

CUSTOMER ANXIETY AFTER COVID-19 AND ITS IMPACT TO THE BEHAVIORAL INTENTION AT HYPERMARKET

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received: 29/2/24; revised: 26/6/24; approved: 10/6/24

Abstract

The COVID-19 pandemic has significantly impacted the modern retail sector, particularly hypermarkets in East Kalimantan, influencing consumer behavior by creating anxiety and promoting both hedonic and utilitarian shopping behaviors. This study examines how attitudes toward behavior mediate the relationship between anxiety, utilitarian value, hedonic value, and behavioral intention among hypermarket consumers post-pandemic. The study addresses theoretical and empirical inconsistencies in these relationships. Involving 160 participants selected through systematic random sampling, data were analyzed using Partial Least Squares (PLS) with Smart PLS 3.0. Seven hypotheses were tested. Findings indicate that only utilitarian value and attitude toward behavior significantly affect behavioral intention. Both hedonic and utilitarian values predict attitudes toward behavior, while anxiety has a negative and insignificant effect on both behavioral intention and attitudes. Post-pandemic, consumers are no longer anxious about shopping at hypermarkets, suggesting a need for improved promotions and services in hypermarkets.

Keywords: *behavioral intention; attitude toward behavior; anxiety; utilitarian value; hedonic value*

INTRODUCTION

Every business in the current era of globalization competes with each other in increasing profits, but during the COVID-19 pandemic every business was made to move and think more innovatively (Mariana et al., 2023), must be able to get out of their comfort zone (Tuan Mat et al., 2023), in order to provide quality products and services that can drive consumer attitudes to remain loyal to shop or visit their business. During the COVID-19 pandemic, there were several changes in consumer behavior (Gerlich, 2021), this was due to the limited mobility of the community to carry out their activities that were usually carried out before (Warjiyati et al., 2022), the shift in people's consumption patterns changed so that it could change the purchasing power and behavioral intentions of consumers to purchase a product or service (Alshammari, 2021). This change in behavior occurs due to consumer anxiety in a covid-19 pandemic situation that does not know when it will end (Paksoy et al., 2020), so consumers avoid and do not want to shop (Bujisic et al., 2017).

During the covid-19 pandemic, not only does anxiety but has pressured consumers to fulfill their daily needs (Saumell et al., 2021). Consumers during a pandemic will tend to look for goods they need and buy goods that have functional value (Bakirtaş et al., 2015). During the COVID-19 pandemic many businesses are trying to survive such as retail businesses (Kustiyono et al., 2022). Retail is one of the businesses that strives to provide its best performance to be able to attract a consumer's intention to use or use the products and services they offer both in terms of service, discounts, product innovation, adding outlets and others (Ivan, 2022) (Ribeiro Coimbra et al., 2023). The offers and convenience provided by retail businesses will shape consumer behavior that tends to behave hedonic (Chang et al., 2023), and consumers' individual experiences in terms of consumption

underwent an involuntary change during the lockdown as reflected in need satisfaction over the frustrating pandemic situation (Riefler et al., 2024).

People in fulfilling their needs, those who shop monthly, need a place that is clean and feels safe when shopping during the spread of the COVID-19 virus (Saraun et al., 2022). Shopping places or now known as retail businesses over time have changed from traditional to modern or known as modern retail (Amiruddin et al., 2020), (Kustiyono et al., 2022). Modern retail provides a large selection of products and is a suitable shopping place for people who are afraid to shop outside during the COVID-19 pandemic (Seminari et al., 2017).

Hypermarket is a modern retail that provides a large shopping area with a wide selection of products and a variety of discounts (Seminari et al., 2017). Hypermarket in Indonesia are Carefour, Hypermarket and Lottemart. (Triyadi et al., 2022). Hypermarket is the right choice for shopping during the new normal of the COVID-19 pandemic, because many consumers are anxious to shop in places that are less hygienic and shabby (Horne and Furnham, 2023). This anxiety leads to an attitude of refusal to shop and behavior arises not to visit shopping places (Usman et al., 2022). This paper investigates the association of anxiety, utilitarian value, hedonic value to behavioral intention channeled through attitude toward behavior.

