

Analysis of Emotion, Habit, and Rational Choice: A Study on Consumer Behavior

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ABSTRACT

Along with the process of globalization, the retail industry has been growing into a business that is very influential in the world economy, including Indonesian economy. The growth of modern retailers dominates the retail business in Indonesia, supported by the widespread presence of foreign retailers bringing modern retail concepts. The trend choice of shopping places of the Indonesian people in the future are shopping malls and modern markets. This will drive changes in customer behavior in making purchase decisions. The development model used to describe the behavior of consumer spending, which is rarely used, especially in Indonesia, is a Model of Goal-Directed Behavior (MGB). MGB has factors of the model builders from the Theory of Planned Behavior (TPB). They are past behavior and emotional factors. Therefore, it is possible to further examine the distinction between expectations and interests as variables that can motivate a person in making purchasing decisions. The purpose of this study is to investigate and analyze: 1) the influence of attitude, subjective norm, perceived behavioral control and emotion on the desire in the form of modern retail consumer behavior patterns 2) the influence of desire and perceived behavioral control on the intention in forming the patterns of modern retail consumer behavior. 202 modern retail consumers in Surabaya region (North, South, East, West and Central) were used as respondents. Stratified judgment sampling was applied and the SEM (Structural Equation Modeling) was used to test the hypotheses. The first finding of the study is that attitude, subjective norm, perceived behavioral control and emotion have a significant effect on desire. The second finding is that desire and perceived behavioral control significantly influence the intention in forming the modern retail consumer behavior patterns. It was also found a good fit model that builds the influence of attitude, subjective norm, anticipated positive emotion, negative anticipated emotion, desire, intention, and perceived behavioral control on behavior.

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Along with the process of globalization, the retail industry has grown into a business that is very influential on the world economy, including that of Indonesia. The growth of modern retailers dominates the retail business in Indonesia, supported by the widespread presence of foreign retailers with modern retail concepts. The President's Decree No. 118 of the year 2000 is the beginning of the entry of foreign retailers to Indonesia. The presence of foreign retailers brings impact on the development of local retailers that is still largely embraced the concept of traditional retail. AC Nielsen (2005) notes that the fact that consumer wants to shop at traditional markets tends to fall. In 1999 the community who shopped at traditional markets amounted to 65% and in 2004 dropped to 53%. Instead, the modern retailing increased from 35% in 1999 to 47% in 2004 (Euromonitor International, July 2006).

The proliferation of retailers not only has impact on the emergence of retailers. Another impact of the development can be viewed from two things: first, the change in shopping habits and second: competition is growing. Consumer shopping behavior has changed from meeting needs to being a life style. According to Rhenald Kasali (2003: 225) lifestyle is how one spends time and money. Besides, the future shopping trend of Indonesian people in shopping malls and modern markets (Ananta and Anwar, 1996), has driven changes in the behavior of customers in the act of shopping or making a purchase decision. As a brief overview, the customers initially (before a lot of supermarkets and shopping options) do not have many specifications before purchasing a product, but now with a number of options granted, customers tend to have many things to consider in making a purchasing decision.

Knowledge of consumer behavior is a key in planning a good campaign strategy. Consumers are the most valuable corporate assets, so much effort is required to create and maintain such equity (Abratt & Goodey, 1990:111). Consumers

as purchase decision makers and the factors that influence the decision making process needs to be understood through a study. Some studies of consumer behavior provide evidence that changes in consumer behavior in choosing shopping places are influenced by emotion and rationality. Hedonic shopping behavior is closely linked to the emotions of the consumer and utilitarian shopping behavior is associated with a person's needs and rationality. Other psychological factors that influence consumer behavior in shopping patterns are the habits in the past. Emotion and rationality are important factors in determining a person's actions in a decision-making. The basic model is widely used to describe consumer behavior in shopping is a model developed by Ajzen (1991, 2002). The Theory of Planned Behavior (TPB), which is a measure of attitude of consumer behavior is based on subjective norms and control over the behaviors that make up the interest and eventually creating a specific behavior, in this case is shopping behavior. Developing a model to describe the behavior in the past for both research and managerial purposes has a lot been done (Bamberg and Schmidt, 2000; Vining and Ebero, 2002) using the TPB. The model development used to describe consumer behavior that was rarely used, especially in Indonesia, is The Model of Goal-Directed Behavior (MGB) developed by Perugini and Bagozzi (2001; 2002). MGB is the development of the TPB. MGB is based on the factors existing in the model builders of the TPB which are past behavior and emotional factors. MGB introduces the distinction between expectations and interests as variable that can motivate a person in making decisions.

