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## **CHERRY PICK, SHOPPING SATISFACTION, AND MARKET MAVEN**

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### **ABSTRACT**

*The study examines the effect of five dimensions of selective consumers, commonly known as cherry pick, on market maven mediated by shopping satisfaction. For practitioners, cherry pickers have contributed to a lot in building price competition among retailers, or retailers trying to have the cheapest deals in the weekly ad and the discount price. Cherry pickers are interested in shopping with the discount price of 50% -70%. As retail management strategy, it has the aim to gain bigger turnover. The segment of cherry pick has been discovered quite large, heterogeneous, and potentially attractive to retail management. Market maven functions as non-cost promotional tool by voluntarily conveying to consumers who need information about product, brand, price, deficiency and excess product, place of purchase and method of payment. It shows that the dimensions of attractive discount 50%-70% and the consideration for the purchase of discount product affect shopping satisfaction. Shopping satisfaction affects the market maven. Dimensions of discount 50%-70% and discount information affect the market maven. Consumers who have market maven nature need to know the description on large discount retail offer and discount information so that they can be conveyed voluntarily to consumers in need. Women tend to be more cherry picking and market maven than men at the age of 31-50 years.*

**Key words:** Cherry Pick, Shopping Satisfaction and Market Maven.

## **CHERRY PICK, KEPUASAN BELANJA, DAN MARKET MAVEN**

### **ABSTRAK**

*Penelitian ini menganalisis pengaruh lima dimensi konsumen selektif yang dikenal sebagai pemilih ceri di pasar maven, dimediasi oleh kepuasan belanja. Bagi praktisi, pemilih ceri telah berkontribusi banyak dalam persaingan harga antara pengecer, atau pengecer berusaha untuk bertransaksi termurah di iklan mingguan dengan harga diskon. Pemilih ceri senang berbelanja dengan harga diskon 50% -70%. Sebagai strategi manajemen ritel, mereka memiliki tujuan untuk mendapatkan omset besar. Segmen pemilih ceri telah ditemukan cukup besar, heterogen, dan sangat menarik bagi manajemen ritel. Fungsi pasar maven sebagai promosi tanpa biaya dengan sukarela menyampaikan kepada konsumen yang membutuhkan informasi tentang produk, merek, harga, kekurangan, dan kelebihan produk, tempat pembelian, dan metode pembayaran. Hal ini menunjukkan bahwa dimensi diskon menarik 50% -70% dan pertimbangan untuk pembelian produk diskon mempengaruhi kepuasan belanja. Kepuasan belanja mempengaruhi pasar maven. Dimensi diskon 50% -70% dan informasi diskon mempengaruhi pasar. Konsumen yang memiliki pasar maven perlu mengetahui gambaran tentang potongan harga yang ditawarkan ritel besar dan informasi diskon sehingga mereka dapat disampaikan secara sukarela kepada konsumen yang membutuhkan. Wanita cenderung suka menjadi pemilih ceri dan pasar maven dibandingkan laki-laki pada usia 31-50 tahun.*

**Kata Kunci:** Cherry Pick, Shopping Satisfaction and Market Maven.

## INTRODUCTION

Indonesian retailers tend to give big discount. In Carrefour, for example, everyone who shops at night wants to get a good discount, such as one kg of chicken is priced below the normal price. So, within one hour, the goods are sold out. Research on cherry picking has not been much studied in Indonesia. Yet, some consumers may have done it without realizing that the cherry picking is around the retail. In other countries, there have been several studies on cherry picking. Due to this fact, after visiting six European countries, the researcher is interested in knowing more about the behavior of Indonesian consumers. Cherry picking has long become consumer's behavior in the purchase of products. It is also important for management to know the retail purchase behavior. By having more information about the prices of various industrial products, a variety of products or services offered by retailer and retail locations, customers tend to become cherry pickers. Most consumers get a lot of information about discount prices of some products in some retails through marketing in the form of promotion using price list. Retailers know cherry pickers as shoppers who compare prices at several stores and get special price.

The study on cherry pick is seldom tested in Indonesia. This study, therefore, examines the effect of five dimensions of cherry pick on market maven mediated by shopping satisfaction, including gender differences, market maven doer, and shopping satisfaction. Price of industrial products in the market plays a potent role in decision-making, as it affects what is purchased in a retail store, when and where to buy, and how many products are purchased by consumers (Alba et al. 1999). It is important for retailers to understand the behavior of cherry pick. The aim is to be able to develop marketing strategy, to ensure greater market share and, in turn, to gain a greater ROI. Retail management strategy is conducted to achieve marketing objectives.

