Analysis of Consumer Behavior Towards Product Groups at Indomaret Sudiang Raya

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ABSTRACT
Effective marketing necessitates a profound understanding of consumer behavior, and the SOR Model (stimuli-organisms-response) stands out as a crucial theory in this domain. This model identifies three stages in the purchasing process: stimuli, organism (consumer's mind), and response. In this study, we explore consumer responses within various product categories, seeking to unveil patterns in decision-making processes. The experiment at Indomaret Sudiang Raya involved observing 146 randomly selected individuals, ensuring gender balance among respondents. The research encompassed three key sections: initial purchase goals and desires, observations of consumer behavior, and a survey on reasons for purchasing products. Our findings shed light on diverse consumer behaviors, encompassing immediate purchases, indecisiveness, analytical reviews, and non-stop behavior across different product categories. Certain product groups were less frequently purchased, suggesting dynamic shifts in consumer preferences over time. We delved into the cognitive and personal responses of Indomaret shoppers, revealing distinct patterns such as experiential behavior (purchasing known products) and analytical behavior (meticulously analyzing options before purchasing). The study identified nuances across product categories, providing valuable insights into the intricate landscape of consumer decision-making processes.
Keywords: *Buyer Behavior, Reasonableness of Purchasing Choices, Group of Goods*

INTRODUCTION

Convincing customers to purchase a company's products is one of today's most difficult challenges. Companies need to be aware of consumer behavior and the reasons behind it to accomplish this. Furthermore, knowing customer conduct permits organizations to apply the right promoting instruments.

Although consumer behavior is a crucial component of a company's marketing strategy, it is extremely challenging to understand fully. Analysts in customer conduct have been going after for quite a long time to make sense of purchasers' buying choices. The behaviorist SOR (stimuli-organisms-response) model is one of the most significant theories in this field (Kroeber-Riel, 2003). This model depends on the way that there are three stages in the purchasing system. The primary component is the upgrades from the climate that decide the buy choice. The organism represents the consumer's mind, where the decision is made based on various factors, including social status, personality, and lifestyle. Although it is impossible to identify all consumer-related processes, researchers have identified the following categories of processes: emotional and cognitive. Close-to-home cycles rely upon initiating the buyer's inward feelings, which lead to specific behavior methods (Foscht, 2004).

Mental cycles allude to a few reasoning strategies that happen alongside profound cycles in the purchaser's psyche and incorporate discernment, learning, assessment, memory and direction (Foscht, 2004). The last component of the behaviorist model is response. In light of the mental and profound cycles in the shopper's psyche, the buy choice reflects the response. It alludes to how shoppers purchase or not a specific item and the sort of item they purchase.

For comparison, this article presents consumer responses to various product categories. In light of buyers' responses, it is attempted to decide what sort of cycle the customer pursues his choice. Several reactions can be based on the cognitive or emotional processes being looked at. Likewise, an overview is directed to decide customers' thought processes towards this kind of conduct, in light of the fact that simply by perception it is challenging to get out whatever is truly happening in shoppers' personalities.

METHODS

An experiment was carried out to ascertain the behavior of customers. This analysis aimed to dissect and investigate the mental and profound responses in buying conduct and decide their discernment according to the customer's

perspective. There were three parts to the experiment. In the first section, respondents were asked about their initial purchase goals and desires, such as what product they wanted to buy, how much money they wanted to spend, and others. The second section was made up of observations about how people buy things. Observations regarding consumer behavior make up the second section. It looks at how people react during the buying process for different product categories. A survey that explains the aspects that were observed in the previous section, namely the reasons for purchasing products, is included in the third section. This article introduces a correlation between the different item gatherings and the kind of conduct that portrays every item bunch.

At Indomaret Sudiang Raya, the marketing experiment was carried out from September 2023 to November 2023. There were 146 individuals noticed who were arbitrarily chosen by the questioner. The main perspective considered in this showcasing test was that the number of female respondents ought to be equivalent to that of male respondents. It is done because prior research and studies have demonstrated that men and women buy differently.

