proves the same thing for product attributes. Consumers who buy goods at nanostores pay attention to whether the function of the product purchased is high, the price is following the quality of the goods, the quality of the goods, the expiration date of the goods, the cleanliness of the goods, and the condition of the goods sold by the traders. Therefore,

consumers are very concerned about the attributes of the goods purchased. These factors are mainly based on consumers' rationality. The motive of consumers to shop at nanostores is dominated by rational reasons. The dropping of these factors proves a desire to help, feel served, and desire to be respected. This means that consumers shop at nanostores not out of pity/irrationality. No evidence supports consumers shopping because of pity or wanting to help. So the results of this study reject the assumptions and research findings that say one of the motives for buying is the pity/social responsibility factor or wanting to help nanostore retail.

The motive for self-orientation is based on a sense of pleasure, liking when shopping at nanostores, and being proud to be a consumer at a well-known nano-class store. This motive is triggered by the cultural perception held by consumers (self-culture) and evokes emotional pride in shopping at nanostores. This self-cultural motive is almost similar to the emotional motive of Hibbert et al. (2005), the personal values of Ginon et al. (2014), and self-orientation motives from Zoll et al. (2017).

Service motive is related to the services provided by nanostores, including guarantees for purchased goods, the exchangeability of goods, the availability of shopping bags offered by traders, and pleasant service. The importance of packaging has also been proven by Kraus (2015). The service motive is the theoretically irrational motive that tends to be felt. However, looking at the service motive factors found in this research, the contents tend to be based on logic, such as goods' expiry date, warranty, and the exchangeability of goods. This means that the service motive is based on rationality, not irrationality. Therefore, this service motive is labeled "service guarantee," and it's the study's main finding. Another finding in the field is that consumers feel confident that they will get the best service if traders use Covid-19 anticipatory equipment. This is important because the research was carried out during the Covid-19 pandemic. The factor of healthy and safe service is the primary concern of consumers. The motive for service guarantees is the behavior and actions of entrepreneurs to make consumers safe and comfortable when shopping. The service guarantee motive is a new variable that is found in this study.

5. Conclusion

The study results have proven that consumer buying motives at nanostores consist of product attributes, self-orientation, and service guarantees. Product attributes and self-orientation have been found by previous researchers, while service guarantees are found in this study. The service guarantee consists of four factors: product expiry information, product warranty, goods that can be exchanged back to the merchant, and the presentation of goods that are clean or not dirty.

Practically, the 12 factors resulting from this study can be used as a reference for analyzing purchase motives and continuously become the attention of nanostore entrepreneurs. The focus of nanostore entrepreneurs in increasing the success of their business is on these 12 factors. 9 of the 12 factors related to purchasing motives are based on rationality. In general, nanostore consumer purchasing motives include rationality. They shop to meet their needs and not out of pity or wanting to help.

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