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**EXAMINING THE EFFECT OF PSYCHOLOGICAL FACTORS
TOWARDS CONSUMERS' GROCERIES PURCHASING
DECISION AT AEON SERPONG BSD**

BY

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**POLITEKNIK
NEGERI
JAKARTA**

**THESIS SUBMITTED IN PARTIALLY TO FULFILLMENT OF
REQUIREMENT FOR BACHELOR IN INTERNATIONAL BUSINESS**

in the

Faculty of Business Management and Professional Studies

MANAGEMENT AND SCIENCE UNIVERSITY MALAYSIA

June 2022



DECLARATION

I hereby declare that the work has been done by myself and no portion of the work contained in this Thesis has been submitted in support of any application for any other degree or qualification on this or any other university or institution of learning.

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ABSTRACT

Understanding the basic concepts of marketing science and consumer behavior is an important aspect that must be owned by a businessman. Consumer behavior is a process that is closely related to the existence of a buying process. Often a businessman has difficulty in understanding and analyzing consumer needs and behavior correctly due to the many factors that influence consumer behavior where each consumer has different behavior. Several previous studies have examined the influence of psychological factors, but not many studies have been conducted to determine the effect of psychological factors on consumers' grocery purchasing decisions. Therefore, this study aims to examine the influence of psychological factors such as motivation, perception, personality, and attitude towards consumers' groceries purchasing decision at Aeon BSD. A research framework has been developed based on three popular theories related to consumers' purchasing decisions and also reviewed many empirical studies. Therefore, the research framework of this study consisted of four independent and one dependent variables. A quantitative research design was used to test hypotheses by collecting primary data through questionnaires. A structured questionnaire was prepared by adopting items for each variable from different prior studies. This study collected data from Aeon BSD customers around Jakarta and Serpong based on convenience sampling. Based on regression analysis, this study confirmed that attitude has the most significant effect on consumers' purchasing decisions, followed by perception, and personality. The findings can be considered as reconfirmation of these appeals on different buying behaviour scenarios. In the previous study, most researchers find out factors that influence consumers' purchasing decisions in other industries, which is different from this study that find out factors especially psychological factors that influence consumers' groceries purchasing decisions.

Key words: Motivation, Perception, Personality, Attitude, Groceries Purchasing, Purchasing Decision.



Contents

DECLARATION	i
ABSTRACT	ii
Contents	iii
Chapter 1	1
1.1. Chapter Introduction	1
1.2. Background of the Research	1
1.3. Problem Statement	3
1.4. Research Question	5
1.5. Research Objectives	5
1.6. Significance of the Research	5
1.7. Scope of the Research	6
1.8. Limitation of the Research	6
1.9. Key Terms	6
1.10. Structure of the Proposal	7
1.11. Chapter Conclusion	8
Chapter 2	9
2.1. Chapter Introduction	9
2.2. Review of Previous Studies	9
2.3. Review of Previous Study on Table	12
2.4. Underpinning Theories (Theses)	18
2.5. Research Framework and Hypotheses	29
2.6. Chapter Conclusion	30
Chapter 3	31
3.1. Chapter Introduction	31
3.2. Element of Research Design	31
3.3. Population and Sampling	32
3.4. Measurement of Variables (Theses)	33
3.5. Instrument and Data Collection Methods	34
3.6. Data Analysis: Test and Tools	34
3.7. Chapter Conclusion	35
Chapter 4	36
4.1. Chapter Introduction	36

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4.2.	Sample Description	36
4.3.	Descriptive Analysis.....	37
4.4.	Reliability Analysis	38
4.5.	Hypotheses Testing	38
4.6.	Chapter Conclusion	43
Chapter 5	44
5.1.	Main Objective of the Study.....	44
5.2.	The Effect of Motivation on Consumers' Purchasing Decision.....	44
5.3.	The Effect of Perception on Consumers' Purchasing Decision	44
5.4.	The Effect of Personality on Consumers' Purchasing Decision	45
5.5.	The Effect of Attitude on Consumers' Purchasing Decision	45
5.6.	Limitation	46
5.7.	Conclusion.....	46
REFERENCES	iii
Appendix	vi
6.1.	Duration of Research Time Frame	vi
6.2.	Questionnaire.....	vi
APPENDIX B: TURNITIN REPORT	ix



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Chapter 1

Introduction

1.1. Chapter Introduction

This chapter discusses the motivations for undertaking the research as well as a number of other topics: background of the research, problem statement, research question, research objectives, the significance of the research, scope of the research, limitations of the research, key terms, the structure of the proposal, and also the chapter conclusion.