RESULT AND DISCUSSION
Cognitive and close to home responses of Indomaret shoppers in the buying system

Observations are made to ascertain the customers' mental and emotional responses. There are five possible reactions based on these observations. The primary kind is that the purchaser quickly takes the item, which demonstrates a recognizable way of behaving and is a more mental response. The second kind of behavior is indecisive behavior, which happens when people buy one thing and then change their minds after seeing other things. Analytical behavior is the third type of behavior, and it occurs when a consumer reviews multiple products before purchasing one. The third category is the one in which they look at many products without using them. The last choice is if the purchaser doesn't stop at this gathering of items.

Contingent upon the sort of item, buyers can have various responses to these items. Some items have a profound association in the purchasing system, like items we like or items with solid brands, which add to a specific buyer picture. In addition, there are products for which we make a more deliberate purchase decision, such as those that are healthy and contribute to our well-being. Figure 1 shows the consequences of perceptions regarding the buying conduct of Indomaret Sudiang Raya customers for different item gatherings.

As seen in Figure 1, the least often bought item bunches by Indomaret shoppers are canned items, cooked items and half-cooked items. 68.5% of Indomaret buyers didn't stop at the canned items part of the store, while 64.4% and 61.6% didn't stop at the cooked or semi-cooked items areas. The clarification for this conduct could be that Indomaret Sudiang Raya buyers favor regular items they cook. It recommends a customary lifestyle, where most cooking is finished at home and made in-house.
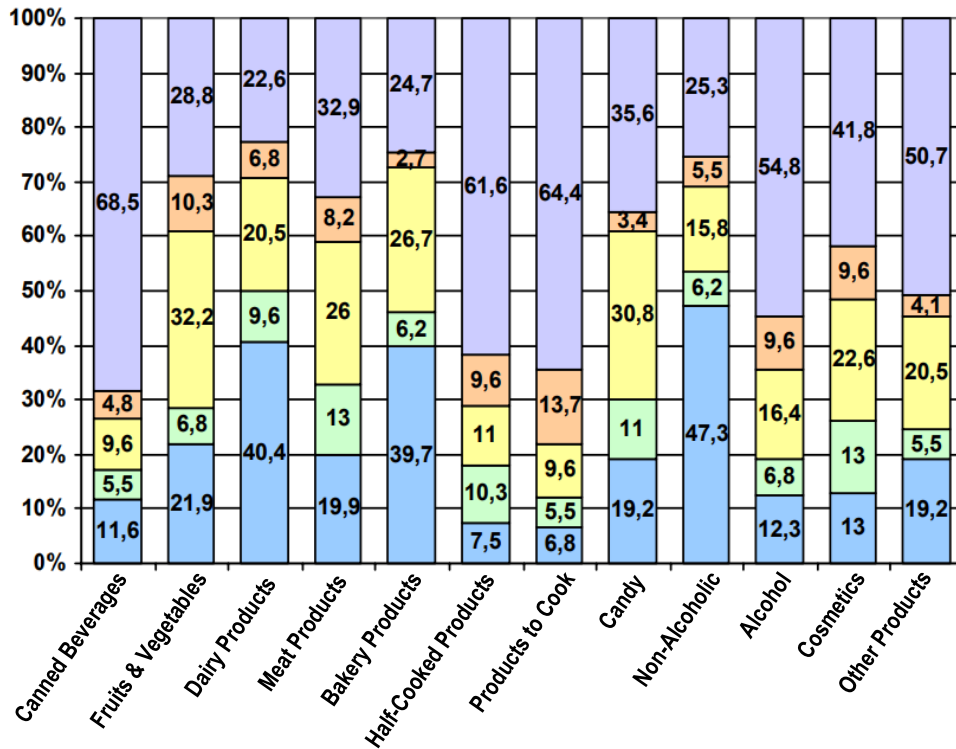
Figure 1. The Consequences of Perceptions in Regards to the Buying Conduct of Indomaret Sudiang Raya Customers

Table 1. Noticed Buyer Purchasing Conduct for Various Item Gatherings

	It doesn't stop at this producer group.
	View and analyze products without taking them.
	View and analyze products and pick them up.
	Getting the item, likewise checking out different items and changing his viewpoint
	Straightforwardly take the item.