Some have raised the idea that past behavior and habit-forming are all factors that can influence the decision making process (Verplanken and Van Knippenberg, 1998; Oullette and Wood, 1998). Oullette and Wood (1998), in a meta-analysis, say that the behavior in the past can influence behavior in the future in two ways. Behavior that is formed in the context of a relatively stable level, will become a habit. In this case we have

to recognize the process and control over the behavior that is automatically performed. The second way, if the behavior is formed at the level that is less stable, then the behavior which is past behavior will proceed on the formation of interest. The behavior of the past, hence, serves only as a mediation to taking a conscious and rational decision. This means that the behavior in the past has the opportunity to contribute, along with the attitudes, norms, perceptions of control and predictor of the other, to forming a plan of action. Based on this background, this study is focused on the development of predicting MGB in the modern retail consumer behavior patterns in Surabaya.

The Model of the Goal Directed Theory

The Model of Goal-Directed Behavior (MGB) was developed from factors that make up The Model of Planned Behavior (TPB) proposed by Ajzen (1991), which consist of attitudes (Attitude), subjective norms (subjective norm), perception of control (perceived control), interest in the behavior (behavioral intention) and behavior combined with other predictors of emotion, past behavior and expectations.

The main difference between the TPB and the MGB is the intention variable. Based on the MGB, desire is a manifestation of interest in a stable behavior and the exact frequency where the behavior occurred in the past. Theoretically, the function of expectations in decision-making process can be seen from the research study about the social-psychological character. This can also be identified in general through the intention of someone in the pattern of behavior. So a lot of research leads to the values of attributes to output in goal-directed theory. The end of desire can be viewed as a motivating factor in the decision making process. Perugini and Bagozzi (2004:71) suggests that hope is a statement in the mind where it will affect the individual personally to perform a specific action or achieve a goal. Motivation that appears in a person represents the integration of multiple inputs such as emotional, social and evaluative and an early

manifestation of an action in the decision making process and usually will be followed by an interest to perform an action. Therefore, expectations must be distinguished from a variety of concepts such as interest, attitude and purpose. Expectations, compared with interest, must be perceived as less real and its relationship with the ultimate goal or outcome further, wider and temporary scope or coverage. Research conducted by Perugini and Bagozzi (2004) proved that the expectations when compared with the perceived lack of interest in showing the performance and less related to the scope of action, required a longer time. Other results showed that the expectations and interests provided a more tangible results than if only the hope was used as a predictor of action.

A second difference from the TPB and the MGB is the role of behavior in the past as a Predictor of interests and behavior. Behavior in the past is the aspect that the MGB does not automatically include the variables which appear in the TPB (Perugini and Bagozzi, 2001). The third predictor in the MGB is Anticipation of potential future positive and negative emotions, a predictor of expectations, along with attitude, subjective norm and perceived behavioral control. According to Perugini and Bagozzi (2001) Anticipation of potential future emotion and attitude should not overlap with emotion and attitude during Anticipation of potential future for three different reasons. First, focusing on emotional behavior related to achieving individual goals. Second, attitudes are the result of the combination of evaluation and action. Third, while emotion is a personal reaction to the response to accept or not to accept the goal. These three attitudes are usually measured using a bipolar variable, that is happy or not happy about an object; while emotion in unipolar MGB is measured by the respondent responding from positive to negative.

METHODS

Research Design

This research design is an empirical study using a hypothesis to test the causal relationship between

attitudes, past behavior, subjective norms, emotions and perceptions and the modern retail consumer behavior patterns.

Identification of Variables

There are six exogenous variables in this study, namely: attitude (X1), subjective norm (X2), Positive anticipated emotion (X3), negative anticipated emotion (X4), perceived behavioral control (X5). There is one intervening endogenous variable, is consumer desire (Y1) and one dependent endogenous variable, is consumer intention (Y2).

Operational Definition of Variables

The following are the operational definitions of the variables:

Attitude (X₁) is the attitude of consumers in receiving stimuli from outside the comfort and convenience Offered by modern retail (reference?). The attitude is measured using the following statements: I feel more comfortable shopping at modern retail than in traditional markets, I have more freedom to shop in modern retail than in traditional markets, I prefer to shop in modern retail than in traditional retail, I choose to shop in modern retail than in traditional one, I always shop in modern retail, I never shop at traditional retail.

Subjective norms (X₂) is the external environment of consumers who participate in the decision making process of consumers. The Measurement scale used is five scale, ranging from strongly agree to strongly disagree. There are six indicators: my family shop in modern retail, my friends shop in modern retail, the people I know shop in modern retail, I support my family in the modern retail shopping, my friends encourage me to shop in modern retail, people whom I know supports my shopping in modern retail.

Positive anticipated emotion (X₃) is the feeling of the consumer when shopping in modern retail formats than shopping in traditional retail formats. The responses are measured using the five-point Likert scale, with six indicators as follows: I feel

proud to shop in modern retail, I feel pleased to be able to shop in modern retail, I feel more confident shopping in modern retail, I feel happy to go shopping in modern retail, I am very excited when shopping in modern retail, I feel satisfied with shopping in modern retail.

