

CONSUMER BUYING BEHAVIOR IN GROCERY SHOPPING POST-COVID-19: THE ROLE OF SOCIAL MEDIA MARKETING, COUPON PRONENESS, PRICE DISCOUNT, AND PRODUCT BUNDLING

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ABSTRACT

The aim of this study is to evaluate factors affecting consumer buying behavior in grocery shopping post-covid-19 era. Empirical studies were conducted to determine the role of social media marketing, coupon proneness, price discount, and product bundling in grocery shopping. The sample was determined with 125 respondents from Indonesia with the criteria of consumers who have shopped at grocery stores in 2023 and followed their social media. The findings show that: (1) social media marketing has a positive impact on consumer buying behavior; (2) coupon proneness has no effect on consumer buying behavior; (3) price discount has a positive impact on consumer buying behavior; (4) product bundling has a positive impact on consumer buying behavior in grocery shopping. Social media marketing, price discount and product bundling are effective ways to influence consumer buying behavior during the covid-19 pandemic and after, while respondents were neutral when asked how important it was to them about coupon offers. Social media marketing, coupon proneness, price discount, and product bundling are able to explain consumer buying behavior by 61,1%.

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1. INTRODUCTION

The crisis caused by covid-19 has brought significant changes to all aspects of life, which are expected to continue to be seen in the coming years. Factors affected include society, economics, business, politics, culture, and many more [1]. The spread of covid-19 globally has resulted in government authorities in almost all countries being forced to take drastic steps by limiting the movement and mobility of their people and minimising activities that will cause crowds of people [2]. It has become a challenge for companies to predict changes in consumption patterns in society. Sheth states that consumption and consumer behavior are highly dependent on the market context. In this case, an unprecedented emergency like this has a huge impact on consumer behavior patterns and habits [3].

Based on research conducted by PwC in 2020 [4] shows that 77% of consumers spend most of their purchases on health products, followed by consumer products (grocery) at 67%. Changes in consumer behavior patterns in grocery shopping have been widely studied before (e.g., Grashuis et al. [5]; Kirk and Rifkin [6]; Laato et al. [7]; Pantano et al. [8]) which found that among them, consumers have a preference for shopping through online channels, so they can avoid the risk of contracting covid-19. In addition, consumers also tend to have the behavior to hoard more products. In other words, consumers have learned to improvise, adapt, and modify what motivates them to consume a product.

The retail industry in Indonesia is one of the strategic industries for Indonesia's economic growth, has a significant increase, makes an excellent contribution to Gross Domestic Product (GDP), and can also absorb a large number of workers [9]. However, due to the covid-19 pandemic, has reduced people's purchasing power and created a new challenge for the Indonesian government and retail to survive and continue to develop. Indonesian retail sales, which had risen, experienced a decline of around 12.8% in June 2021 compared to the previous month [10].

It has been more than two years since the covid-19 pandemic hit, but now covid-19 is no longer a critical situation. The existence of a new normal has the potential to restore people's consumption behavior with several considerations to return to shop offline or store-visit [11]. Considering that the current covid-19 phenomenon is almost over, it is necessary to explore what motivations can shape consumer buying behavior in grocery shopping.

Consumer buying behavior is defined as a series of activities involving buying and using goods and services resulting from emotional and mental needs and customer behavioral responses [12]. Tadele

revealed that one of the factors that can shape consumer buying behavior is social media [13]. Furthermore, a company and consumers can be more closely connected from a business perspective. They can interact directly through social media, so that consumers have the opportunity to get the goods and services they want [14]. Companies can convey information about their products through social media, and consumers can access that information more quickly and easily [15].

Another factor besides social media that can shape consumer buying behavior is sales promotion in the form of “coupon proneness.” This finding was disclosed by Shahzad et al., who stated that coupons are promotional tools that can influence consumer behavior in buying products at a premium price [16]. Having a coupon from a brand provides additional benefits for the end user. Coupons are defined as vouchers or certificates that facilitate consumers to reduce prices on certain products, provided that the holder must exchange the coupons during the transaction [17].