54.8% and 50.7% of respondents, respectively, skipped the alcoholic beverages section and other product categories. The fact that these products are purchased in other stores, not necessarily supermarkets or hypermarkets, can account for the high percentage of customers who did not stop at other product categories. 41.8% of customers skipped the cosmetics section. Restorative items have a moderate buy recurrence. So purchasers don't have to shut down each time they go to the store to purchase this item. Likewise, particular stores offer this item so shoppers can purchase it at different stores.

For essential items, the level of individuals who don't prevent in this class goes from 20%-36%. It can make sense that purchasers don't buy these items each time they shop in town. Subsequently, 25.6% of customers didn't stop at the desserts and tidbits class, and 32.9% didn't stop at meat items. The item bunches with the most noteworthy presence, true to form, were dairy items (22.6%), pastry kitchen items (24.7%), non-cocktails (25.3%), and products of the soil (28.8%).

Albeit not halting at a particular item gathering may not generally be viewed as a sort of conduct, for an organization's showcasing procedure, it is essential to break down which item bunches are generally alluring to buyers. Not halting at a particular sort of item gathering might eventually show the lessening significance of a specific item bunch. However, determining whether these product categories are expanding or decreasing is interesting. Therefore, the three product groups might be kinds of products that aren't very important right now but might be in the future. They might be newly developed product categories like cooked and

semi-cooked products, which might become important because people don't always have time to cook at home.

Concerning the sort of conduct, the most ongoing kind of conduct can be seen in non-cocktails. 47.3% of people immediately buy a certain drink without thinking about the other options. In the following spot are dairy items and pastry shop items, where 40.4% and 39.7% of the respondents have this sort of conduct. This conduct is the most trying for an organization's showcasing, as it is extremely challenging to impact. Customers will not pay much attention to other products in the store or to communication or advertising campaigns once they have become accustomed to a particular brand or product.

Habitual consumer behavior ranges from 19% to 22% for the product groups fruits and vegetables, meat products, sweets, and other products. So 21.9% of shoppers get leafy foods straightforwardly, without excessive examination, while 19.9% of customers behave similarly for meat items. Desserts (19.2%) and different items (19.2%) have similar individuals who get them through experience. Cosmetics (13.0 percent), alcoholic beverages (12.3%), and canned drinks (11.6%) take up the next three spots. The item bunches with the most reduced propensity are half-cooked items (7.5%) and cooked items (6.8%). In this situation, the design of store items or publicizing efforts can impact customers' buying conduct.

Analytical behavior is another type of behavior that customers exhibit. Regarding this behavior, it is impossible to determine whether the analysis is based on cognitive factors like good reasons to buy a certain product or emotional factors like liking the product. But three kinds of analytical behavior can be seen: conduct in which purchasers dissect the item and get it, conduct in which they examine the item but don't get it, and hesitant way of behaving, in which buyers take an item, however at that point adjust their perspectives.

The fruit, vegetable and candy product categories have the highest prevalence of analytical behavior, which concludes with purchasing the product. 32.2% of respondents broke down foods grown from the ground before they got them, and 30.8% did so for the sweets item bunch. For both item gatherings, this is a bigger sort of conduct. This kind of conduct can be handily impacted by how the item is introduced in the store, as the shopper doesn't have a foreordained assessment of what the person needs to purchase. In this instance, consumers can be easily influenced by the product's design, packaging, or presentation and its position on the shelf.

The following item gatherings where this sort of conduct can be found are pastry kitchen items (26.7%), meat items (26.0%), restorative items (22.6%), dairy items (20.5%) and different items (20.5%). Because it is a more extensive type of behavior for the product categories of cosmetics and meat, most customers react in this manner when they purchase products. On account of bread shop items and dairy items, this kind of conduct isn't as significant as it seems to be utilized, yet since this item bunch is among the most visited, the level of customers who have this sort of conduct is somewhat high.