Negative Anticipated Emotion (X₄) is the various feelings of the consumers if not shopping at modern retail formats, such as angry, frustrated, depressed and so forth. Responses are measured using the five-point Likert scale. There are six indicators: I feel sad when not shopping at modern retail, I feel angry if not able to shop in modern retail, I feel disappointed if not able to shop in modern retail, I feel depressed when not shopping at modern retail, I feel guilty if not able to shop in modern retail, I feel dissatisfied if not able to shop in modern retail.

Perceived behavioral control (X₅) is the consumers' perception of ease or difficulty concerning the actions to be performed. The measurement uses a five-point scale. The indicators used include the following: shopping at modern retail is easy, simple shopping in modern retail, traditional retail shopping in circumvent cumbersome, traditional retail shopping complex, difficulty to shop at traditional retail.

Consumer Desire (Y₁) is a consumer's expectation for shopping at modern retail formats as compared with traditional retail formats during the period of one month ahead. The responses are measured using a five-point Likert scale. There are four indicators employed: my desire to shop at modern retail is very strong, I am always eager to shop in modern retail, shopping at modern retail is not regular, I wish to shop in modern retail.

Consumer Intention (Y₂) is the desire to shop in modern retail formats will replace shopping in traditional retail formats in the future. There are two indicators: during the first months ahead I want to shop in modern retail and during the first months ahead I will not shop in modern retail. The

Table 1. Research Variable Structural Equation

Number	Structural Equation
1	$Y_1 = \delta_{1,1}X_1 + \delta_{1,2}X_2 + \delta_{1,3}X_3 + \delta_{1,4}X_4 + \delta_{1,5}X_5 + \epsilon_1$
2	$Y_2 = \beta_{2,1}Y_1 + \epsilon_2$

- β, δ = (betha, gamma) path coefisient from each variable
- x₁ = attitude,
- x₂ = subjective norm,
- x₃ = positive anticipated emotion
- x₄ = negative anticipated emotion,
- x₅ = perceived behavioral control
- y₁ = consumer desire ,
- y₂ = consumer intenton
- ε = error

measurement used is the Likert scale with five points. There are four indicator to be employed: In the future I will always shop at modern retail, In the future I would prefer to shop in modern retail, In the future I hope I can always shop in modern retail, In the future I will always try to shop in modern retail.

Subjects

The subject of this research is modern retail consumers located in Surabaya.

Data Collection Techniques

The number of samples is 202 respondents, modern retail consumers located in Surabaya area (North, South, East, West and Central). considering the purpose of the research, the sampling technique used was disproportionate stratified sampling judgments. The reason for using disproportionate method (non-proportional) is referring to Subiyanto (2000:97) who states that non-proportional sample (disportional) is allowed by not including members of the population in each strata. This can be explained that the information required in an investigation can not always be found in all stratas of the society.

Research Instruments

The main instruments used in this study is a set of questionnaires that are constructed to measure the perceptions of respondents and some other facts related to them. To help understand the

questionnaires correctly, the researcher will accompany the respondents.

Data Analysis Techniques

Technical Analysis

In the hypothesis testing, the data obtained will then be processed in accordance with the analysis need. The data are processed and presented in descriptive statistics, for further discussion. While for the purposes of analysis and hypothesis testing approach the researcher uses inferential statistics. The analysis to answer the hypothesis uses structural equation modelling (SEM) with the AMOS and SPSS program package.

Characteristics of Respondents

Characteristics of Respondents Based on Age

The Characteristic of respondents by age show that the respondents aged 17-25 years comprises 61%, followed by the age of 26-35 years 20% and 17% for 36-45 years of age, while those of 46 years and over is 2%, which is the smallest percentage. This indicates that the respondents with ages ranging from 17-35 years is dominant, as much as 81%.

Characteristics of Respondents According to Gender

The Characteristics of respondents by sex shows that female gender has the percentage of 71%, exceeding the male sex totaling only 58 respondents, or 29%. This proves that the stigma that the activity of shopping is women's events is confirmed.

Characteristics of Respondents Based on Educational Level

The Characteristic of respondents by education level shows that those with high school education is the largest percentage, totalling 69%, whereas respondents with S1 education level shows the percentage of 24%. Thus, the education level of respondents is dominated by Senior High School (SMA) and S1 level, comprising 93%.

Characteristics of Respondents According to Frequency of Shopping

The Characteristic of respondents based on shopping frequency shows that respondents with shopping frequency 3-5 times in one month represents the largest percentage of respondents, 39%, whereas respondents with shopping frequency 1-2 times a month ranks second with the percentage of 33%. While respondents to with the shopping frequency more than five times the totals 28%. This indicates that respondents with the highest shopping frequency give a fairly good description of the situation.

Analysis of Results

Prior to conducting the data analysis using structural equation model, certain assumptions, including testing the sample size, validity, reliability, multicollinearity and singularity were first tested.