The objective of the company's marketing strategy is to provide solid foundation of the developed tactical plan. This allows the

company to be able to carry out its mission effectively and efficiently. Lavy and Weitz (2004) stated that cherry pick is a consumer who visits a store and will only buy the products at great discount prices. Other factors that affect consumer to behave as cherry pick is caused by several stores offering more complete product diversity and discount 50%-70%. Some previous researchers have examined the effect of cherry pick on consumer's price knowledge and gender differences in choosing food materials in the USA and Europe by Lavy and Weitz (2004). In Indonesia, consumers often flock when they shop in retail with the aim to find the appropriate and greatly discounted products although sometimes the size, model and color of the products are not complete. But consumers still feel benefited when they get discount products. The result of interview between researcher and respondents indicates that consumers are more interested in finding qualified product and at a certain discount prices. But very few who tested the behavior of the consumers who like shopping with great discounts, sometimes through several stores, to get the cheapest price with qualified products.

The objectives of this study are; first, to examine the effect of the five dimensions of cherry pick on market maven, having a lot of market information, mediated by shopping satisfaction and second, to examine gender differences in shopping satisfaction and market maven.

## THEORETICAL FRAMEWORK AND HYPOTHESIS

### Dimensions of Cherry Pick, Shopping Satisfaction, and Market Maven

Cherry pick is defined as the best decision making when buying products and get quality products at a cheap price. Consumer's knowledge about discount rates when selecting products can be influenced by several factors related to the consumer's characteristics and the categories of food products. It has been tested by Estelami (2008). Market prices play relevant role in purchase deci-

sion. Women understand the price of jewelry better than men. Consumer's price knowledge and gender have an impact on retail marketing strategy (Chant and Scheers 2011). Price knowledge is the ability of consumers to buy the product while considering the price of specific product in the long-term memory (Scheers 2010).

Prices of products in the market play an important role in consumer's decision making. This affects what, when, where, and how many products which will be purchased by the consumer (Alba et al. 1999). Consumer's knowledge in learning the price is relevant and it enables consumer to do cherry pick easily. The information of discounted product price and product diversity increases the ease of doing cherry pick. Variety of products offered by the store usually includes snacks, shoes, briefcase, clothes and grocery. Research conducted by Chant and Scheers (2011) in South Africa shows that women know miscellaneous products better than men. Woman is positively associated with knowledge of price, and therefore women dare to cherry pick better than men.

Variety of discount products, discount products knowledge, and discount information can be learned in retail stores. Consumers, who are selective in shopping in stores, will choose products that have a discount of 50% -70%. Discount prices are usually known to consumers well, primarily by selective consumer (cherry pick), who sometimes like to move, from store to store, to get the desired items (Fox and Hooch 2003). But unlike the opinion of Levy and Weitz (2009), the findings suggest that cherry pick is as consumers who visit a store and only buy goods which are sold at huge discounts. Other factor that affect cherry pick is that the consumers enjoy shopping and choose to shop at stores they like. However, Crocer (2005) argues that cherry pick is both seller and buyer. A seller can be referred to as being selective if he understands the consumer's profile that he selects as a market target.

In shopping, consumers have selective character to products they will purchase.

They tend to choose items that have special prices. Not all consumers who shop in retail are cherry pick in nature. They are price sensitive buyers and tend to postpone purchases to look for cheaper deals related to pricing and diversity of product types. Halbritter (2005) and Carter (2005) suggested that cherry pickers actually perform two activities;

First, every week shopping in retail stores and they get cheap price offer. In market, it is also found that retailers competing each other to promote different products. In between weekly visits increase the number of cherry pick opportunity than loyal consumers who shop at the store.

Second, buyers can engage cherry pick more extremely where their visit to other stores can be done at every shopping. Consumers can share their shopping at different stores every week to get the advantage from the deals offered by different stores. Gauri, Sudhira and Talukdar (2005) suggested that cherry pick is divided into three sections. First, they do cherry pick through prices search from time to time. This indicates possibility of consumers being loyal to one store but they are still sensitive to prices. And then they put off their shopping from time to time or decide to go shopping when the stores give substantial discounts. Second, consumers can do cherry picking through prices search from one store to another. It implies that consumers still do shopping activity in one day. They shop at a different store by considering the best price offered. Third, cherry pick consumers may become customers who shop at different stores from time to time.

There are five related dimensions;

(1) Discount information, frequently offered by stores every week, aiming to invite selective buyers in the retail shop, is a marketing strategy to provide shopping satisfaction. After the customers get clear information on pricing, they do not need to move from store to store to get a high discount product. Scheers and Cant (2007) mentions that discount information as well as diversity of products are always obtained by customers

through the promotion of the store. Discount information makes it easy for customers to do cherry pick.

