Understanding Consumer’s Attitude towards Retail Store in Stockout Situations:
Focusing in LOTTE MART

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Abstract

Objectives: This research aim to examine the consumer’s attitude towards stock out situation in Lotte Mart Ratu Plaza, Jakarta and how it affects in future behavioral intention in consumers attitude of Lotte Mart. Moreover, this research also aim to examine the relationship between each factors such as situational variables, consumer variables, store variables, and product variables towards consumer’s attitude on stockout situation.

Methods: The questionaires will be distributed offline ( paper based questionaires) at Lotte mart Ratu Plaza to 200 respondents. The respondents will be targeted to any person ( any ages, gender, or occupation) who has experienced Stock out situation. The data gathered from the questionaires will be analyzed using SPSS with some methodologies.

Results: Result showed that eight out of nine independents variables namely shopping attitude, store loyalty, shopping frequency, store distance, perceived store price, store loyalty, availability of acceptable alternative items and deal proneness significantly influenced consumers’ attitude towards retail store in stockout situation.

Conclusion: All demographical variables found to have no significant effect towards consumer’s attitude towards Lotte Mart in stock out situation. All three out of four variables namely consumer, store and product variables found to be highly influence consumer’s attitude towards Lotte Mart in stock out situation.

Keywords: Retailing, Stockout, Consumer behavior, Lotte Mart.