Theory Of Reasoned Action (TRA) is a theory that discusses behavioral intention, this theory was first coined by (Ajzen and Fishbein, 1980). TRA postulates that as consumers deliberately take into account the ramifications of other conduct under advisement and make a choice of conduct that leads to the most preferred outcome, the outcome of this sensible decision process is the intention to perform the behavior of primary interest (Ajzen and Fishbein, 1980). Behavioral intention is the most important determinant of actual behavior by (Ajzen and Fishbein, 1980). Behavior intention is the best way to predict future consumer behavior. Therefore, behavioral intention should be managed properly, because with proper management and utilization, loyal customers will become the company's strategic asset (Peter and Olson, 2010).

Attitude is generally recognized as a human's evaluation of a specific insight or concept (Peter and Olson, 2010). Attitude denotes the extent to which a pattern person has favorable or unfavorable assessments of the behavior that interests him or her (Ajzen and Fishbein, 1980). Attitude is a response to an object based on a certain level of liking or disliking (Samodra and Ratnasari, 2020).

Anxiety is an emotive, cognitive physical process that is portrayed as apprehension about an upcoming event. Anxiety arises when the threat is ambiguous, uncertain, or lacks specificity, and there is action which is a prolonged emotional state (Nguyen and Phan, 2022). Anxiety draws on negative moods in a cognitive setting, these moods are elicited in real or imagined encounters (Lu and Su, 2009). The enormous impact of COVID-19 on lives and human health has led to apprehension and anxiety. The constant updates on the pandemic and focus on the dissemination and harms of the virus has also caused anxiety. Anxiety about the virus seems to be the main psychological symptom associated with COVID-19 (Nguyen and Phan, 2022).

Utilitarian value relates to the basic functions and benefits of a product. In shopping, utilitarian value orientation is more about goals. Utilitarian purchase motives include desires such as the search for convenience, the search for variety, the search for product or service quality, and a reasonable price level (Basaran dan Buyukyilmaz, 2015). (Solomon et al., 2022) differentiate purchases as activities performed for utilitarian (functional or tangible) and hedonic (pleasurable or intangible) reasons.

Hedonic value emphasizes subjective and emotional things, a consumer might come to rely on a product to fulfill the need for pleasure, self-esteem, fantasy, and so on (Dewanti et al., 2020). Hedonic value addresses the value-conscious experience derived by the emotional, social, reputational and esthetical dimensions of a product. Hedonic value is attributed to consumers' desire for entertainment, enjoyment, fun, novelty and excitement (Teng and Wu, 2019).

Anxiety has become one of the greater informational values for consumption decisions leading to avoidance behavior (Bujisic et al., 2017). Anxiety will lead to consumer attitudes towards their intention to purchase products with acts of anxiety and fear of just shopping for fear of contracting the COVID-19 virus outbreak, this is evidenced in research from (Giao et al., 2020) which states that the higher a person's level of anxiety, it will lead them towards rejection. research from (Patil et al., 2020) states that anxiety has a significant negative effect on attitude towards, in line with the research of (Sriningsih et al., 2020), (Rana et al., 2017), (Adikoeswanto et al., 2022), The higher the level of anxiety of a person, the negative influence on their behavioral interest, in line with research conducted by (Dewi et al., 2020), (Lu and Su, 2009), (Mauliza et al., 2022), (Saprikis et al., 2022) and (Liu et al., 2022) who stated that anxiety has a significant negative effect on behavioral intention.

Utilitarian value is value directed towards achieving goals, and is related to efficiency and rational decision-making; it refers to the utility or functional value of an object (Batra and Ahtola, 1991). The greater the level of consumer needs in shopping, it will increase attitudes towards behavior to purchase the products needed, this is in line with research conducted by (Redda, 2020) which states that the higher the utilitarian value the higher the attitude towards behavior, in line with research conducted by (Susanto and Sugiyanto, 2021) which states utilitarian value has a significant effect on attitude towards.