Sample Size

Minimal sample size according to Hair et al. (in Ferdinand, 2000:43) states that the sample size (observation data) appropriate is 100-200, or at least five observations for each parameter estimation. This study determines the number of respondents as many as 10 times the number of parameters (=20 parameters), i.e 200 respondents, which means that assumptions for the sample size has been met.

Test of Validity, Reliability, Multicollinearity and Singularity

Test of Validity

To ensure that the data in this study are valid and reliable, a validity test needs to be done. The data

lamdha coefficients (loading factor) of the overall variables $\alpha \leq t$ table or $p \leq 0.000$ can be seen in the Table 2.

Test of Reliability

This test was conducted to determine the internal consistency of the indicators, a construct that indicates the degree to which each indicator identifies a construct or latent common factor, or, in other words, how specific things help each other to explain a common phenomenon. The approach used is to assess composite reliability and variance of the construct extracted of their respective constructs.

$$Construct-reliability = \frac{(\sum Std Loading)^2}{(\sum Std Loading)^2 + \sum \epsilon_j} = \frac{(25,65)^2}{(25,65)^2 + (23,4615)} = 0,9655$$

Based on the above defined formula- the construct reliability of the research variables is 0.9655, while the limit value that is used to assess an acceptable level of reliability was 0.70. Thus, all the research variables are reliable indicators, and can be used for further analysis.

Test of Multicollinearity and singularity

Multicollinearity and singularity, can be detected through the covariance matrix determinant. Value of covariance matrix determinant is 1.3068 e +005. Because the value is far from zero, it can be said that there is no mullticollinearity (Hair, 1998:645).

Confirmatory Factor Analysis Test

In accordance with the purposes of the research, to examine the influence of attitude, subjective norm, positive emotion Anticipation of potential future, Anticipation of potential future negative emotion, desire, intention, perceived behavioral control on behavior SEM with AMOS will be employed. Based on the existing theoretical framework, a complete model of the relationships between variables in the early stages of analysis is shown in Table 4. The test results with the AMOS program initial model, gives result as shown in Table 1. from 8 (eight) criteria used to assess whether or not the model

Table 2. Lamdha Coefficients (loading Factor) of the Research Variables

	Estimate	S.E.	C.R.	P	Label
x11	3.837	.063	60.812	0.00	par_47
x12	3.876	.061	63.793	0.00	par_48
x13	3.797	.067	56.608	0.00	par_49
x14	3.644	.066	54.977	0.00	par_50
x15	3.168	.067	47.029	0.00	par_51
x16	2.663	.070	38.033	0.00	par_52
x26	3.406	.057	59.574	0.00	par_53
x25	3.416	.056	61.545	0.00	par_54
x24	3.366	.057	58.841	0.00	par_55
x23	3.426	.060	56.859	0.00	par_56
x22	3.545	.057	61.677	0.00	par_57
x21	3.218	.060	53.955	0.00	par_58
x36	3.569	.063	56.242	0.00	par_59
x35	3.381	.058	58.071	0.00	par_60
x34	3.371	.059	57.587	0.00	par_61
x33	3.450	.060	57.150	0.00	par_62
x32	3.508	.060	58.711	0.00	par_63
x31	3.366	.159	21.106	0.00	par_64
x46	2.446	.073	33.693	0.00	par_65
x45	2.183	.073	30.056	0.00	par_66
x44	2.257	.067	33.660	0.00	par_67
x43	2.416	.070	34.502	0.00	par_68
x42	2.391	.069	34.582	0.00	par_69
x41	2.550	.070	36.325	0.00	par_70
y14	2.554	.067	37.957	0.00	par_71
y13	3.183	.064	49.755	0.00	par_72
y12	3.193	.062	51.755	0.00	par_73
y11	2.896	.067	43.066	0.00	par_74
y21	2.936	.064	45.989	0.00	par_75
y22	3.109	.063	49.384	0.00	par_76
y23	3.104	.063	49.445	0.00	par_77
y24	3.050	.063	48.770	0.00	par_78
x51	3.832	.067	57.503	0.00	par_79
x52	3.381	.064	52.619	0.00	par_80
x53	3.025	.067	45.070	0.00	par_81
x54	2.856	.071	40.021	0.00	par_82
x55	2.777	.073	38.167	0.00	par_83
y33	3.183	.067	47.822	0.00	par_84
y32	3.153	.060	52.272	0.00	par_85
y31	3.812	.061	62.404	0.00	par_86