Raghubir & Corfman [18] stated that a discount or price reduction is a very powerful promotional tool to influence consumer behavior, usually used in supermarkets. By providing a price reduction, consumers feel the value of a product will increase, because they can buy the product at a lower price or more at the same price. Other findings reveal that giving discounts plays a vital role in encouraging new customers' behaviors and forcing them to try the products [19].

Consumer buying behavior can also be influenced by product bundling (buy one get one free). Hagos reveals that the buy one gets one free (BOGOF) offer is the most effective tool in predicting consumer buying behavior among other promotional tools [20]. Moreover, the buy one gets one free (BOGOF) offer is a way for marketers or manufacturers to deplete stock items more quickly to minimize storage costs [21].

2. LITERATURE REVIEW

Consumer Buying Behavior

Consumer buying behavior is defined as the total of attitudes, intentions, and the way consumers make decisions in the market [16]. Besides that, Schiffman and Kanuk describe it as the behavior expressed by buyers when they choose and buy goods or services by utilizing their accessible assets with the ultimate goal of fulfilling their needs and wants [22]. According to Blackwell et al., consumer buying behavior is a complex and dynamic problem that cannot be defined easily and generally [23]. Therefore, different researchers have defined the concept of consumer buying behavior in different ways. Consumer buying behavior is the most discussed topic in marketing research.

There are five indicators to measure consumer buying behavior according to Gosling et al. [24]: (1) most purchases are unplanned; (2) make purchases based on preferences, not based on necessity; (3) purchase without thinking about the consequences; (4) buy products according to feeling; (5) buy products spontaneously.

Social Media Marketing and Consumer Buying Behavior

Social media marketing is a system that enables marketers to engage, collaborate, interact and utilize the intelligence of the people who participate in it for marketing purposes [25]. According to Setiawan and Savitry, social media marketing is a form of marketing that is used to create awareness, recognition, memory, and even action for a brand, product, business, individual, or group either directly or indirectly by using tools from the social web such as blogging, microblogging, and social networking [26]. Social media provides a virtual space for people to communicate via the internet, which may also be an essential agent of consumer socialization [27]. The main difference between social media and traditional web applications is the platform in the form of content creation, content upload, networking, covering, media sharing, and bookmarking [28]. Social media has changed how we communicate and share information and interests. About 75% of people have used social media to find information before making a purchase. This shows the growing popularity of social media as an information tool [29].

Consumer buying behavior in all-digital conditions is a promotional perspective by combining both online and offline communications. Thus, sellers are concerned not only with a good brand image but also content relevance so that customers are interested in an important element in the digital era [30]. Hedid and Abdessamad found that social media has a positive impact on the consumer buying behavior of Algerian consumers [31]. Furthermore, Al-Dhuhli and Ismael (2013) found that most consumers were influenced by the availability of information and designs on social media to buy a product [32]. Based on these findings, the hypothesis proposed is:

H1: social media marketing has a significant and positive impact on consumer buying behavior

Coupon Proneness and Consumer Buying Behavior

Coupon proneness can be interpreted as a form of incentive used to get a price reduction that lies in a product to buy a particular product [33]. The couponing method is typically utilized as a crucial component of an advertising plan. It is a strategy to decrease prices (the primary objective), increase revenues (sales, profits, and market shares), improve store visitors, reduce excess inventory, and raise awareness of new goods and services [34]. Bitta et al. state that the greater the discount, the higher the perceived value of the deal, the lower the search intent, and the higher interest in the brand [35].

According to a survey conducted by Clement, 60% of all internet customers globally search for digital coupons before making a purchase [36]. Based on research by Khan et al., coupons have a positive and significant influence on shaping consumer buying behavior [37]. Shimp state that there are 3 indicators related to coupons proneness in influencing the consumer purchasing decision process, namely: coupon shelf-deliver, scanner-deliver, and coupon through media [19].