Consumer behavioral intention or behavioral intention occurs because of the magnitude of consumer needs, the higher the value of necessity or utility value, the higher the consumer's intention to behave, whether it is making a purchase, recommending and or visiting again, several studies have proven a significant influence between the utilitarian value relationship on behavioral intention, as in the research of (Dewanti et al., 2020) which states that the higher the utility value built by consumers when they want to shop, the higher the interest in consumer behavior, in line with research conducted by (Teng and Wu, 2019), (Ryu et al., 2010), (Bakirtaş et al., 2015), (Liu et al., 2022), (Jiang and Lau, 2022), (Basaran dan Buyukyilmaz, 2015) which state that utilitarian value has a significant effect on behavioral intention.

Hedonic value relates to the multi-sensory, fantasy, and emotional aspects of a person's experience with a product or service, hedonic value reflects an individual's evaluation of the entertainment and experiential value of the shopping trip (Basaran dan Buyukyilmaz, 2015). The higher the hedonic value of a consumer, it will affect their attitude in determining purchasing behavior, as in the research of (Redda, 2020) which states that hedonic value has a significant effect on attitude towards behavior, which is in line with research conducted by (Akinbode et al., 2018) and (Mosunmola et al., 2019) that state, there is a close relationship between the relationship between hedonic value and attitude towards.

Attitude is the evidential impact of an individual's current positive or negative feelings on a particular behavior (Ajzen and Fishbein, 1980). Behavioral intention has lately been interpreted as an individuals' liking or disliking of a particular psychological product. If one has more of an agreeable attitude towards a particular action, then chances are that they will have the intention to perform the action. Conversely, if they dislike the behavior more they're less likely to have the intention to perform it (Ajzen and Fishbein, 1980). The higher the consumer attitude, the positive effect on my purchase intention, this is in line with the results of research from (Giao et al., 2021), (Cuong & Jian, 2014), (Udayana et al., 2022), (Setyawati and Polar, 2022) and (Purwanto et al., 2021).

METHODS

This research uses descriptive research with a quantitative approach. The population used in this research were customers who had previously shopped at one of the three hypermarkets in East Kalimantan. Sample determination was conducted using systematic random sampling with the requirement that the respondents who had or had recently purchased at hypermarkets in East Kalimantan post-Covid-19 pandemic. East Kalimantan residents who shopped at least twice for thirty minutes or more during Covid 19, met the requirements to participate in this research as respondents. The minimum sample size estimation method that is widely used in PLS-SEM is the ten times rule method, so the number of respondents used was 160. The questionnaire offers five different ways to respond and uses a Likert scale as a measurement reference.

A models have good convergent validity when the outer loading value is > 0.6 , and the mean variance extracted (AVE) is > 0.5 , and composite reliability > 0.7 . In addition, Cronbach's alpha must be greater than 0.7 for each of the variables, showing that all of them would be reliable enough and the most appropriate item for each of the variables. The data were examined by structural equation modeling (SEM) with partial least squares (PLS) using the SmartPLS 3.0 program.

RESULTS

The number of people who participated in this survey was 160, with the majority of respondents stated that they had not been exposed to the Covid-19 virus (61%) and the majority of respondents were female (69%). In terms of age, the majority of respondents were aged between 25-30 years (43%), with most of them working as private employees (70%) and making an occupation between Rp3,000,000,- to Rp5,000,000,- (45%), most of them reside in Samarinda (72%). Hypermart is type of Hypermarket that most visited by customer in East Kalimantan (61%).

Table 1. Structural Model Test

Dependent Variable	R Square
Attitude Toward Behavior	0.548
Behavioral Intention	0.676

Source: Processed Data by PLS (2023)

According to Table 1, the attitude toward behavior variable can be influenced by the independent variables of anxiety, utilitarian value and hedonic value with the amount of predictive power of the model, which is 54.8%. Furthermore, the behavioral intention variable is influenced by the anxiety, utilitarian value, hedonic value and attitude toward behavior variables, which has a level 67.6%.

Structural model evaluation through Q square (Q^2) is carried out to find out how well the investigations made can provide outputs on the model of research. The calculation of the predictive relevance value that has been included in the Q square equation was 0.854, which means that this research model has a predictive relevance value. The calculation for the goodness of fit value was 0.648. This means that the research model has a high ability to explain empirical data.

The test results on direct and indirect effects are presented in Table 2 and Table 3.

