NEW CONCEPT IN RETAIL BUSINESS:
CAN THE NAME OF '212 MART' SHAPE A PURCHASE INTENTION?

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ABSTRACT:

This study aims to review the literature related to consumer behaviour through the existing aspect on images, attitudes, nationality, and purchase intentions while a new concept of retailed business entering the market. The study made proposes a framework by developing theoretical concepts based on the consumer behaviour side which is formed from the activity of moslem community in Indonesia, known as 212 alumni. Focus on this study in the new concept of retail business where the 212 alumni develop retail business. Theoretical basis in the analysis of consumer behaviour using consumer behaviour analysis (CBA). Researchers assess factors that initiative consumer behaviour at 212 retail marts. This study is quietly important for managerial in improving the business of retail in Indonesia. Therefore, this conceptual framework which resulted from customer behaviour generated the proposition that would be a consideration by managerial for decision-making.

INTRODUCTION:

The positive impact of activities the moslemcommunities in Indonesia on business retail activities become an interesting study. The community name of '212 alumni' which developing with new concept business activities in the retail mart. The mini-market of '212 Mart' which is currently being growing up in Indonesia, is the one type of business brand from the 212 sharia cooperative (Putra, 2018). This 212 mart runs its business during a condition where the purchasing power of Indonesia consumer has not completely improved so that it automatically presents its challenges for the performance of 212 Mart. Some of expanding widely mini market in Indonesia already well-growth likes 'Indomaret' and 'Alfamart' which have dominated market share in Indonesia by using a conventional system where emphasizes on the target benefits obtained (Rizali, 2019).They have been providing basic needs and daily needs (Muryuniarsih et al., 2014). Meanwhile, 212 marts in running their business with sharia-based retail outlets that only sell halal products, as agents or wholesalers of the products they sell, and during prayer time all activities at 212 marts stop first. Seeing this, the competition in the retail industry depends on the characteristics offered by each minimarket.

Judging from previous research, it has warned that the margins of the retail industry are very thin and competition is fierce so that retailers are constantly looking for new ways to expand their customer base and respond to changing consumer demographics, competition, and technology (Kahn & McAlister 1997). Retailers spend a lot of time creating an environment that offers a competitive advantage in a busy market (Joyce & David, 1996). The business strategy of retailers and marketing managers by providing a way of differentiating markets (Cornelius et al., 2010; Erdil, 2015;). Different retailers may fit different brand growth plans, so understanding consumer perceptions of retailers can be useful in the long run in market planning (Corsi et al., 2017). To identify the basic perception of a retail structure as a way to explain retail center management, management that offers a competitive advantage by being more focused on consumers, especially on buying behavior (Kupke, 2004).García, et al. (2020).

In this study, briefly explore the previous research gap due to the reaction of individual purchases, a lot of knowledge is required in various marketing fields, especially purchases in stores and minimarkets. This buying behavior starts from analyzing the purchase intention seen from each image and attitude so that it is related to this purchase intention theme. Also, it will be seen from the perspective of who was involved, the stages that were passed during the research, commitment, obstacles that were passed, and the authority of each party involved.

In particular, this research is focused on the issues studied, namely the 212 marts in determining consumer behaviour on purchase intentions, which has been widely adopted by previous research. Therefore, the novelty in this study by looking at the 212 alumni phenomenon, namely conceptualizing nationality as a moderator to strengthen or weaken purchase intentions at 212 marts. Thus, this study aims to produce a model that can be used as a basis for explaining the process of forming images, attitudes, and purchase intentions at 212 marts. Therefore, several things are involved in providing an explanation of the formation of the process of image, attitude, and nationality variables which are thought to have a relationship with purchase intention. Based on the above process, the retail business model is expected to generate and provide benefits to several aspects seen from the theoretical and practical benefits and other aspects related to the interests of sustainability studies.

LITERATURE REVIEW:

This section describes the literature review which contains theories relevant to the research model. This literature review serves as a theoretical basis which is formed as a theoretical basis for supporting the framework. The diversity of existing references can explain the similarity of views by referring to previous research and research to be examined now, namely knowing the image of 212 alumni, the image of 212 marts, the attitude of 212 alumni, the attitude of 212 marts through nationality as moderation in purchase intention.