H2: coupon proneness has a significant and positive impact on consumer buying behavior

Price Discount and Consumer Buying Behavior

Discount is given by the seller to the buyer in appreciation of certain activities from the buyer that are pleasing to the seller [28]. Discounts and promotions accounted for more than 25% of the sales for a typical consumer commodity, according to Progressive Grocer [38]. On the demand side, consumers can be considered as trying to reduce the overall cost of shopping, which includes both fixed costs, such as travel and other fixed costs associated with visiting a store, and variable costs, such as the prices related to buying the market basket itself [39]. In another case, Ailawadi et al., discovered that Procter and Gamble's prolonged cutbacks in promotions following the implementation of their value-pricing approach resulted in market share losses but did not improve client retention [40].

Short-term (seasonal) sales peaks typically attracted sporadic users of the same brand more often than they attracted new customers to purchase the discounted good. Furthermore, these intermittent users would most likely return to their preferred brand or type after benefiting from this promoted good rather than buying that promoted brand at a total price after discounted season [41]. According to Wahyudi (2017), three indicators can be used to examine discount variables: the amount of discount, period of discount, and type of product discounted. Shamout found that price discount has a positive and significant impact on consumer buying behavior [42]. This statement is reinforced by Ashraf et al. [37] and Orji et al. [43]. Based on this explanation, the hypothesis proposed in this section is:

H3: Price discount has a significant and positive impact on consumer buying behavior

Product Bundling and Consumer Buying Behavior

Product bundling is a way to bind or combine two products in one line with a specific price. Generally, the price will be much lower than the previous price [44]. Retailers bundle products for a variety of reasons. These consist: lowering transportation costs, packaging, and transaction costs, boosting market share and sales, and enhancing customer service, all of which may eventually lead to higher profitability [45]. It is well-recognized that when businesses deal with diverse consumers and when preferences among bundled products are negatively correlated (or slightly positive), bundling helps reduce the inefficiencies associated with uniform pricing [46]. One of the most popular types of product bundling is buy one get one free (BOGOF).

Buy one get one free (BOGOF) is one of the most commonly used sales promotion promotional tools, in the sense that if a consumer buys one product, they get another one at no cost. Using this technique, the customer can easily be attracted to purchase the product because there is no additional cost, and it should be valued more from the customer's perspective. Therefore the customer cannot ignore many things [47]

Customers who make purchases through a BOGOF scheme express high satisfaction and repurchase intentions [48]. According to several academic studies, BOGOF deals on non-perishables are most effective in encouraging stockpiling and purchase acceleration but less effective at encouraging additional spending (Farrag [49]; Shi et al. [50]). Ofosu-Boateng (2020) found that BOGOF offers have a positive and significant influence on consumer buying behavior in retailing of consumer goods [51]. Based on these findings, the hypothesis proposed is:

H4: BOGOF has a significant and positive impact on consumer buying behavior

Conceptual framework

Based on the description above, it can be built research framework as follows:

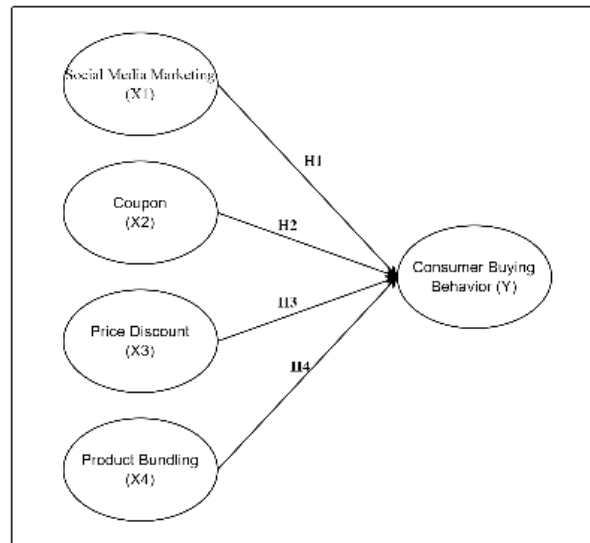


Figure 1. Conceptual Framework

3. METHOD

In the methodology section, we described the design and measurement of the questionnaire, the study's sampling strategy, data collection, and respondent profiles. In this study, the method used is a type of quantitative causal research. Causal research analyses the relationship between the independent variables (social media marketing, coupon proneness, price discount, and product bundling) and the dependent variable (consumer buying behavior).

