Abstract

Objective. The research was conducted to analyze how Need for Closure (NFC) and Perceived Time Pressure (PTP) influence price and promotional information search in hypermarket grocery shopping in Jakarta. The objective of the research was accomplished through an adoption of a study conducted by Vermeir and Van Kenhove in 2005.

Method. Data were collected by distributing questionnaires to a total of 300 samples of hypermarket shoppers in Jakarta, with 100 samples in each corresponding hypermarket. Data were then analyzed by using factor analysis, linear regression, and independent sample t-test.

Results. Of all 300 questionnaires distributed, all were valid and were utilized for the analysis. Most respondents were high-NFC individuals and low-time pressured individuals. Results indicated that high- (versus low-) NFC consumers will search more for newspaper ads, look for more in-store promotions, and comparing unit prices. There was no significant relationship found between NFC and switching stores for lowest price. Also, there were no significant relationship identified between PTP and the four kinds of price and promotional information search mentioned in the study. Moreover, high-NFC consumers will search more for newspaper ads, looking for in-store promotions, and compare more unit prices regardless of their level of PTP. However, when experiencing high PTP, high-NFC consumers tend to compare more stores to find the lowest price and when experiencing low PTP, high-NFC consumers will compare fewer stores to find the lowest price.

Conclusion. Generally, NFC influenced the way consumers search for price and promotional information while PTP did not.

Key words. Need for Closure (NFC), Perceived Time Pressure (PTP), price and promotional information search, hypermarket, Jakarta, Carrefour, Hypermart, Giant.