Because of cocktails and non-cocktails, 16.4% and 15.8% of purchasers have this kind of conduct. The item bunches with the most reduced number of this sort of conduct are semi-cooked items (11.0%), cooked items (9.6%) and jars (9.6%). These little rates can be somewhat made sense of because these are item bunches that buyers do not visit. Although assuming we think about the aftereffects of the scientific kind of conduct with the adjusted one, it tends to be seen that the acclimated conduct is more successive for jars contrasted with half-cooked items and cooked items where the logical way of behaving is more continuous than the adjusted one.

Hesitant behavior is the most regular for meat items and beauty care products. In both instances, 13 percent of customers changed their minds about the product they bought. Additionally, this behavior occurs more frequently in products like dairy products, sweets, and undercooked foods (11%). It is fascinating to notice that on account of half-cooked items, this sort of conduct is more dominating, which proposes that shoppers meticulously arrive at conclusions about what items to purchase. Additionally, this demonstrates that the purchase decision is made at the time of purchase, not before it. Any remaining item bunches have comparable rates, so 6.8% of respondents have this way of behaving for leafy foods and cocktails, 6.2% of respondents have this way of behaving for pastry shop items and non-cocktails, and 5.5% of respondents have this way of behaving for canned items, cooked items, and different items. None of the cases showed this sort of conduct. However, this conduct is equivalent to item gatherings like canned and cooked items.

Item, yet they didn't get it. This conduct was normal in cooked items (13.7%) and soil products (10.3%). It is fascinating that this conduct is the most common in the cooked item bunch. In reality, this suggests that shoppers don't have a pre-decided choice to purchase this kind of item; however, the choice is made in the store after breaking down or perusing the items. This behavior is also evident in 9.6% of survey participants with cocktails, half-cooked items, and beauty care products. However, none of these categories represents the primary form of behavior. For different gatherings, the rate for this kind of conduct is lower like meat items (8.2%), dairy items (6.8%), non-cocktails (5.5%), jars (4.8%), different items (4.1%), desserts (3.4%) and pastry shop items (2.7%). It is fascinating to dissect that there are item bunches where the rate is exceptionally low. The clarification for this is that shoppers don't take a gander at items to get them or they can't cease purchasing specific items.

This data about the sort of conduct shoppers have regarding various item gatherings can impact an organization's promoting methodology. From one perspective, it can decide an organization's correspondence technique. Then again, it can impact how a retail organization makes store designs. So, item bunches that customers often visit are set in the segment inverse to the store entrance, while item bunches whose purchasers have a fairly hasty way of behaving are put in the part toward the shopper's way from the entry to the ideal item.

Indomaret Consumers' Buying Motivations for Various Product Groups

The consequences of noticing purchaser conduct give us important data concerning the customer's responses in the store because of every outer boost and inner thought process to purchase a specific item. However, they don't portray why the shopper should purchase a specific item. We realize he purchased a specific item with a particular goal. However, we don't know why he pursued that choice. Thus, notwithstanding perceptions of purchasers, we likewise question them about their reasons and thought processes when they purchase a specific item. For instance, we can see that a specific customer goes directly to an item and gets it, yet we couldn't say whether the person has this sort of conduct since they realize that the item is great or because they saw it in a notice or because there is a unique proposal for this item. This data is

still up in the air due to the scrutinization of the respondents.

To find the motivations behind why customers purchase a specific item, we have laid out eight potential explanations behind going with a buy choice as indicated by the conduct typology, contingent upon the mental or close-to-home components that decide it. The principal kind of conduct is "I generally purchase similar items since I realize they are great," it is a somewhat mental conduct because of the shopper's experience. It is a constant way of behaving, where we view the response and the thinking behind it. The second kind of conduct is logical behavior, where the buyer "examines each time he goes to the store which is the most ideal decision." It is likewise a fairly mental conduct, although it can contain profound components. For example, I dissect the items I like the most. The third kind of conduct is cost-based conduct: "I generally purchase the item with the most minimal value," which is, again, a mental response. The following two kinds of conduct are those in which the purchaser is affected by promoting or by companions, and he also lets it be known.