The purchase intention research adopts the grand theory by looking at the literature review to identify behavioral knowledge sharing, especially in the retailing business. This behavioral knowledge requires an analysis of consumer behavior that is developed from most of what information is received in that it involves the dominance of cognition from research on the behavior of users of manufactured goods and the need to investigate ways of determining alternative customer choices (Foxall, 2010). Along with the ever-changing stages of consumer behavior analysis, the essence of behavior analysis also changes and becomes a breakthrough in conceptualizing and theory of behavior for various empirical processes according to psychological phenomena called psychological behavioral phenomena (Roche, 1999).

In this study, the grand theory of consumer behavior analysis uses consumer behavior analysis (CBA). The direction of the CBA is to establish a model as a consumer choice according to the design behavior which is very hard to change to warrant feasibility and if so, then the epistemological nature of the direction being aimed as Foxall (1994) explains. So that the intended direction never replaces a paradigm containing the meaning of consumer research that follows behavior patterns, but to test a picture of behavior that is very violent demands changes to the consumer's choice to the limit and adds another approach to explanation only if and when the consumer becomes urgent.

The regulation of consumer behavior consists of a design antecedent of behavior with an indefinite number, namely that it will be in the section on the use of previously produced goods (Foxall, 2010) The basis of the analysis of the behavioral paradigm design is a process of three contingencies in the form of SD, R, SR. Where SD is a cue or 'discriminatory design', R is 'response' and SR is an award or 'reinforcing design', providing the background for the behavioral perspective model (BPM), which is the acceptance of the results of consumer behavior analysis. BPM is a complementary tool related to the existence of interpretation which is an acquisition of the various scope of regulations and the consequences of consumer behavior (utilization, information, and hostility) as a sign of an encouragement consisting of the regulation (how to develop and improve onward from BPM described by Foxall (2010, 2007, 1990).

Some of the theories described above have been applied to study the sharing of behavioral knowledge including Consumer behavior analysis (CBA) and the behavioral perspective model (BPM) so that in this study we will try to examine parts of the marketing side in the retail sector by discussing the relevant literature for this study. starting with a discussion of the variable image of alumni 212, the image of 212 marts, the attitude of alumni of 212, attitude of 212 marts, and purchase intention. Then nationality as a moderating variable.

1.1 Image of alumni 212 and '212 Mart'

The difference of opinion for the image of 212 alumni has seen from several opinions that the image of the organization is the same as the rules of organizational members who decide to adapt their habits to others in seeing this organization (Dutton et al., 1994). Meanwhile, others perceive it as an external approach centered on responses from outsiders (Berg, 1985). Moreover, to make it difficult to conceptualize that the results of the thought of the image are somewhat different according to the aspects of the research and the findings are many, even sometimes overlapping, so that there is a conflict with the concept which shows that a good image is a broad concept that connects both internal and external perceptions to organizations which have so far only measured external responses.

Previous researchers have used various steps to assess organizational image (Tung, 2010). The organizational image has become the subject of everyone in making conceptualizations to be debated in different definitions (Gioia et al., 2000). In organizational image theory for decision-makers can be grouped according to the image of the organization. There are four images according to Beach and Mitchell (1998,1990). Each feature of the image represents a response in decision making on several aspects of the organization, namely (1) Organizational self-image, consisting of beliefs, attitudes, ethics, rules used to control behavior that is generally accepted throughout the organization. This image is a reference for the attachment of people's opinions which is interpreted in providing an accurate picture of the basic principles of an organization. This basic point will be the beginning of a new goal to be generated and a direction to be evaluated. (2) Organizational trajectory image is part of the direction and markers of goals in compiling organizational records for the future. An object that is aimed at can be an event that really exists, a formless state or a state that has no temporary purpose as evidence which is the pillar of an event in achieving a goal. (3) Organizational action image, consisting of a series of plans associated with each direction in the Organizational trajectory image. Each plan consists of systemized action to achieve objectives that are applied to the specific behavior of the plan being presented. (4) Organizational projector image is an estimate of anticipated events and expected conditions as a result of implementing the image of organizational actions.