1.2. Background of the Research

An understanding of basic concepts of marketing science and consumer behavior is an important aspect that must be owned by a businessman. Consumer behaviour is a process that is strongly tied to the presence of a purchasing process, during which customers engage in activities such as seeking, studying, and assessing items and services (Firmansyah, 2018).

Business owners often have difficulty in understanding and analyzing consumer needs and behavior appropriately, this is due to the many factors that influence consumer behavior where each individual has a different behavior for each individual (Kusumawardani, 2015).

Humans have many needs and desires that must be fulfilled. In physiological needs, there are three most basic human needs, namely the need for clothing, food, and shelter (Putri & Setiawina, 2013).

The benefits for a businessman that learns about the basic concepts of consumer behavior include being able to minimize the risks that may arise to a business, and to persuade individuals to buy the company's goods and services when they are required. Consumers are put at the centre of focus in the development of new marketing strategies. Practitioners and academics attempt to investigate consumer factors in order to build marketing tactics that are predicted to achieve market share (Subianto, 2007).

According to S. Koehn, 2009, consumer purchasing decisions are described as decisions made regarding whether to purchase items or services. The

customer's purchase choice process interacts with market strategy and outcomes. (Khuong et al., 2015).

According to Setiadi (2003), individual internal factors that influence consumer behavior such as motivation, personality, spending, attitude, consumer perception. In addition to internal environmental factors, individual external factors are also very influential on consumer buying behavior. Besides that, external environmental factors that influence consumer behavior are reference group, social class, culture, communication (Subianto, 2007).

Meanwhile, according to Swastha and Handoko (2000) states that: "External environmental factors that influence consumer behavior are culture and special culture (subculture), social class, groups social group (social group), reference group, and family. In addition, Swastha and Handoko also argue that apart from external factors, there are psychological factors that play a role in consumer decision making According to Swastha and Handoko (2000): "Psychological factors that become the basic factors in consumer behavior are motivation, observation, learning, personality and self-concept, and attitude."

According to Vinoy Vincent T and Dr. M Senthil Kumar, 2019, Motivation defined as a component that drives people to provide their maximum performance and contributes to the achievement of organisational goals. Individuals who are highly motivated will create more, however those who are unmotivated will do worse. (T & Kumar, 2019)

Besides that, perception according to Khuong, 2018, Perception is the process by which a person selects, organizes, and interprets stimuli, which are then separated and verified to constitute a person's view or perspective.

Next is personality. Since it allows for structured and logically related events and behaviour, personality aids marketers in identifying consumer groupings. According to Long (2000:99), personality refers to the stable features that distinguish persons from one another and serve as the foundation for what they accomplish. It is a description commonly linked to interpersonal behaviour, and people can argue that someone who is socially outgoing has an extraverted personality.

Carl Jung, 2004, attitude is defined as the psyche's willingness to act or respond in a specific way. Attitudes frequently emerge in two, one conscious and one unconscious. Attitudes, values, beliefs, tastes, and everything else are



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all learnt. Learned behaviour improves consumer evaluation of product alternatives. Businesses must put out significant effort to ensure that consumers are aware of the existence and features of their offerings. When customers learn about a product's nature and attributes, they will make offers. When customers understand the nature and attributes of a product, they are more likely to purchase it. As a result, marketers pay close attention to how customers learn.

As explained in the previous paragraph, a company must have an understanding of consumer behavior, one of which is external factors regarding the psychology of consumers. A company must understand consumers so that the business they run can run well and smoothly.