Table 3. Test of Reliability of the Research Variables

Variabel Indicator	Estimation (loading)	Loading ²	Measuremen Error 1- (Loading) ²
x11	0,63	0,3969	0,6031
x12	0,61	0,3721	0,6279
x13	0,67	0,4489	0,5511
x14	0,66	0,4356	0,5644
x15	0,67	0,4489	0,5511
x16	0,7	0,49	0,51
x26	0,57	0,3249	0,6751
x25	0,56	0,3136	0,6864
x24	0,57	0,3249	0,6751
x23	0,6	0,36	0,64
x22	0,57	0,3249	0,6751
x21	0,6	0,36	0,64
x36	0,63	0,3969	0,6031
x35	0,58	0,3364	0,6636
x34	0,59	0,3481	0,6519
x33	0,6	0,36	0,64
x32	0,6	0,36	0,64
x31	0,59	0,3481	0,6519
x46	0,73	0,5329	0,4671
x45	0,73	0,5329	0,4671
x44	0,67	0,4489	0,5511
x43	0,7	0,49	0,51
x42	0,69	0,4761	0,5239
x41	0,7	0,49	0,51
y14	0,67	0,4489	0,5511
y13	0,64	0,4096	0,5904
y12	0,62	0,3844	0,6156
y11	0,67	0,4489	0,5511
y21	0,64	0,4096	0,5904
y22	0,63	0,3969	0,6031
y23	0,63	0,3969	0,6031
y24	0,63	0,3969	0,6031
x51	0,67	0,4489	0,5511
x52	0,64	0,4096	0,5904
x53	0,67	0,4489	0,5511
x54	0,71	0,5041	0,4959
x55	0,73	0,5329	0,4671
y33	0,67	0,4489	0,5511
y32	0,6	0,36	0,64
y31	0,61	0,3721	0,6279
	25,65	16,5385	23,4615

Table 4. Result of End stage research variable testing

Criteria	Cut-off Value	Computation Result	Information
Chi Square	Small expected		Fit, x ² with df= 726
Significance Probability	≥ 0,05	0,000	Marginal
RMSEA	≤ 0,08	0,080	Fit
GFI	≥ 0,90	Not identified	Marginal
AGFI	≥ 0,90	Not identified	Marginal
CMIN/DF	≤ 2,00	2,501	Marginal
TLI	≥ 0,95	0,735	Marginal
CFI	≥ 0,95	0,765	Marginal

is feasible, RMSEA criteria prove to be the sole criterion received. Thus, the model does not need to be modified.

Table 4 shows that only RMSEA criteria has a good value; therefore, the model is acceptable. According to Hair (1998:629) a model is said to fit when one of the eight criteria of goodness of fit model are fit. While Figure 1 below shows the path coefficients of the influence of attitude, subjective norm,

positive emotion Anticipation of potential future, Anticipation of potential future negative emotion, desire, intention, and perceived behavioral control on behavior.

The result of the hypothesis testing will be presented following the path coefficient of each relationship between variables used in the study. The Path coefficients can be seen in Table 5.

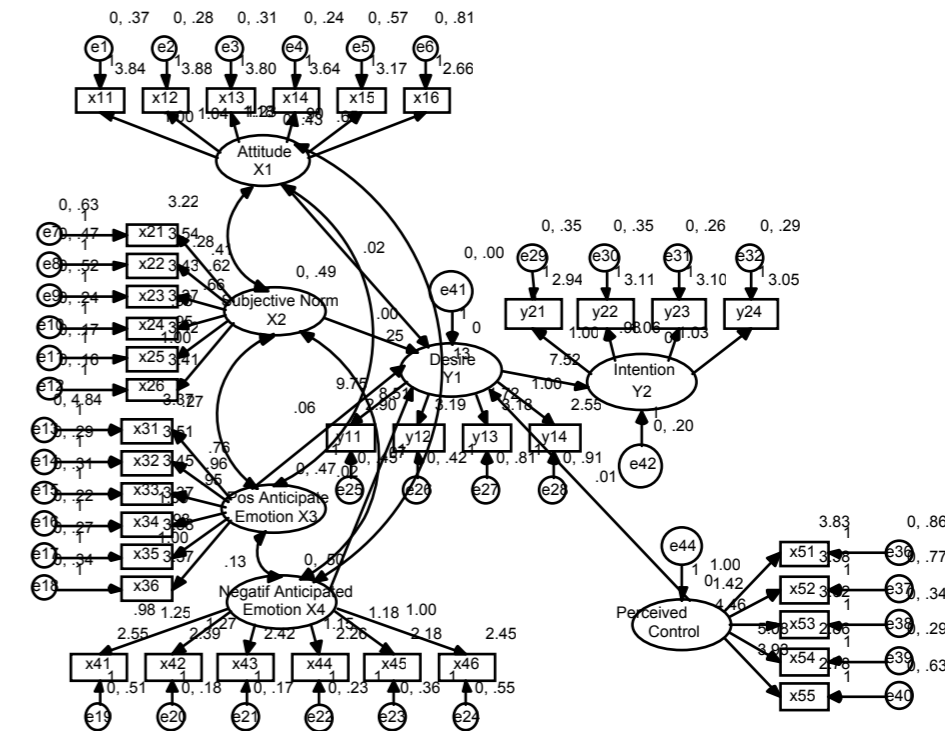


Figure 1. Effect of Attitude, Subjective Norm, Pos Anticipate Emotion, Negative Emotion, Desire, Intention, and Perceived Behavior Control on of Behavior

