Abstract

Objectives – the study was conducted to provide a general understanding of grocery consumers’ retail format choice in Jakarta marketplace by identifying demographic & psychographic groups which frequent specific formats (minimarkets, supermarkets, hypermarket, and warehouse clubs) and examines store attributes (e.g. price competitiveness, product selection, and atmosphere) as drivers of format choice.

Method – the questionnaires were distributed to 250 random samples in Jakarta’s marketplace Data were then analyzed using a combination of descriptive and inferential statistical techniques, factor analysis, reliability testing, chi-square, Anova, stepwise regression analysis and means and ranks analysis. Further, the findings were used to conduct the research questions which are additional method from the original journal and provide recommendations for marketers and retailers.

Results – the study identified that there are several factors and reasons of consumers in making decisions when they are selected place to shop in four retail formats choices.

Keywords – consumer demographics, consumer psychographics, store attributes, retail format choices, retail industry, minimarkets, supermarkets, hypermarkets, warehouse clubs.