In Indonesia, there are choices of places to meet the daily needs of people, and one of these options is supermarkets. Supermarket is a place to shop directly where consumers will have their own satisfaction in choosing the product or item they want to buy, because consumers can make direct physical contact and can see or touch the product or item (Liusmar & Mukhaiyar, 2020). This study will discuss how psychological factors such as motivation, perception, personality, and attitude will affect consumer purchasing decisions, especially at a supermarket located in Serpong, Indonesia called Aeon.

Based on the considerations and explanations above, therefore in this study this research chose the title “Examining The Effect of Psychology Factors Towards Consumers’ Groceries Purchasing Decision at Aeon BSD Serpong”.

1.3. Problem Statement

This study meant to examining the effect of psychology towards Indonesians in deciding to purchase in one of the supermarket in Tangerang Selatan, Aeon BSD Serpong.

Consumers’ purchasing decision is attracting in scholar’s attention due to obvious significance. Consumers' needs and wants vary significantly and might evolve as a consequence of the factors that impact their purchasing decisions. As a result, a marketer must comprehend some factors that might be effect on psychology factors such as motivation, perception, personality and self-concept, and attitude consumers in order for marketing operations to be carried out successfully and efficiently.

First is motivation. Consumer motivation factors can be identified through the stages of the consumer journey such as starting from awareness, consideration, and decisions. The purchase is the culmination of a process known as the consumer journey, which begins with awareness, in which the buyer becomes aware of a problem, want, or need. Once customers identify a need or needs, they are motivated to begin obtaining information and considering their alternatives. Buyers are encouraged to make a final choice after analyzing their wants or requirements and determining that their needs have been met. This study will find out how the motivation of consumers in deciding to make the purchase.

Perception. Perception is the process by which a person selects, organizes, and interprets stimuli, which are then separated and verified to constitute a person's perspective. Even though the same object is exhibited in the same area, neither two people will have the same experience. Every day, individuals are bombarded with a plethora of stimuli, including scents, sounds, tastes, images, and textures. However, our brain only takes in and processes a limited portion of these impulses (Khuong et al., 2015). That's why research with perception variables is needed to find out consumer purchasing decisions, especially in deciding to shop at Aeon BSD.

Personality. Personality is characterised in consumer research as consistent responses to external stimuli, or patterns of behaviour that are constant and durable. Since it allows for structured and logically related events and behaviour, personality supports marketers in identifying consumer groupings.

Attitudes, values, beliefs, tastes, and everything else are all learnt. Learned behaviour improves consumer evaluation of product alternatives. Businesses must put out significant effort to ensure that consumers are aware of the existence and features of their offerings. When customers learn about a product's nature and attributes, they will make offers. When customers understand the nature and attributes of a product, they are more likely to purchase it. As a result, marketers pay close attention to how customers learn.

The urge to display certain aspects of oneself can also impact consumer behaviour (ideal, social, etc.). The self-concept of a person is how they see or consider about themselves. Consumption of stuff is one technique for people to



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maintain their self-concept. Possessions (products) contribute in the construction of an identity and the defining of the self (Richins, 1994).

One of the most important factors of purchasing behaviour is one's attitude. Attitudes are either positive or negative assessments of an attitude object. Consumer sentiments influence whether or not they purchase certain items or brands. Marketers study attitudes in order to influence customers to adopt favourable attitudes regarding their products and services.

1.4. Research Question

This study only focuses on consumers' purchasing decision, so, the research started to raise the problem as follows:

1. Does motivation significantly affects consumers' purchasing decisions at Aeon BSD Serpong?
2. Does perception significantly affects consumers' purchasing decisions at Aeon BSD Serpong?
3. Does personality significantly affects consumers' purchasing decisions at Aeon BSD Serpong?
4. Does attitude significantly affects consumers' purchasing decisions at Aeon BSD Serpong?

In general, this study is to examine the effect of psychology factors towards consumers' purchasing decision at Aeon BSD Serpong.

1.5. Research Objectives

This study has some specific objectives in exploring the effects of psychology factor, such as:

1. To examine the effect of motivation towards consumers' purchasing decisions at Aeon BSD Serpong.
2. To examine the effect of perception towards consumers' purchasing decisions at Aeon BSD Serpong.
3. To examine the effect of personality and self-concept towards consumers' purchasing decisions at Aeon BSD Serpong.
4. To examine the effect of attitude towards consumers' purchasing decisions at Aeon BSD Serpong.