For this way of behaving, there are circumstances where the purchaser just purchases the suggested item, and the shopper purchases something different on the off chance that he doesn't track down the suggested item. The primary circumstance shows serious areas of strength for outer factors, for example, companions or correspondence crusades, while the second is a more adaptable way of behaving. The two sorts of conduct consolidate mental and close-to-home components. For example, a suggestion might be an assurance that the item is great (mental component) or a profound component, and the purchaser gets it basically because it makes a specific picture (companions have it or it is in style). The following conduct classification is one where purchasers purchase items on unique deals. It is again a blended sort of conduct, where the hasty component is more grounded.

From one viewpoint, shoppers purchase items on extraordinary offers since they are less expensive. Then again, low costs and unique deal advancements draw in clients and make a buy improvement. Another rash way of behaving, which was likewise referenced in the review, is the conduct where the shopper watches on the rack and purchases the item he enjoys best. This kind of conduct has a bigger close-to-home part as the purchasing choice is made at the hour of

procurement. The way of behaving with the most elevated measure of close to home part is the conduct where the shopper purchases a particular item, regardless of whether he has this aim. For this situation, the buy choice is taken with sureness at the hour of procurement.

As can be seen in Figure 2, the most regular kind of conduct for all item bunches is a logical and experiential way of behaving. Most purchasers purchase a similar item since they realize that this sort of item is great, or they investigate something like clockwork, which is the ideal decision for them. This conduct contrasts starting with one item bunch and then onto the next.

The chart in Figure 2 shows that the "dairy" item bunch has the most elevated rate regarding experience-based conduct. A sum of 50.7% of respondents purchased a similar item since they realized it was great. This high level of experiential conduct makes it challenging for showcasing organizations to make purchasers adjust their perspectives. The following classes with a high level of experiential way of behaving are non-cocktails (43.9%), bread kitchen items (41.6%), cocktails (41.6%), and beauty care products (40.9%). It can be made sense of by how customers either realize the item bunch well overall (for example refreshments) or don't separate much between items (for example, dairy or bread shop items). In all cases, purchasers purchase a similar item without much examination or being impacted by different correspondence methods.

The item bunches with the most noteworthy normal experiential way of behaving are different items (37.2%), meat items (36.4%) and canned items (33.9%). Albeit experiential way of behaving can be found in an extensive sum in all item gatherings, the item bunches with the least measure of experiential way of behaving are cooked items (21.8%), foods grown from the ground (19.3%), half-cooked items (16.4%), and desserts (15.4%). It can be made sense of by the way that the proposal for these items is exceptionally different, and buyers select what items they like the most each time they go to the store.

The logical sort of conduct (I break down each time I go to the store, which is the ideal decision) happens most frequently in meat items (44.7%), products of the soil (36.4%) and canned food (33.9%). It was the predominant behavior for meat items and foods grown from the ground. The clarification for this outcome is that these items aren't guaranteed to be serious areas of strength for having and because they are exceptionally subject to collection every year. Other item bunches that have a lot of this sort of conduct are bread kitchen items (27.7%), dairy items (24.6%), semi-cooked items (22.7%), cooked items (21.8%), and beauty care products (20.4%). The item bunches with fewer insightful ways of behaving are sweets (18.4%), different items (16.3%), cocktails (12.4%) and non-cocktails (12.1%).

Intriguingly, the collected experiential and scientific behavior level is higher than 30% for all item gatherings. Staple food items, for example, dairy items, meat items and bread kitchen items, have the most noteworthy rate for this kind of collected conduct at more than 68%, showing more mental conduct in these sorts of items. In the interim, motivation-based items, such as desserts, cooked items and half-cooked items, have the least amount of this sort of gathered conduct.