From the four images above, it is further developed into the research of Bergami& Gabriele (2018) by building and expanding the scope of the extant literature with the findings of the relational assessment to form a cognitive image about the company that affects and in turn produces the relationship between individuals and organizations. Perez & Edgar (2017) with the acquisition of justification from four factors, namely three image factors related to cognition and one image factor that shows emotional states with a sufficient level of truth and is reliable. Also, important interrelationships were identified for the reactions of the four factors and by their total distances. According to Nguyen & Leblanc (2001), there are two elements of the organizational image, namely in terms of function and emotion. Components in terms of function include having characteristics that exist in the organization that can be easily assessed. The emotional part includes a psychological point of views such as responses and actions in organizations where the results are seen from experiences and a series of changes in the characteristics of information that contribute to organizational performance.Conceptually, the organizational image measurement instrument in this study refers to the concepts developed by Bergami& Gabriele (2018) contributing to knowledge about how relational judgments form cognitive images about influencing companies, in turn getting the relationship between individuals and organizations.

The difference in disagreement about the 212 mart image in the literature review is taken from the store image introduced by Martineau that the way the store is interpreted in the mind of the customer, where a brand can get new customers by creating something new in the in-store image that exceeds the value desired by the customer. (Burlison&Oe, 2018). According to Lindquist, store image is a unity and is adjusted to a combination of several tangible factors such as quality as seen in terms of function, and intangible factors such as customer responses or characteristics that characterize an environment (Wang, 2019; Burlison&Oe, 2018; Aghekyan et al. ., 2012; Wu et al., 2011). Also, the store image shows the arrangement of customer responses for each store based on the assumptions received as a basis or on a series of measures that build the store image (Bloemer&Ruyter, 1998; Diallo et al., 2015).

The debate centered on the concept of a store that made something new to the retail environment that it had more unity for customers to adapt and change because customers no longer judged one store's image but more for several stores simultaneously in some circumstances. In this case, consumers are not only involved in assessing one store image but also several different store images that have different levels of merchandise and service quality as well as differences in-store atmosphere (Banerjee & Tanya, 2017). Angell et al., (2014) used the characteristics that underlie the eight factors of store image that have been identified, namely linkage access, merchandise, physical environment, store atmosphere, price and promotion, service, employees, and customer factors. Based on research on the atmosphere as an important sign in making accepted assumptions as a basis for the desire of retailers in assessing a view of consumers who consider the pleasure and enjoyment of shopping as the main goal in life and stores seen from the maximum use value of shopping value (Rayburn & Voss, 2013). The construction and measurement of store images are appropriate (Buttle, 1985; Samli et al., 1998). Hansen &Deutscher (1977–1978) extended from previous research to produce quantitative instruments that produced notes from the results of the study as many as 41 variables, where the most important variable for consumers when choosing goods in shops that sell daily necessities and department stores. Lindquist (1974–1975) discusses 26 reports on the results of research implementation which are several choices from the store image study which are most often taken as a reference for further research. He compiled a record of nine factors namely merchandise, service, customers, physical facilities, convenience, promotion, shop atmosphere, institutional factors, and post-transaction satisfaction. He suggested that this consists of various considerations of exposure level as a character but as a justification of something from the previous research on which his article was based which informed that merchandise is the most prominent image dimension when viewed through consumers. Kunkel & Berry (1968) also developed 12 dimensions consisting of three and seven dimensions, respectively. According to Martineau (1958), four main dimensions were identified, namely layout and architecture, symbols and colors, advertising, and sales force.For the development of the image concept, 212 mart agrees with the research of Banerjee & Tanya (2017) that store image creates something new in a retail environment that has more unity for customers such as suitable and unsuitable and affects purchases in stores having larger partners and vice versa.

1.2 Attitudes of Alumni 212 and '212 Mart'

Differences from attitude theory explain that the choice of behavior depends on the goal of one's relationship and perceived abilities with the perceptions and opinions of others with whom he or she is connected. Bouckenooghe et al., (2019) adopted a concept with the conjecture that is

accepted as the basis for agreement on the attitude-centered image that is gathered together, the interpretation of a transaction for different organizations reacts to change. The limited condition inherent in this research, namely that this process does not succeed in accepting someone's inherent qualities about how and why attitudes collectively change and continue to develop until they can adapt. The perspective of scholars has focused on producing a major section on how changes in attitudes toward which should be assessed at the level of the combined state (Rafferty et al., 2013; Bouckenooghe, 2012, 2010; Chen et al., 2005). The contextualization of behavior offered by social and psychological attitudes theory is seen in terms of character (Dijst et al, 2008). Most of the studies that identify organizations have gained importance on social identity theory, which argues that establishing a person's identity is a process of self-definition or an attempt to recognize one's own experiences (Ashforth&Mael, 1989). A growing research stream proposes that individual attitudes and group attitudes are the work of organizational attitudes towards change arising from individual cognition and influence that is shared through the process of social interaction. In developing the concept of attitude 212 alumni agree with the opinion of Dijst et al. (2008) were, to identify organizations that produce something new by the psychological conditions that occur when individuals interpret themselves with the same special characteristics as people in the organization. Determination of the strong identity of members of the organization depends on the extent to which the information available from the self-concept of the members has included most of the organizational attributes which are understood as the characteristics and center of the individual itself.