1.6. Significance of the Research



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This research study was conducted to answer the research objectives, so that it will contribute to the literature from both an academic and managerial perspective. There are several studies in this area that focus on psychological factors such as motivation, perception, personality, attitudes, and purchasing decisions. From the theoretical side, it will increase knowledge about the good relationship between psychological factors and purchasing decisions.

This research is expected to be useful for supermarket companies, especially in predicting consumer purchasing decisions on psychological factors such as motivation, perception, personality, attitudes, knowing the factors that can influence consumers to shop at Aeon BSD Serpong and helping to solve the problem. problems that may come. In addition, the company can develop matters relating to the psychological aspects of consumers such as understanding the right strategy, how consumers view the supermarket company, and can help expand the target market of its business.

1.7. Scope of the Research

This research is focused on examining how psychological factors affects consumers' purchasing decisions. There are 5 independent variables of this study, such as motivation, perception, personality and self-concept, and attitude, and the dependent variable is Consumers' Purchasing Decision. This study focuses on one of the supermarkets in Indonesia, Aeon BSD Serpong.

1.8. Limitation of the Research

Every research must have a limitation, especially this research. Limitation is an act or instance of limiting. The limitations of this study are directly related to the problem of this study which is Examining the Effect of Psychological Factors On Consumers' Purchasing Decision at Aeon BSD Serpong. The search for data in this study was carried out from May to June. This research was conducted using an online questionnaire from Malaysia, with respondents from Indonesia, especially consumers of Aeon BSD Serpong. The language used in this research is English.

1.9. Key Terms



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In order to clarify the key terms, the following is an explanation of the key terms in this study.

1.9.1. Motivation

According to Darodjat, 2015, motivation is a psychological process that shows the interplay of someone's attitudes, needs, perceptions, and decisions.

1.9.2. Perception

According to Khuong, 2018, Perception is the process by which a person selects, organizes, and interprets stimuli, which are then separated and verified to constitute a person's view or perspective.

1.9.3. Personality

According to Long (2000:99), personality refers to the stable features that distinguish persons from one another and serve as the foundation for what they accomplish. It is a description often linked to interpersonal behaviour, and we would say that someone who is socially outgoing has an extraverted personality.

1.9.4. Attitude

Carl Jung, 2004, attitude is defined as a "psyche's ready to respond or react in a specific way." Attitudes frequently emerge in two, one conscious and one unconscious.

1.9.5. Consumers' Purchasing Decision

Consumers' Purchasing Decision is the process when consumers choose and evaluate products or services offered. According to Kotler (2014), there are five stages or processes in consumer purchasing decisions, such as issue identification, information search, alternative appraisal, purchase decisions, and post-buy behaviour are all aspects of problem solving.

1.10. Structure of the Proposal

The structure of the thesis has been shown in this section. This study is divided into six chapters. The issues related to the topic are discussed in chapter one, which begins by introducing the chapter and then introducing the background of the topic, followed by the problem statement, research question,



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research objectives, significance of the study, scope of the study, limitations of the research, key terms, structure of the proposal, and chapter conclusion.

Chapter two reviews the literature related to the topic that is motivation, perception, personality, attitude, and Consumers' purchasing decision followed by underpinning theories, research framework and hypothesis, and the conclusion of the chapter.

Chapter three contains the methodology section, which comprises the chapter introduction, aspects of study design, population and sampling, variable measurement, instrument and data collection, data analysis, and chapter conclusion.

Chapter four shows the research conclusions and the researcher expected contributions of the study. Chapter five shows the references of the research. And chapter six shows the appendix of the research includes the duration of research time frame and questionnaire.

1.11. Chapter Conclusion

The first chapter of this thesis discusses the beginning of the study. It includes the introduction and background of the problem to be studied. Explain the formulation of a clearly explained problem to facilitate the research process, explain the object of a study, and know the purpose of the research in the future.