Questionnaire Design and Measurement

The questionnaire in this study consisted of five sections, each containing measurement items for each variable. Each and every measurement item was taken from the literature. Social media marketing contains six items adapted from Khatib [27]. Three items developed by Shimp were used to measure coupon proneness [52]. Three items developed by Sutisna were used to measure price discounts [53]. Product bundling contains four items developed by Gilbert and Jackaria [54]. Five items developed by Gosling were used to measure consumer buying behavior [24]. All constructs were measured using 5-point Likert scales ranging from strongly agree (5) to strongly disagree (1).

This study collects demographic information on four aspects, such as gender, age, occupation, and monthly income. To filter respondents and ensure those included in the study fit the predetermined criteria of the target group, we added a screening question at the beginning of the survey questionnaire. Screening questions were used to get respondents who follow grocery stores' social media (Instagram, Facebook, or Twitter).

The amount population in this study is unknown, with the criteria of consumers who have shopped at grocery stores and follow their social media. 125 samples from Indonesia were used in this study, with slightly more than half of the respondents were male at 53,6%. The majority of the respondents were between 21 – 30 years of age (67%) and most of them worked for private companies (56%). Based on monthly income, the majority of respondents earned Rp. 8.000.000 and less. A demographic summary can be seen in more detail in table 1.

Table 1. Demographic Summary

Variable	Category	Frequency	%
Gender	Male	67	54
	Female	58	46
Age	Below 20	7	6
	20 - 30	84	67
	30 - 40	18	14
	40 - 50	16	13
Occupation	Private Employees	62	50

	Government Employees	15	12
	Entrepreneur	27	22
	Housewife	7	6
	Students	11	9
	Other	3	2
Monthly Income	< Rp. 2.000.000	14	11
	Rp. 2.000.000 - 4.000.000	28	22
	Rp. 4.000.001 - 6.000.000	59	47
	Rp. 6.000.001 - 8.000.000	10	8
	> Rp. 8.000.000	14	11

4. RESULT AND DISCUSSION

The data collected were analyzed in three stages. To determine how effectively the research instruments could describe the variables, validity and reliability tests were conducted on each research instrument in the first stage. In the second stage, we conducted a classical assumption test, which included a normality test, multicollinearity test, and heteroscedasticity test. Then in the third stage, we test the data using multiple regression to test the hypothesis and determine whether the hypothesis is accepted or rejected.

The validity test was measured statistically using Pearson's product-moment, called content validity. The table's r value for 125 samples (n) was 0.176. Items are valid if the r -score is higher than the r -table value. As we can see in table 2, all the items are valid because all the r -score are more elevated than 0.176. The data reliability was measured using Cronbach's Alpha coefficient, considered as a clue that indirectly shows how well a set of items measures a single unidimensional latent construct [55]. Data is reliable if Cronbach's Alpha coefficient is higher than 0.6 [56], and we can conclude that all variables pass the reliability test.