This basic difference in the concept of attitude also plays an important role in purchasing decision making (Bolos, 2019). Attitudes can be formed or taken from memory consciously or unconsciously by activating patterns with the help of stimuli (Deutsch et al., 2006). This attitude is formed depending on the consumer's assessment of the characteristics of the store offered, where previous research has identified several store characteristics that represent one of the six-store dimensions, namely product variety and variation, the value of merchandise based on price, service, location, facilities, and atmosphere. stores (Schiffman&Kanuk 2004; Steenkamp & Wedel, 1991; Louviere & Johnson, 1990; Zimmer & Golden, 1988; Hirshman et al., 1978; Swinyard, 1977; James et al., 1976). Attitude is the idea that attitudes guide the decision-making process (Fazio, 1990; McFadden, 1986).

In three-component theory, there are three components assigned to attitudes (Iniesta&Sa'nchez, 2002; Hanna & Wozniak, 2001; Bagozzi 1978) which are cognitive, which capture the consumer's beliefs and knowledge, an effective, which reflect feelings and emotions, and which conative, which produces behavioral intention or willingness to develop actual behavior. Long-term attitudes at retail stores or, using the term branding for retail brands can be seen as an overall and overall assessment of consumer influence on the store. This attitude to the brand is sometimes labeled brand assessment (Riley, 2000). Research attitudes to find some of the components of long-term, stable attitudes that characterize attitudes toward a store. To get a broad result, the scale used to calculate consumer attitudes towards the store in this study includes a pointer for the three aspects of attitude. At the same time, research on attitudes states that something that can provide clues from the three components is obtained to form a one-dimensional measure, namely attitude (Burnkrant, 1982), namely the breakdown process of indicators that are tight and unnecessary. The indicators chosen in this study include three components such as liking, store loyalty consisting of attachment, and ability to provide recommendations, differentiation, and trust. For the development of the attitude concept, 212

marts agree with Iniesta&Sa'nchez (2002), most definitions focus on several aspects of attitude that distinguish three different characters in it, namely the affective character which refers to an affective union because of the identification of parties with the goals and values of the other party. , cognitive character, which includes individual perceptions and beliefs; and lastly, behavioral characteristics that carry out the desire to nurture and develop and reward relationships and behavioral intentions to develop and maintain a stable long-term relationship.

1.3 Nationality

The difference in income can be seen from the explanation that nationality, explicitly and strongly rooted in ethnicity, is something in the existing National Law which is implemented by all countries (Ching, 2018). Nationality has several virtues, both in terms of a simple agreement and strong construction, citizenship provides various meanings and operations (Hyun et al., 2014). Nationality is the main determinant of one's self-identity, which is passed down through a system of meanings which means giving each other between individuals (Earley&Mosakowski, 2000; Shweder& Levine, 1984). Therefore, nationality has a great influence on the order of the level of individual traits (Turner, 1985). So it can be defined that individual nationality shapes the available information and the overall order structure of a person's character. Thus, nationality is defined as the country in which a person spends most of his formative years.