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Chapter 5

Discussion and Conclusion

5.1. Main Objective of the Study

This chapter describes the research conducted by the researcher. First, a brief review of the research is presented. In this section, as a form of problem such as research objectives, framework and research methodology are briefly discussed. Furthermore, the main findings of this study are discussed in this chapter. In this section, the findings of the empirical tests derived from the data analysis are presented. then, the implications of the current study are discussed. further research contributions are presented. In the end, a discussion of the limitations and directions for future research.

5.2. The Effect of Motivation on Consumers' Purchasing Decision

One of the objectives of this research is to find out the value of the role of perception in consumers' purchasing decision. For the role of variable perception has a role that has the potential to affect consumers purchasing decision.

In this study, the Perception (IV) can be said to be able to influence DV, namely Consumers' Purchasing Decision. Because perception is one of the factor in consumers' purchasing decision where perception of consumers can influence them to shop at Aeon BSD.

The same results are not similar to the results of previous studies where Motivation get a significant result of 0.000 in the study (Marques & Guia, 2017).

5.3. The Effect of Perception on Consumers' Purchasing Decision

One of the objectives of this research is to find out the value of the role of perception in consumers' purchasing decision. For the role of variable perception has a role that has the potential to affect consumers purchasing decision.

In this study, the Perception (IV) can be said to be able to influence DV, namely Consumers' Purchasing Decision. Because perception is one of the factor in consumers' purchasing decision where perception of consumers can influence them to shop at Aeon BSD.



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The same results are also similar to the results of previous studies where perception get a positive and significant coefficient on the positive price perception variable implies that consumers who believe online shopping is less expensive than in-store shopping are more inclined to buy fresh food online (Zheng et al., 2018).

5.4. The Effect of Personality on Consumers' Purchasing Decision

One of the objectives of this research is to find out the value of the role of personality in consumers' purchasing decision. For the role of variable personality has a role that has the potential to affect consumers purchasing decision.

In this study, the Personality (IV) can be said to be able to influence DV, namely Consumers' Purchasing Decision. Because personality is one of the factor in consumers' purchasing decision where personality of consumers can influence them to shop at Aeon BSD.

The same results are also similar to the results of previous studies where personal factors have positive and statistically significant effects on the buying behavior of consumers in the fashion clothing industry of Pakistan (Rehman et al., 2017).

5.5. The Effect of Attitude on Consumers' Purchasing Decision

One of the objectives of this research is to find out the value of the role of attitude in consumers' purchasing decision. For the role of variable attitude has a role that has the potential to affect consumers purchasing decision.

In this study, the Attitude (IV) can be said to be able to influence DV, namely Consumers' Purchasing Decision. Because attitude is one of the factor in consumers' purchasing decision where attitude of consumers can influence them to shop at Aeon BSD.

The same results are also similar to the results of previous studies where A more positive consumer attitude leads to a higher degree of purchase intent. This is because the foreign customer with a positive attitude or a trend of behaviour seems to have a higher intention of purchasing halal food goods. Furthermore,

customers with a happy attitude typically have a beneficial direct influence on their intention (Bashir, 2019).

5.6. Limitation

This study attempts to serve the data quantitatively and is supported by a survey questionnaire. The data scale item is using ordinal type data that is further analyzed by median and modus. It might be better if the future research explored more by changing the type of data into nominal, interval, or ratio to be compared with this study. The comparison will then enhance the validity and reliability of motivation, perception, personality, and attitude scale items and their ability to develop that survey

This study had some limitations such as time, difficulty approaching respondents and the pandemic situation. Time constraints make it difficult to carry out the research. Data collection was limited to 2 weeks of distribution through the use of an electronic questionnaire. The sample may not be population representative since it only recruited 260 respondents of Aeon BSD customers. The sample size is quite minimal and that might affect the findings.

5.7. Conclusion

The research explores the implication of Motivation, Perception, Personality, and Attitude on Consumers' Purchasing Decision. From the research above it can be said that almost all variables are said to have a positive influence, especially in terms of consumers' purchasing decision. Like the IV namely perception which has a significance of 0.000 to consumers' purchasing decision and then personality which has a significance level of 0.014, and then attitude which has a significance level of 0.000 (<0.050). even though this number is greater than 0.05 but this variable can still be researched because of the other test values it has pretty good results for becomes a variable, the next variable is booking apps which have a significance value of 0.000. This shows that booking apps are very significant to be a variable that can be studied and finally there is customer experience which has the same significance value as booking apps, which is 0.000 which can also be said as good variable for research.