Table 5. Path Coefficient, Cr And Probability Test Results Of Significant Variables

Variabel	Koef Path	Standard Estimation	Standard error	CR	Prob (p)	Informat
Attitude (X ₁)→Desire (Y ₁)	0,235	.025	.030	.043	.039	par_33
Subjective Norm (X ₂)→Desire (Y ₁)	0,015	.001	.010	.041	.008	par_34
Anticipate Emotion pos (X ₃)→Desire (Y ₁)	0,576	.059	.067	.035	.038	par_35
Anticipate Emotion Neg (X ₄)→Desire (Y ₁)	0,194	.019	.024	.028	.042	par_36
Perceived Behavior Control (X ₅)→Desire (Y ₁)	0,195	.763	.027	.025	.007	par_38
Consumer Desire (Y ₁)→Consumer Intention (Y ₂)	0,761	.517	.035	.031	.037	par_39

Multiple regression equations that are developed from the model are as follows:

$$Y_1 = \delta_{1,1}X_1 + \delta_{1,2}X_2 + \delta_{1,3}X_3 + \delta_{1,4}X_4 + \delta_{1,5}X_5 + \epsilon_1 \rightarrow$$

$$Y_1 = 0,235 X_1 + 0,015 X_2 + 0,576 X_3 + 0,194 X_4 + 0,195 X_5 + \epsilon_1$$

$$Y_2 = \beta_{2,1} Y_1 + \epsilon_2 \rightarrow Y_2 = 0,761Y_1 + \epsilon_2$$

AMOS calculation results presented in Table 5 show that attitude, subjective norm, emotion (anticipated positive emotion, anticipated negative emotion), perceived behavioral control and desire affect the behavior patterns of consumers in modern retailing. This is seen from the positive path coefficient with CR values of 0.043, 0.041, 0.035, 0.028 obtained with significant probability (p) equal to 0.039, 0.008, 0.038, 0.042. This value is smaller than the significance level of 0.05 Thus, the research hypothesis which states that the attitude, subjective norm, past behavior, emotion and perceived behavioral control has a relationship with consumer desire in the modern retail is supported.

Table 5 shows that consumer desire has a relationship with consumer intention in the modern retail. This is seen from the positive path coefficient with a value of 0.031 obtaining CR significance probability (p) equal to 0.037. This

value is smaller than the significance level (α) is 0.05. Thus, the research hypothesis which states that desire has a relationship with consumer intention in the modern retail is also accepted.

Based on the analysis of causality relationship between the variables, the hypothesis testing can be explained as follows:

RESULTS AND DISCUSSION

The relationship between attitude, subjective norm, emotion, perceived behavioral control and consumer desire in the modern retail in Surabaya. The findings of this study are in line with Perugini and Bagozzi (2004:71) suggesting that the Attitude, subjective norm, past behavior, perceived behavioral control, and emotion have positive effect on consumer desire. Consumers accept stimulus from outside offered by modern retail. Modern retail customers agree to feel more comfortable shopping at modern retail than in traditional markets, freer than the modern retail shop at traditional markets, prefer shopping in modern retail than in traditional retailing, prefer shopping in modern retail than traditional retail, always shopping at modern retail, and never shop at traditional retail. Thus, retail customers will affect the attitude of desire to shop in modern retail formats as compared with traditional retail formats. Consumers: tended to agree with the following statements my family shopping at

modern retail, my friends shop in modern retail, the people I know shop in modern retail, I support my family in the modern retail shopping, my friends encouraged me to shop at retail modern, people whom I know supports my shopping at modern retail.” Subjective norms tend to have a positive influence on desire considering subjective norms are norms that are felt through the social pressure to perform or not to perform the behavior. This suggests that certain people’s expectations about other people (family members, friends, job, coworkers and superiors) significantly affect their perceptions to engage in the behavior in question, thus subjective norm is a process of interaction between the external environment and the consumers in decision making process (Ajzen (1991) and Ajzen and Driver (1992) in Bailey (2006)).

On the other hand, positive emotion is a feeling of anticipation of potential future that consumers will feel better if shopping at modern retail formats than shopping at traditional retail formats. Consumers feel proud to shop in modern retail, pleased to be able to shop in modern retail, feel more confident shopping at modern retail, being happy to be able to shop at modern retail, very happy to shop in modern retail, and satisfied with shopping at modern retail. Negative anticipated emotion means that if not shopping at modern retail formats consumers will get angry, frustrated, depressed and so forth. Consumers agree to feel sad if you do not shop at modern retail, feel angry if not able to shop in modern retail, disappointed if not able to shop in modern retail, feeling depressed when not shopping at modern retail, feel guilty if they are not able to shop in modern retail, and feeling dissatisfied if not able to shop in modern retail. Positive anticipated emotion and negative anticipated emotion affect consumers’ desire. This is in line with the opinion of Ciccarelli (2005) who states that emotions are aspects of «feeling» of consciousness, characterized by certain physiological changes. Certain behaviors show these emotions to the outside world, and

consumers are aware of the emergence of such feelings. Ciccarelli added that emotions can come up with the experience of certain affection-like feeling happy / not happy, starting a particular cognitive process-assessment, or labeling, to enable a thorough physiological adjustments to the conditions that provide stimulation, and lead to behaviors that often-but not necessarily-expressive, have a specific purpose and adapttation Positive anticipated emotion and negative anticipated emotion will largely determine someone’s expectations of consumers for shopping at modern retail formats. Desire is a manifestation of interest in a stable behavior and the exact frequency where the behavior occurred in the past and also the influence of positive and negative emotions of consumers.