A normality test is conducted to test whether the data used in the regression model between the dependent and independent variables have a normal distribution. We used statistical analysis using Kolmogorov Smirnov (K-S) non-parametric test. Data is normally distributed if the significance value exceeds 0.05 [57]. The second classical assumption test is the multicollinearity test. In a multivariate regression model, multicollinearity is used to assess whether there is a high degree of correlation between the variables. A good regression model should not show a link between the independent variables or a strong correlation between them. If the Tolerance value is larger than 0.10 and the Variance Inflation Factor (VIF) value is less than 10, the data do not show multicollinearity [58]. The following examination in the classical assumption test is heteroscedasticity, used to determine whether the residual variance of a regression model differs from one observation to another. This test can be done using the Glejser test method; if the significance value is higher than 0.05, there is no heteroscedasticity [57]. Table 3 shows that the data is normally distributed, there are no symptoms of multicollinearity between variables, and there is no heteroscedasticity.

Table 2. Validity and Reliability Test Result

Variable; Item	Cronbach's; r -score	r -table	Description
Social Media Marketing (X1)	.916	.60	Reliable
X1.1	.825		Valid
X1.2	.849		Valid
X1.3	.827	.176	Valid
X1.4	.882		Valid
X1.5	.844		Valid
X1.6	.836		Valid
Coupon Proneness (X2)	.893	.60	Reliable
X2.1	.871		Valid
X2.2	.861	.176	Valid
X2.3	.862		Valid
X2.4	.891		Valid
Price Discount (X3)	.778	.60	Reliable
X3.1	.809		Valid
X3.2	.793	.176	Valid
X3.3	.701		Valid

Product Bundling (X4)	.642	.60	Reliable
X4.1	.776		Valid
X4.2	.621		Valid
X4.3	.428	.176	Valid
X4.4	.393		Valid
Consumer Buying Behavior (Y)	.842	.60	Reliable
Y.1	.687		Valid
Y.2	.694		Valid
Y.3	.729	.176	Valid
Y.4	.750		Valid
Y.5	.766		Valid

Multiple regression is used in this study's hypothesis testing with the SPSS statistic software. The hypothesis was tested using two-tailed with a confidence level of 95%. The proposed hypothesis can be accepted if one of these criteria is met: the significance value is less than 0.05 or the *t-value* is greater than the *t-table* (1.980). Table 4 shows the results of the *t-test* with conclusions drawn on each hypothesis.

By the results of the table above, we can see the results of the partial *t-test* of each variable. First, the significance value of the influence of social media marketing (X1) on consumer buying behavior (Y) is 0.011 < 0.05, and the *t-value* value is 2.599 > the *t-table* (1.980), meaning that there is a significant influence of social media marketing on consumer buying behavior (H1 accepted). Second, H2 proposed that a coupon proneness significantly and positively impacts consumer buying behavior. Meanwhile, the significant value of the effect of Coupon Proneness (X2) on consumer buying behavior (Y) is 0.395 > 0.05 and the *t-value* is 0.854 < 1.980, showing that H2 is rejected. It can be interpreted that the coupon proneness has no effect on consumer buying behavior. Third, H3 proposed price discount has a significant and positive impact on consumer buying behavior. This can be proven by looking at the results.

The significance value of the effect of price discount (X3) on consumer buying behavior (Y) is 0.000 < 0.05, and the *t-value* is 6.041 > 1.980, so H3 is accepted. This means that a price discount has a positive and significant effect on consumer buying behavior. Last, H4 proposed that product bundling has a significant and positive impact on consumer buying behavior. The significant value of the effect of product bundling (X4) on consumer buying behavior (Y) is 0.022 > 0.05 and the *t-value* is 2.323 < 1.980, showing that H4 is accepted. Therefore, product bundling has a positive and significant effect on consumer buying behavior.