Table 2. Result of Hypothesis Test

Hypotheses	Direct Relationships	Path Coefficient	P-Values	t-statistic	Significance
H ₁	Anxiety-Attitude Toward Behavior	-0.022	0.785	0.273	Not Significant
H ₂	Utilitarian Value- Attitude Toward Behavior	0.308	0.013	2.484	Significant
H ₃	Hedonic Value-Attitude Toward Behavior	0.497	0.000	5.595	Significant
H ₄	Anxiety-Behavioral Intention	-0.051	0.444	0.767	Not Significant
H ₅	Utilitarian Value-Behavioral Intention	0.191	0.002	3.100	Significant
H ₆	Hedonic Value-Behavioral Intention	0.115	0.127	1.529	Not Significant
H ₇	Attitude Toward Behavior-Behavioral Intention	0.593	0.000	8.911	Significant

Source: Processed Data by PLS (2023)

Table 3. Result of Indirect Effect

Indirect Relationships	Path Coefficient	P-Value	t-statistic	Significance
Anxiety-Attitude Toward Behavior-Behavioral Intention	-0.013	0.788	0.269	Not Significant
Utilitarian Value-Attitude Toward Behavior-Behavioral Intention	0.183	0.015	2.448	Significant
Hedonic Value-Attitude Toward Behavior-Behavioral Intention	0.295	0.000	4.444	Significant

Source: Processed Data by PLS (2023)

DISCUSSIONS

The study's findings indicate that anxiety does not have a significant effect on attitudes towards shopping behavior in hypermarkets. This contradicts several previous studies, such as Bujisic et al. (2017) and Giao et al. (2020), which stated that anxiety can lead to avoidance and rejection behaviors in consumption decisions due to fear of contracting the COVID-19 virus. Patil et al. (2020) and other researchers also found that anxiety has a significant negative effect on attitudes and behavioral intentions. This study shows that anxiety is not the main factor influencing attitudes towards shopping behavior in hypermarkets after the COVID-19 pandemic. This suggests that other factors have a greater influence on shaping consumer attitudes, such as adjustment to the post-pandemic situation, increased trust in health protocols in hypermarkets, or more dominant utilitarian and hedonic values in influencing consumer attitudes and behavioral intentions. Further research is needed to identify other factors that are more relevant in this context.

Utilitarian value has a significant effect on attitudes towards behavior. This finding underscores the importance of the practical and functional benefits sought by consumers in forming positive attitudes towards shopping behavior. It shows that consumers value practical aspects and efficiency more when shopping at hypermarkets, especially in the post-pandemic context where efficiency and convenience are prioritized. Utilitarian value is directed towards achieving goals and is related to efficiency and rational decision-making; it refers to the utility or functional value of an object (Batra and Ahtola, 1991). The greater the level of consumer needs in shopping, the higher the attitude towards behavior to purchase the necessary products, in line with research by Redda (2020) which states that the higher the utilitarian value, the higher the attitude towards behavior, and also in line with research by Susanto and Sugiyanto (2021) which states that utilitarian value has a significant effect on attitude.

Consumer behavioral intention occurs due to the magnitude of consumer needs, the higher the utility value or necessity value, the higher the consumer's intention to behave, whether it is making a purchase, recommending, or visiting again. Several studies have proven a significant influence between the utilitarian value relationship and behavioral intention, as in the research of Dewanti et al. (2020) which states that the higher the utility value built by consumers when they want to shop, the higher the interest in consumer behavior, in line with research conducted by Teng and Wu (2019), Ryu et al. (2010), Bakirtaş et al. (2015), Liu et al. (2022), Jiang and Lau (2022), and Basaran and Buyukyilmaz (2015) which state that utilitarian value has a significant effect on behavioral intention.

The significant influence of hedonic values on attitudes towards shopping behavior highlights the importance of emotional experiences and pleasure in shaping positive attitudes towards shopping, indicating that the pleasure and emotional experiences derived from shopping play a crucial role in forming positive attitudes towards shopping behavior. This finding is consistent with theories suggesting that enjoyable shopping experiences can

enhance positive attitudes towards shopping behavior (Basaran & Buyukyilmaz, 2015). The concept of hedonic value encompasses the multi-sensory, fantasy, and emotional aspects of consumer experiences, reflecting how individuals evaluate the entertainment and experiential value of shopping trips (Redda, 2020).