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From the explanation above, it can also be concluded that almost all of the independent variables studied have a positive relationship or influence for the dependent variable, namely consumers' purchasing decision, for a variable because it has a significant value below 0.05. Motivation is a rejected variable because it has a p-value above 0.05. It is different from previous research where the motivation variable is accepted. This could be different due to differences in population demographics so that there are different factors that determine purchasing decisions. It can also be found that the company must maintain the company's image, both through product quality, price variations, good store design layouts so that consumer perceptions of Aeon BSD are good, can retain customers, and increase consumers to shop for food needs at Aeon BSD.

It might be better if the future research explored more by changing the type of data into nominal, interval, or ratio to be compared with this study. It also might be better if future researcher spend more time in collecting a larger sample size. And using more variables than motivation, perception, personality, and attitude in order to be able to learn more about consumer behavior when making purchasing decisions.



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Appendix

6.1. Duration of Research Time Frame

This research carried out the preparation of proposal data preparation which means chapter 1, chapter 2, chapter 3, and conclusion also thesis guidance.

No.	Activity Description	November				December			
		1	2	3	4	1	2	3	4
1	Planning of Research		■						
2	Literature Search			■					
3	Doing Chapter 1. Introduction				■	■			
4	Doing Chapter 2. Literature Review					■			
5	Doing Chapter 3. Research Methodology						■		
6	Doing Chapter 4. Anticipated Conclusion							■	
7	Creating Questionnaire							■	
8	Submission Report							■	

6.2. Questionnaire

Below are the questions for Examining the Effect of Psychology Factors Towards Consumers' Groceries Purchasing Decision at Aeon BSD Serpong.

Characteristics of respondent:

1. Have visited and shopped at Aeon BSD.
2. Based in Jakarta and Serpong
3. Minimum age 17 years old

Characteristic of Scale :

1. Strongly Disagree
2. Disagree
3. Neutral
4. Agree
5. Strongly Agree



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No	Question	1	2	3	4	5
Motivation Factor						
1	To what extent groceries product quality from Aeon BSD can be regarded as a motivation to lead you to do purchase at Aeon BSD?					
2	To what extent unique layout design of Aeon BSD can be regarded as a motivation to lead you to do purchase at Aeon BSD?					
3	To what extent Aeon BSD reputation can be regarded as a motivation to lead you to do purchase at Aeon BSD?					
4	To what extent price of groceries product at Aeon BSD can be regarded as a motivation to lead you to do purchase at Aeon BSD?					
Perception Factor						
1	Consumers consider Aeon BSD shopping better than other grocery store shopping in terms of convenience					
2	Consumers consider Aeon BSD shopping better than other grocery store shopping in terms of food quality					
3	Consumers consider Aeon BSD shopping better than other grocery store shopping in terms of price					
4	Consumers consider Aeon BSD shopping better than other grocery store shopping in terms of freshness					
Personality Factors						
1	I feel happy for taking advantage of Aeon BSD offer					
2	I feel lucky when I purchase grocery products under Aeon BSD					
3	I buy groceries products to get pleasure					
4	I have the ability to choose right groceries product					
Attitude						
1	The idea of shopping groceries product at Aeon BSD is appealing					
2	Using Aeon BSD to buy groceries product would be a good idea					
3	I recommend my friends/family to shop for grocery product at Aeon BSD					



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4	I am willing to buy and pay for a grocery product at Aeon BSD					
Consumers' Purchasing Decision						
1	When I go shopping, I consider this Aeon BSD first					
2	I am very willing to purchase grocery products under Aeon BSD					
3	I will recommend to others those grocery purchase products that are under Aeon BSD					
4	I expect to purchase grocery products under Aeon BSD when they are offered					
5	I tend to purchase those Aeon BSD groceries product that are on sale					





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APPENDIX B: TURNITIN REPORT

Examining The Effect of Psychology Factors Towards Consumers' Groceries Purchasing Decision at Aeon BSD Serpong

ORIGINALITY REPORT

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