Buy choices given low costs are not exceptionally regular across a wide range of item gatherings. Assuming we analyze item gatherings, we can see that the largest number of this sort of conduct can be seen in different items (10.9%). It focuses on how customers purchase different sorts of items in stores or hypermarkets since they have a low cost. Regardless, we can't say that this conduct can be found in food items, impacting customers' well-being and personal satisfaction. Another item bunch with a higher cost-based conduct is bread shop items (8%). It can be made sense of by the way shoppers don't have much effect among items and, consequently, pick the one with the most minimal cost. In the following spots are liquor items (5.1%), canned items (3.9%), half-cooked items (3.9%), dairy items (3.6%), and cooked items (3.2%). Other item bunches with an extremely low level of cost-based conduct are meat items (2.3%), non-cocktails (2.3%), desserts (2.2%) and beauty care products (0.7%). They are items that are required in day-to-day existence (meat and refreshments).
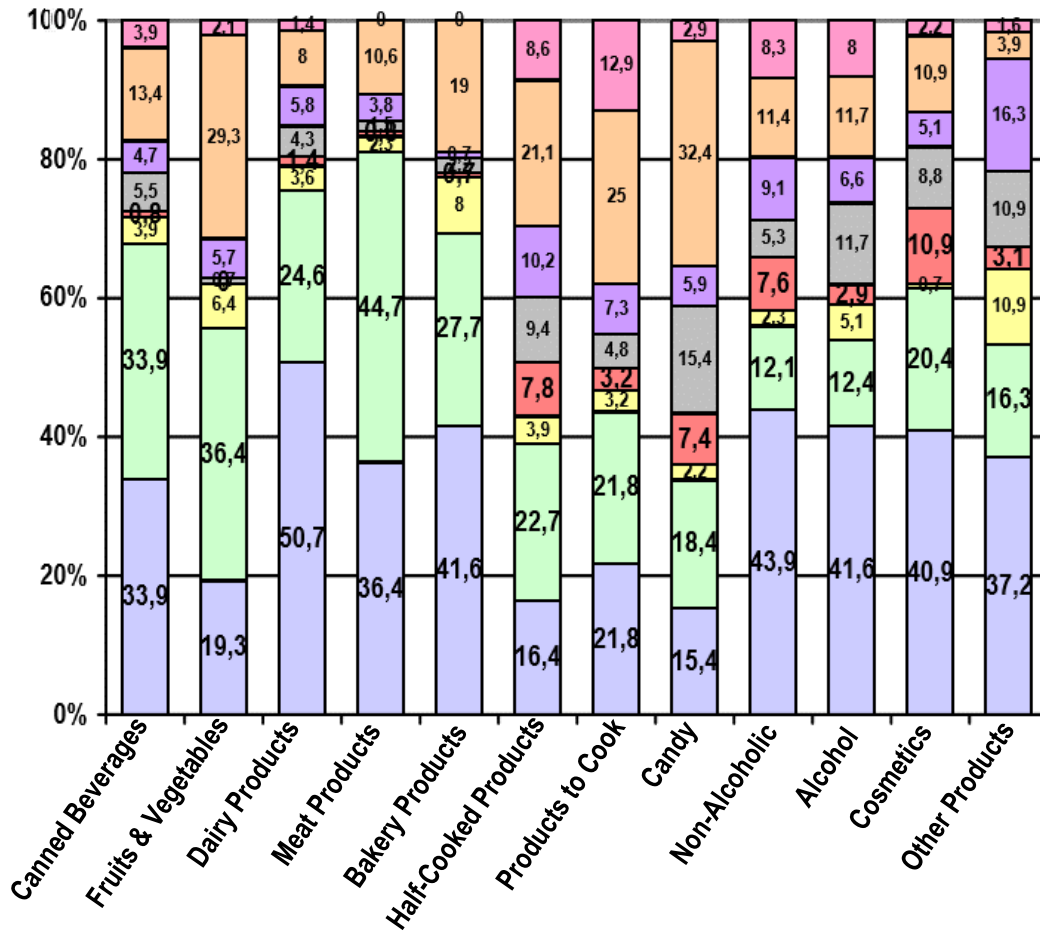
Figure 2. The Most Regular Kind of Conduct for All Item Bunches