Other studies by Akinbode et al. (2018) and Mosunmola et al. (2019) also support these findings by showing a strong relationship between hedonic value and attitudes towards shopping behavior. They highlight that higher perceived hedonic values by consumers correlate with more positive attitudes in determining purchasing behavior. Therefore, this research not only confirms existing theories but also provides deeper insights into how hedonic values influence consumer attitudes and behaviors in the context of shopping. The implications underscore the importance for retailers and marketers to consider emotional experiences and pleasure in their strategies to enhance shopping experiences and strengthen positive connections with customers.

Anxiety does not significantly influence behavioral intention. This suggests that despite consumers experiencing anxiety, it does not sufficiently affect their intention to shop at hypermarkets. This finding may indicate that consumers have adapted to the post-pandemic situation and no longer let anxiety hinder their shopping intentions. Research supports the notion that anxiety can significantly impact consumer behavior, particularly in decision-making processes that involve avoidance behaviors (Bujisic et al., 2017). Anxiety can influence consumer attitudes towards purchasing products, driven by fear of shopping and concerns over contracting the COVID-19 virus, as highlighted by Giao et al. (2020). Higher levels of anxiety are associated with increased avoidance behaviors, as noted in studies such as those by Patil et al. (2020), Sriningsih et al. (2020), and Rana et al. (2017). These studies consistently show that anxiety negatively affects attitudes towards shopping, aligning with findings from Dewi et al. (2020), Lu and Su (2009), Mauliza et al. (2022), Saprikis et al. (2022), and Liu et al. (2022), which underscore anxiety's significant negative impact on behavioral intentions.

Utilitarian value significantly influences behavioral intention, indicates that the practical and efficient benefits derived from shopping at hypermarkets play a crucial role in shaping consumers' intentions to continue shopping. It underscores the importance of utilitarian aspects in attracting and retaining customers. Utilitarian value refers to value directed towards achieving specific goals, associated with efficiency and rational decision-making; it pertains to the utility or functional value of an object (Batra and Ahtola, 1991). The higher consumers' needs in shopping, the higher their attitude towards behaviors such as purchasing necessary products, as described in research by Redda (2020), which states that higher utilitarian value correlates with more positive attitudes towards behavior, consistent with findings by Susanto and Sugiyanto (2021), showing utilitarian value significantly impacts attitudes.

Consumer behavioral intentions arise due to perceived high needs or utilitarian value, where higher perceived utilitarian value correlates with higher consumer behavioral intentions, whether in purchasing, recommending, or revisiting. Several studies have proven a significant influence between utilitarian value and behavioral intentions, as noted in research by Dewanti et al. (2020), indicating that higher perceived utilitarian value during shopping increases consumer behavioral interest. This aligns with findings from Teng and Wu (2019), Ryu et al. (2010), Bakirtaş et al. (2015), Liu et al. (2022), Jiang and Lau (2022), and Basaran and Buyukyilmaz (2015), which underscore utilitarian value's significant impact on behavioral intentions.

Hedonistic value does not show a significant influence on behavioral intention, indicates that while enjoyable shopping experiences are important, they do not sufficiently affect consumers' intentions to shop at hypermarkets. Consumers may prioritize practical and functional aspects more in their shopping decisions. Hedonistic value encompasses the multi-sensory, fantasy, and emotional aspects of a person's experience with a product or service, reflecting an individual's evaluation of the entertainment and experiential value of the shopping trip (Basaran and Buyukyilmaz, 2015). The higher the hedonistic value of a consumer, it affects their attitude towards purchasing behavior, as shown in research by Redda (2020), which highlights that hedonistic value significantly influences attitudes towards behavior. This aligns with studies by Akinbode et al. (2018) and Mosunmola et al. (2019), indicating a close relationship between hedonistic value and attitudes.