Table 3. Multicollinearity Test, Heteroscedasticity Test, and Normality Test

Variable	Collinearity Statistics		Sig. Dependent Variable: Abs_RES
	Tolerance	VIF	
Social Media Marketing	0,474	2,110	0,483
Coupon Proneness	0,404	2,477	0,377
Price Discount	0,540	1,852	0,507
Product Bundling	0,581	1,772	0,440

One Sample Kolmogorov-Smirnov Test

N	125
Test Statistics	0,058
Asymp. Sig. (2-tailed)	0,200

Table 4. Result of Multiple Linear Test

Variable	Unstandardized Coefficients		Standardized Coefficients Beta	<i>t</i>	Sig.
	B	Std. Error			
(Constant)	-2,517	2,828		-0,89	0,375
Social Media Marketing	0,326	0,125	0,215	2,599	0,011
Coupon Proneness	0,143	0,168	0,077	0,854	0,395
Price Discount	1,205	0,199	0,174	6,041	0,000
Product Bundling	0,632	0,272	0,174	0,022	2,323

5. CONCLUSION

The main objective of this study is to understand consumer buying behavior in grocery shopping by analyzing its factors, such as social media marketing, coupon proneness, price discounts, and product bundling. In addition, this study also wants to find out how consumer buying behavior is during the post covid-19 period, by comparing the findings of previous studies before covid-19 with the findings in this study.

Social Media Marketing and Consumer Buying Behavior

We proposed that the better social media marketing is implemented, it will positively and significantly influence consumer buying behavior. This study shows that social media marketing promotes consumer buying behavior and presents evidence to support the idea. It proves that social media marketing is a very important tool for conveying information quickly and broadly, so that customers can easily access information about promotions or campaigns at grocery stores. Empirically, the results of this study are also supported by the results of research conducted by Hedid & Abdessamad, stating that social media marketing influences consumer buying behavior in the case of consumers in Algeria [31].

Collinson noted that as covid-19 spread throughout the UK, online grocery sales surged by up to 51.5% [59]. Furthermore, according to Reuters, there were 79 million more grocery orders in Great Britain per month than there were in 2019 [60]. In addition, a UK bank with 1.2 million individual accounts estimated that monthly grocery spending climbed by up to 15% from 2019 to 2020. This also happened in Indonesia, as reported by InMobi, during the Covid-19 pandemic grocery shopping through digital platforms increased, and nearly 50 percent were new users [61]. Based on these reports, we conclude that social media marketing is an effective way to influence consumer buying behavior during the covid-19 pandemic and after, as more and more users are increasing their digital purchases, especially in grocery shopping.

Coupon Proneness and Consumer Buying Behavior

Many researchers agree that coupon proneness has a positive influence on consumer buying behavior and therefore can be considered as one of the promotion tools that can shape consumer buying behavior. However, in this study, we found the opposite fact, where there was no effect of coupon proneness on consumer buying behavior.

The results of this study are consistent with Poisson's findings, The results of this study are consistent with the findings of Poisson, who examined the effectiveness of coupons on consumer decisions to visit a restaurant [62]. Respondents were neutral when asked how important it was to them about coupon offers. While customers generally favor the distribution of coupons, their attitudes about them can vary depending on the business that is delivering them and their perceived value.

Price Discount and Consumer Buying Behavior

We proposed that price discount has a significant and positive impact on consumer buying behavior. The results of this study prove the same finding, in line with the findings of the study conducted by Shamout [42]. Studies carried out by Ashraf et al. [37] and Orji et al. [43] also support the same claim.

Discounted prices encourage people to shop in greater quantities during the post-covid pandemic. This is assisted by the phenomenon of the recovery of the retail sector after Covid by increasing consumer purchasing power again, so now is the right time for grocery stores to provide price discounts to encourage consumer buying behavior. the Indonesian retail entrepreneurs association estimates that retail sales performance growth in 2023 can reach around 4% or in line with Indonesia's economic growth which is estimated at 5.5% [63].

Product Bundling and Consumer Buying Behavior

The result of the study also found that the product bundling is positively related to consumer buying behavior. Buy one get one free (BOGOF) is the main bundling type to attract the attention of customers. This claim is supported by Ofosu-Boateng who also found the same results in his research [51].

Product bundling allows people to buy more quantities for less money. Consumer needs during the post-covid period increased, along with activities that have returned to normal, therefore consumers tend to need goods in large quantities. This can be used as a reference, considering that bundling products can provide solutions to meet consumer needs in the post-covid era.

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