**Table 2. Inspiration of Purchaser Purchasing Conduct for Various Item Gatherings
(Self-Processing Based on Research Results)**

▇ (pink)	Regardless of whether I planned to purchase an item, I enjoyed it, and I got it.
▇ (orange)	I look at the racks and purchase the items I like most.
▇ (purple)	I purchase items that have exceptional offers.
▇ (gray)	I search for items that I find in commercials or suggested by companions, and if I don't find them, I purchase something different.
▇ (red)	I search for items I find in commercials or suggested by companions and purchase these items.
▇ (yellow)	I generally purchase items at the most minimal cost.
▇ (green)	I dissect each time I visit the store to determine the ideal decision.
▇ (blue)	I generally purchase similar items since I realize they are great.

The item bunch, where customers are generally affected by companions or promoting efforts, is sweets. In light of this contention, 22.8% of shoppers chose to buy in this classification. Of these, 15.4% purchased something different on the off chance that they didn't track down the suggested item, while 7.4% just purchased it. The level of shoppers who might purchase something different if they didn't track down the expected item is the most elevated of all item gatherings. The following item gatherings, where proposals are significant in the buy choice, are beauty care products (19.7%) and crazy items (17.2%).

Regarding beauty care products, 8.8% of respondents purchased something different if they didn't track down the necessary item, while 10.9% just purchased the suggested one. Beauty care products

have the most elevated incentive for customers who might purchase suggested items. The circumstance on account of insane items is somewhat unique, where 9.4% would purchase another item and 7.8% would purchase the suggested item. The other two item bunches with high impact from companions or promoting are cocktails and different items. In the two cases, the number of respondents who might purchase something different if they didn't find the necessary item was 10.9% and 11.7%, respectively, much higher than those who might purchase the suggested item (3.1%).

Conduct where customers base their choice on exceptional offers happens most often with different items. A sum of 16.3% of shoppers purchase different items with unique offers. It can be made sense of by the way that the classification of different items is an exceptionally powerful item bunch on account of hypermarkets and general stores, and customers purchase items here provided that they run over a unique proposition. The following item bunches where exceptional offers emphatically impact customers are insane items (10.2%) and non-cocktails (9.1%). Any remaining item bunches have fewer purchasers who purchase items because of exceptional offers.

One of the main sorts of conduct is where customers purchase the item they like the most from the rack. The item bunch with the biggest number of ways of behaving is treats (32.4%). This sort of conduct is more prevailing for this item bunch and can be made sense of as candy is a personal item that makes cravings. The following item gatherings where this sort of conduct can be found are foods grown from the ground (29.3%), cooked items (25%) and half-cooked items (21.1%). Each of these item bunches has a close-to-home part as they are not fundamental for endurance but make cravings. In the following spot are bread shop items (19.0%), canned (13.4%), drinks (11%), beauty care products (10.9%) and meat items (10.6%). The item bunches with the most minimal level of this conduct are dairy items (8%) and different items (3.9%).

The ways of behaving with the most elevated profound part are those wherein the shopper purchases a specific item, regardless of whether she had zero desire to purchase this item. This kind of conduct happens most frequently with cooked items (12.9%), likely because these items cause hunger. Other item gatherings where this conduct is more prevalent are half-cooked items (8.6%), heavy drinkers and non-cocktails (8.3%). Any remaining item bunches have values lower than 4%.

CONCLUSION

The study results show that customer conduct depends on mental and close-to-home components, starting with one item and then onto the next. Contingent upon the kind of need covered, buyer responses and ways of behaving contrast.

A few purchasers settle on choices given mental factors like cost or the most ideal choice. Different purchasers pursue choices in light of profound factors, for example, the item they like best. Consequently, makers and retailers should change their promotion systems to persuade customers to purchase their items. Furthermore, retailers should know how to change their procedures, particularly store designs, to persuade customers to purchase more items. When in doubt, items that satisfy necessities and for which there are mental choices are set inverse the entry, while additional close-to-home items are placed in the method of shoppers to decide drive-based buying choices.

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