Attitude towards behavior plays a significant role in shaping consumer intentions, as indicated by a path coefficient of 0.593, demonstrating a significant influence. This finding illustrates that a positive attitude towards shopping behavior is a key predictor of consumers' intentions to shop at hypermarkets. Behavioral psychology theories, such as those proposed by Ajzen and Fishbein (1980), explain that attitude results from individuals' evaluations of behavior based on their positive or negative feelings towards it. In other words, the more positive someone's attitude towards an action, the more likely they are to have a strong intention to perform it. Related research consistently shows that a positive attitude towards a product or consumer behavior significantly contributes to the intention to make a purchase. For example, studies by Giao et al. (2021), Cuong & Jian (2014), Udayana et al. (2022), Setyawati and Polar (2022), and Purwanto et al. (2021) affirm that the better consumers' attitudes towards a product or service, the greater their influence on their decision to purchase or engage in related actions. This indicates that effective consumer attitude management can be a crucial strategy for enhancing sales and maintaining customer loyalty in the retail sector, particularly in competitive environments such as hypermarkets.

The relationship between anxiety and its influence on attitudes towards behavior and behavioral intentions reveals intriguing findings in consumer psychology. Specifically, the research indicates that anxiety has not significantly alter consumers' attitudes towards shopping behavior. Consequently, this lack of significant influence indicates that anxiety cannot definitively predict consumers' intentions to engage in shopping activities. These findings are consistent with previous studies, such as those by Giao et al. (2020) and Patil et al. (2020), which suggest that anxiety tends to foster negative attitudes towards shopping, particularly in contexts where perceived risks, such as health concerns, dominate. Collectively, these findings reinforce the view that anxiety detrimentally affects consumer attitudes and behavioral intentions.

Utilitarian value was associated with efficiency and rational decision-making in shopping experiences. Higher utilitarian values correlate with more positive consumer attitudes towards shopping behavior, as evidenced in studies such as Dewanti et al. (2020) and Teng & Wu (2019). This research indicates that higher consumer needs drive more positive attitudes towards shopping behavior, thereby motivating intentions to shop again. The significant impact of utilitarian value underscores its crucial role in shaping consumer perceptions and behavioral motivations in shopping contexts.

Hedonic value, encompassing sensory, fantasy, and emotional dimensions of consumer shopping experiences, also exerts a significant influence on attitudes and behavioral intentions. High hedonic value enhances consumers' positive attitudes towards shopping behavior. Consumers who derive high sensory and emotional satisfaction from shopping activities exhibit more positive attitudes towards shopping, ultimately driving their purchase intentions, as demonstrated in studies by Redda (2020) and Akinbode et al. (2018). While anxiety shows minimal impact on consumer attitudes and intentions in shopping contexts, utilitarian and hedonic values emerge as highly influential factors. Utilitarian value, emphasizing efficiency and practicality, and hedonic value, focusing on sensory and emotional satisfaction, play central roles in shaping consumer attitudes and motivating shopping behaviors. These findings provide valuable insights for marketers and retailers seeking to understand and effectively leverage consumer motivations.

CONCLUSIONS

Behavioral intention is able to be directly influenced by the utilitarian value variable, where behavioral intention is an important factor in business activities, especially in Hypermarket in East Kalimantan. Behavioral intention is an interest in behavior from a consumer which is indicated by behavioral interest in repurchase, recommend and behavioral interest in revisit, this is why behavioral intention is the spearhead for a business to increase sales. Behavioral intention in Hypermarket consumers will increase if Hypermarket as a shopping place is able to provide utilitarian values such as convenience, shopping budget savings and fast service that can trigger consumer interest in behavior (behavioral intention) both repurchase, recommend and revisit.

Utilitarian value, hedonic value can affect attitude toward behavior which is felt by Hypermarket consumers in East Kalimantan. In this study attitude toward behavior becomes a mediator variable that mediates the relationship between anxiety, utilitarian value and hedonic value variables on behavioral intention, which is expected that consumers can increase their behavioral intention if added to the existence of attitude toward behavior felt by consumers first, but the results of this study are not the case because some of the results in this study show that consumers can feel attitude toward behavior but are not interested in behaving, be it behavior to repurchase, recommend and visit again. From these results Hypermart must be able to provide something different such as an attractive appearance and layout so that this can trigger the arrival of consumers who are looking for hedonic values when shopping, what kind of hedonic value, namely the value where consumers when shopping feel happy, consumers who can get rid of their boredom and consumers who are excited to shop, and this is what can trigger consumer interest in behavior (behavioral intention), namely behavior to shop again, recommend and visit again.

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