This debate has long been seen from the opinion of Hughes (1971) that nationality is the main status determinant and all other characteristics. Like ethnicity, gender, religion, and occupation are not the main part (Gong, 2006; Salk &Shenkar, 2001, Hambrick et al., 1998;). One has the opportunity to interact with people in their country of nationality and build relationships there. PCN, HCN, and TCN are the traditional nationalities. PCN refers to the nationality of the country of origin, while HCN is the host country or the country occupied (Reiche&Harzing, 2015). TCNs are people, who are neither citizens of the country nor of the country, they occupy. Each of the three categories shows a different national boundary of social capital (Kim et al, 2019). Nationality shapes a person in a variety of interconnected ways, from profound to underlying to obvious directions such as values, cognitive schemes, behavior, and language. These national-derived characteristics are likely to have an influence on a person's behavior and the actions of a person who is considered to be in a group in several countries or nations (Hambrick et al., 1998). Nationality often determines the form of communication and interrelated style (Geringer, 1988). So that the inherited characteristics of citizenship can be useful as a resource for the group, it also creates great difficulties when the characteristics conflict. This is further developed by Barrett & Louis (2011) who look at five theories, which have been proposed to describe the process of efforts to improve national attitudes among groups of children: cognitive theory development (Aboud& Amato, 2001), social identity development theory (Nesdale). , 2004, 2008), social identity theory (Tajfel, 1978; Tajfel& Turner, 1986), social-motivation-cognitive-motivation theory (Barrett, 2007, 2009; Barrett & Davis, 2008) and integrative contextual-development theory (Bar -Tal &Teichman, 2005; Teichman& Bar-Tal, 2008). For the development of the concept of nationality, the data from Kim et al. (2019) describe three categories, namely PCN, HCN, and TCN as key national positions.

1.4 Purchase Intention

Differences in purchasing behavior theory have been studied in various fields of marketing other than traditional buying in physical stores (García, et al., 2020). Purchase intention can be used to

test the implementation of consumer buying activities to help managers make the design whether it is necessary to develop further processes and determine which market positions and consumer segments are targeted through various channels (Morwitz et al., 2007). Purchase intention is also widely used by academic researchers as a proxy measure for purchasing behavior (Schlosser, 2003). Research that proposes purchase intention as a key variable to be investigated through construction takes place in the pre-purchase section and accommodates the viewpoint of motivation that affects customer behavior (Armitage & Conner, 2001).

Purchase intention can be conceptualized as an individual's intention to buy a product or service (Das, 2014). Purchase intention is associated with a positive relationship with service quality and satisfaction (Kitapci et al., 2014). The intention to buy can ultimately result in actual buying behavior (Luo et al., 2011). The intention to buy a particular brand, product, or service requires an assessment of all the brands, products, or services offered by competitors (Teng et al., 2007). The greater the purchase intention, the greater the desire of consumers to buy a product or service (Schiffman&Kanuk, 2000). The intention may be directed to browse a store or purchase a product or service from a shop. The intention to buy a product or service arises when they provide features that meet consumer needs (Fournier, 1998). Where, shopping is often a happy experience to realize a desire which is an act of pleasure for consumers (Babin et al., 1994).

Studies show that purchase intention is influenced by both the recognized value and the excellent offering of a product or service (Monroe & Krishnan, 1985; Zeithaml, 1988). This study found that consumer attitudes towards retailers influence the purchase intention of these retailers (Jarvenpaa& Todd, 1997). Another study also found that retail spending is positively influenced by consumer attitudes towards retailers (Taylor & Cosenza, 2000). A satisfactory positive outcome requires consumer delusion, inner state, and pleasure (Holbrook & Hirschman, 1982) and pleasurable or enhanced reactions in feelings (Bellenger et al., 1976). Therefore, the intention of consumers to investigate the part that is as important as the intention to buy because this experience can influence consumer attitudes towards brands (Mathwick&Rigdon, 2004) and may be the result of shopping activities and this is not necessarily the final result, namely in the form of purchasing. of attitudes held by consumers (Demangeot& Broderick, 2006). So, the development of the purchase intention concept agrees with Das (2014), where the purchase intention is an individual who intends to buy a product or service.

Based on the description of the theoretical framework, the research model on image, attitudes and purchase intentions can be formulated a basic framework as shown in the figure below:
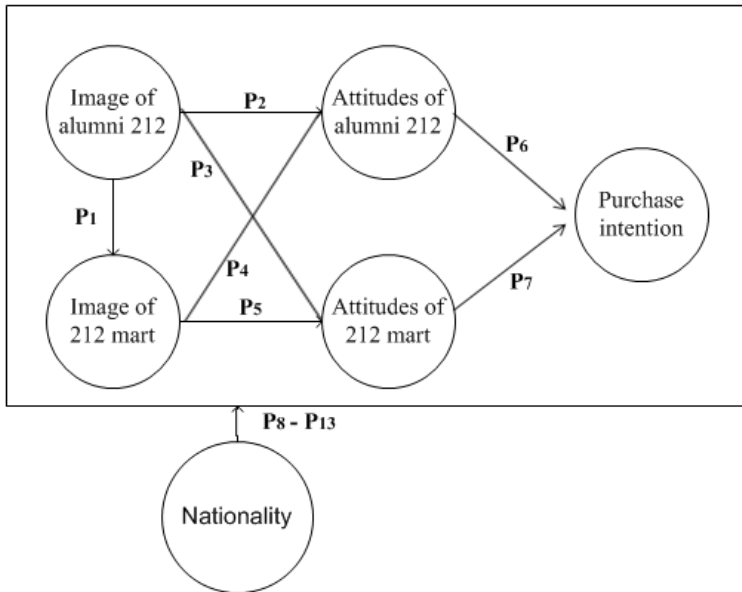
Figure 2.1 The proposed model on Image, attitudes and Purchase Intentions'212 Mart'