Perceived behavioral control is the consumer’s perception of ease or difficulty of the actions to be performed. Consumers agree to feel the difficulty/ simplicity and complexity/simple process in the shop at modern retail formats than shopping in traditional retail formats. Perceived behavioral control has positive effect on desire. This is in line with the theory of planned behavior theory of reasoned action. Fiesbein & Ajzen (1975) assumes that human social behavior is always in the condition under control and can be predicted based on the intensity of symptoms such as behavior with the desire. This will be influenced by a perceived behavioral control which is the consumer’s perception to about the ease or difficulty of the actions to be performed.

The relationship between desire and consumer intention in the modern retail in Surabaya.

The finding of this study explains that Desire (Y₁) is a consumer’s expectation for shopping at modern retail formats as compared with traditional retail formats during the period of one month ahead. Consumers’ tendency to shop in modern retail is very strong, indicated by the following: always eager to shop in modern retail, wants to shop in modern retail only sometimes, eager to shop in

modern retail. Desire is a manifestation of interest in a stable behavior and the exact frequency where the behavior occurred in the past. This can also be identified in general through intention of someone in the pattern of behavior. So, a lot of research leads to the values of attributes to output in achieving the goal-directed action. At the end, of desire can be viewed as a motivating factor in the decision making process. Perugini and Bagozzi (2004:71) suggests that hope is a statement in the mind where it will affect the individual personally to perform a specific action or achieve a goal. Motivation that appears in a person represents the integration of multiple inputs such as emotional, social and evaluative and an early manifestation of an action in the decision making process. This usually will be followed by an interest to perform an action. Therefore, expectations must be distinguished from a variety of concepts such as interest, attitude and purpose. Expectations, compared with interest, must be perceived as less real in its relationship with the ultimate goal or outcome further, scope or coverage of a wider and temporary. Other results showed that expectations and interests provide a more tangible results than if only hope is used as a predictor of action.

Desire can be viewed as a motivating factor in the decision making process. While the intention is a desire to shop in modern retail formats will replace shopping in traditional retail formats in the future. Intention is the intention or desire in their hearts to do something good in your heart and all actions shall be done by man, his intention is automatically embedded in his heart. Aspects of intention consist of three areas: 1) believed in the life. 2) is spoken clearly. 3) carried out the deed. So, the intention will be stronger when the three aspects above are all done. These three aspects can lead to intentions to do something.

Desire influences the intention in forming the modern retail consumer behavior pattern that is consistent with the research done by Perugini and Bagozzi (2004), who prove that expectations will

influence consumers' perceived intentions but if it is associated with behavioral decision making shows less hope and less related to performance measures and it requires a longer time range compared with the relationship between the intentions of the customer decision making.

Perceived behavioral control is the consumer perception of ease or difficulty of the actions to be performed. Consumers agree to feel the difficulty /simplicity and complexity / simple process in the shop at modern retail formats than shopping in traditional retail formats . This has positive influence on behavior. Where behavior is activity that indicates that consumers really have to do shopping at modern retail activity. This is in line with the opinion of Langer and Rodin (1976) who say naturally, a subject that is given greater control will feel happier or more willing to participate in activities that are run. Comfort felt by the consumer will give the feeling of more happiness so that consumers are also thinking about to do something happy. This happy experience provides at least two cognitive effects on consumers. The first effect is that customers will feel more flexible in taking action, freer and not feel inhibited. The second effect of the happy feelings and thoughts is on consumer perceptions of service providers.

The modern retail has flexibility on consumers to act during the shopping so that consumers feel there are no controls on the consumer. When compared with traditional retailing, where consumers are highly dependent on the seller then the consumer feels more in control with the convenience provided by modern retailers. More Langeard et al. (1981) stated the main reason why the consumer is bound by the services «do-it-yourself» is the consumer feel like this service gives consumers more control over the situation. Modern retail offers in the supermarkets where consumers can serve themselves so that consumers feel have control over the situation. Perceptions of self-control consumer behavior that causes consumers are more comfortable to carry

on the activities of modern retail. Offered easiness, simplicity of process, and control of behavior will impact on consumer behavior in shopping.