DISCUSSION:

Based on the literature in the retail sector and the theoretical perspective of purchase intention from 212 mart retail stores, the model would be influenced by several external factors such as brands sold in stores, physical location, and time (Das, 2014). However, the consumer behavior informing purchase intentions is an important measured about sources of knowledge in the field of marketing and has been used by companies as a variable to predict new product sales or repeat purchases of existing products (Diallo, 2012). According to Wu et al. (2011) stated that purchase intention replaces a situation that makes something happen to consumers in planning or willing to buy certain products or services in the future. Thus, for first argument, it is strongly related to the retail environment in the form of minimarkets, which is discuss in this study. There are also several intrinsic factors such as meeting needs, satisfying preferences, and putting consumers in a better position (Luo et al., 2011).

Purchase intention is also used as an indicator to predict consumer behavior (Wu et al., 2011) and it is more important to understand attitude than behavior because the first reason is that the attitude of alumni towards stores influences important and consistent behavior. The second is that 212 mart retail attitudes should serve as an important measure of the effectiveness of a retailer's strategy or practice. This study tries to understand the determinants of the image of 212 mart alumni, the image of 212 marts, the attitude of the alumni of 212, and the attitude of the 212 marts in which there is almost no understanding at all about consumer attitudes towards stores so that in this study it requires moderation in creating consumer purchase intentions. Judging from the differences in the attitudes of 212 alumni in their vision and mission, it is necessary to have a national side which shows that the image of 212 alumni and the image of 212 marts depends on the environment they are in so that it forms alumni attitudes and consumer attitudes informing national patterns which in this study are used. moderation.

Managerial Implications

The expansion of the fields in every activity in the social sphere, starting from an association activity, then becomes an organization that has a vision and mission as the basis for achieving goals by expanding, especially in the retail sector by creating a mini-market. Where the concept proposed by '212 Mart' is the Koperasi Sharia, which 212 minimarket brand with congregational ownership that is managed professionally by Sharia concept and centrally to maintain its competitiveness both in terms of distribution networks, products, prices, and promotions. Also, the combination of organizational image, store image, 212 alumni attitude, 212 mart attitude, and nationality in determining purchase intention is a strategy in running this retail business. For retail store managers, this study suggests policy-making in the business sector to implement and update behavior in marketing in a meaningful and quality manner regarding effective strategies in attracting consumers to a relatively new retail business. The strategy in question is related to providing a stimulus that can increase consumer attractiveness to choose shopping at 212 marts so that in turn it can provide practical benefits to gain creative excellence and financial benefits.

Theory Implications

This study provides a reference in the study of images, attitudes, and purchase intentions related to the diversity of models in answering the problems of image, attitude, and purchase intention. Also, it becomes a reference for further studies in marketing management, especially in the retail sector. In the framework of further studies, this study aims to provide a basic framework and measurements that can be used to generalize the resulting model. This is possible because of a re-testing or model development of real phenomena encountered in the future, it is hoped that the concepts contained in this study can be increased their external validity. The model developed can explain the phenomenon under study.

CONCLUSION:

The concept proposed by the framework model is a basic model whose offers a perspective that related on sharia-based on consumer behaviour using different approaches and paradigms. The study widely discussed consumer behaviour in image perceptions, attitudes, and purchase intentions in '212 markets' that would complement literature gaps related on the role of image, attitude, nationality, and purchase intention in the retail business through the phenomena of activities that occur in Indonesia. It is Important to understand attitude than behaviour because the first reason is that the attitude of 212 alumni towards stores influences important and consistent behaviour.

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