Intention which is the willingness to shop in modern retail formats will replace shopping in traditional retail formats in the future. Intention is desire in their hearts to do something good in your heart and all actions shall be done by man, his intention is automatically embedded in his heart. This has Positive effect on behavioral intentions. A lot of Research on social behavior has been carried out related to the Theory of Planned Behaviour presented by Ajzen (1991). In some studies intention is the main predictor in shaping behavior (Armitage and Conner, 2002; Wallston and Armstrong, 2002; Mohiyeddini et al, 2009). Explicitly, behavioral intention is a decision aimed at making an action. There are certain goals to be achieved by human beings are manifested in behavior. The decision to leave someone to behave in a traditional retail format and switch to modern retail formats is tailored to the objectives to be achieved by the consumer. Attempts to reach the goal causes a person to do certain actions which form the specific behavior patterns as well.

MANAGERIAL IMPLICATIONS

The study provides evidence that changes in consumer behavior in choosing places to shop are influenced by emotion and rationality. Hedonic shopping behavior is strongly associated with emotions of consumers and utilitarian shopping behavior related to one's needs and rationality. Other psychological factors that influence consumer behavior in shopping patterns are the habit in the past. Emotion and rationality is an important factor in determining the actions of a person in a decision-making. Some raised the idea that past behavior and habit-forming are all factors that can influence the decision making process (Verplanken and Van Knippenberg, 1998; Oullette and Wood, 1998). According to Oullette and Wood (1998), in a meta-analysis, say that the behavior in the past can influence behavior in the future in

two ways. Behavior that is formed in the context of a relatively stable level, will become a habit. It is therefore important for retailers to:

1. Provide positive experiences and emotions for consumers so that consumers will feel comfortable to perform actions that will shape the pattern of consumer behavior.
2. Establish strategies to meet the needs of consumers as reflected in the shopping behavior that are implemented through the arrangement of store atmosphere. According to Levy and Weitz (2004:521), store atmosphere is a combination of physical characteristics of the store, such as architecture, layout, sign, display, color, lighting, temperature, sounds and sense, which as a whole will create the image in consumers' minds. Through the store atmosphere is created, retailers communicate any information to facilitate consumer. Things that include store atmosphere, among others (Levy and Weitz, 2004:586) are: 1). Store Design: shop designs must comply with the impression and the right strategy, store design should positively affect consumer behavior, must be flexible store design should consider the cost and value. 2) The layout of the store (store layout): The layout of the store is not complicated for consumers, store layout should be interesting. 3) Visual Communications: The use of signs and graphics in accordance with the store, image use signs and graphics to provide information to consumers, number of signs sufficient to facilitate customers in shopping at the store, and chart marker Keeping clean and updates, Using a marker and draw graphs. 4) Lighting: Lighting for stores and products in the shop must be good and appropriate, not excessive, using a spotlight on the product, use the right color to highlight the strengths and shortfalls. 5) Color: Use the right color in the store to improve the mood of consumers, Structuring products tailored to the exact color. 6) Music: Using the right music can make consumers feel comfortable, use of

music can help increase the good mood of consumers.7) Scent: Stores must always be flavorfully neutral to make consumers feel fresh in the store.

CONCLUSION

Based on hypothesis testing, analysis and discussion, then some conclusions can be drawn as follows:

Attitude, subjective norm, emotion (anticipated positive emotion, anticipated negative emotion), perceived behavioral control and desire have effect on the behavior patterns of consumers in modern retailing. This is seen from the positive path coefficient with CR values of 0.043, 0.041, 0.035, 0.028 obtaining significant probability (p) equal to 0.039, 0.008, 0.038, 0.042. This value is smaller than the significance level (α) 0.05. Thus, the research hypothesis which states that attitude, subjective norm, past behavior, emotion and perceived behavioral control has a relationship with consumer desire in the modern retail is accepted.

Consumer desire has a relationship with consumer intention in the modern retail. This is seen from the positive path coefficient with a value of 0.031 obtaining CR significance probability (p) equal to 0.037. This value is smaller than the significance level (α) is of 0.05. Thus, the research hypothesis which states that desire has a relationship with consumer

intention in the modern retail is accepted.

Consumer behavior is very unique, and in the purchase was influenced by the experiences and emotions. It is therefore important for retailers to provide positive experiences and emotions for consumers so that consumers will feel comfortable to perform actions that will shape the pattern of consumer behavior. Traditional retailer should begin to improve by providing positive experiences and emotions to their customers so that consumers will feel comfortable and keep traditional retailing as a destination to make ends meet. Future research can add a variable past experience of shopping in traditional retail formats as well as modern retail. The purpose is as a confirmation and affirmation of the pattern of consumer behavior in choosing the retail format.

Research Limitation

This study has limitations related to the respondents, modern retail consumers who live in Surabaya. As the result, respondents have relatively homogeneous characteristics associated with the variables examined in this study in particular the attitude. Attitude is the attitude of consumers in receiving stimuli from outside the comfort and convenience Offered by modern retail. If respondents are not limited geographically, indepth exploration can be done, especially on the attitude variables. ■

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