(2) In promotion, retailers should inform the promoted price of each item so that consumers have knowledge about the price. Knowledge of price is usually owned by cherry pick in making purchase decision. Chant et al, (2011) found that knowledge of price greatly affects cherry pickers in South Africa.

(3) Discount prices can attract customers very much. In the concept of sale, it is said that if retailers do vigorous promotion, by then the consumers will buy in greater numbers (Kotler and Keller 2006).

(4) Selective consumers will decide to buy if the products offered are cheaper than the standard price. Then, they are benefited and even able to buy in bulk.

(5) A wide assortment of exciting products discount include clothing, office supplies, such as shoes, and school bag or briefcase, as well as food, like snacks and fruits. Products offered by the store are regular consumer need.

Therefore, it can be concluded that the five dimensions can affect the selective buyer's shopping satisfaction.

H1: Five dimensions of cerry pick affect shopping satisfaction.

Satisfaction is a person's feeling of pleasure that emerges after comparing between the perception and the outcome or performance of a service and everything is in accordance with expectations. Satisfaction is predictive of consumer confidence in what is going to happen. As Chen, (2008) and Ruswanti (2012) argue that the concept of total satisfaction is an overall evaluation of the consumers after they feel a service on previous experience. It is found that the quality of services significantly influence customer satisfaction and loyalty. Zeithaml and Bitner (2003) suggested that satisfaction is customer's evaluation on product that can meet their needs and expectations. Consumer's attitudes can be seen through the notions such as re-purchase, the consumer wishes to recommend to others, and commitment to the company for not

switching to competitors (Mengi 2009; Cronin and Taylor 1992).

Satisfaction is an assessment of a product or service feature, or the products and services themselves. It is associated with the consumption of delightful level of compliance. Customer's satisfaction is a broader concept compared with the quality of care. This includes an evaluation of what is thought and felt by consumers. Evaluation of service quality is a major cognitive procedure. Cronin and Taylor (1992) states that service quality and customer satisfaction are related strongly. Zeithaml et al, (2009) stated that the quality of service is a component of customer's satisfaction. The most important factor in determining the quality of service is the perceived levels of service which are influenced by the experience of previous purchases. The value of the perceived quality is a comprehensive approach to the utility of a product. It is based on the perceptions of what is perceived between the benefits received and the costs incurred (Zeithaml 2003).

Service Performance is the performance and the value of service quality received and truly felt by customers. Satisfied consumers will deliver required information to prospective consumers voluntarily (called market maven). Market maven is a term which is introduced in the marketing literature by Feick and Price (1987). Market maven is individuals who have information about many kinds of products, places to shop, types of products offered. They discuss and respond to requests for market information. Market maven is described as a person who has complete information about market interest. They do their part happily, consider it as a means of recreation, enjoy the shopping and are actively involved in shopping (Belenger and Krogaonker 1978). Trolelli and Engledow (1980) identify market maven as an information seeker, a sample, an opinion leader, an innovator, and a market family.

Slama and Tashcian (1983, 1985) say that some consumers have market maven nature and they tend to engage in the market more than others. They distinguish types of

market involvement more than product involvement and show their effort to in greater number. Unlike the Lesser and Hughes (1986), they state that market maven is consumer who is active in looking for information. Market maven is as one of groups that frequently arise in the study of psychographic market segmentation. They have adequate support in searching. They are not only smart shopper but also active as in providing information. This support comes from the findings of other researchers that consumers prefer to use shopping list and plan expenditure through advertising (Price et al. 1988). Some characteristics of market maven are related to the ownership of information providing about location, activities of seeking the information and the pleasure of shopping.

Fitzmaurke (2011) states that indicator of satisfaction motivates consumers to provide advice or recommendations to prospective customers. The linkage of satisfaction and market maven is that consumers who are satisfied in shopping will deliver the required information to prospective consumers voluntarily. Market maven doers prove to be more aware of new products and the brand of a product than consumers who do not have market maven soul. Market maven concept describes about a person who has good information on prices, stores that offer big discount, store locations, and product quality. They consider shopping as recreational therapy, especially when the retailers offer free health therapy, free juice, or free facials. Consumers then enjoy shopping and are actively involved in shopping (based on the researcher's interview and observation while shopping at Harmony Carrefour Jakarta and in six countries, namely in Austria, Hungary, Poland, Slovakia, Germany, and Checo in Eastern Europe in November 2012).

**H2: Shopping satisfaction affects market maven**

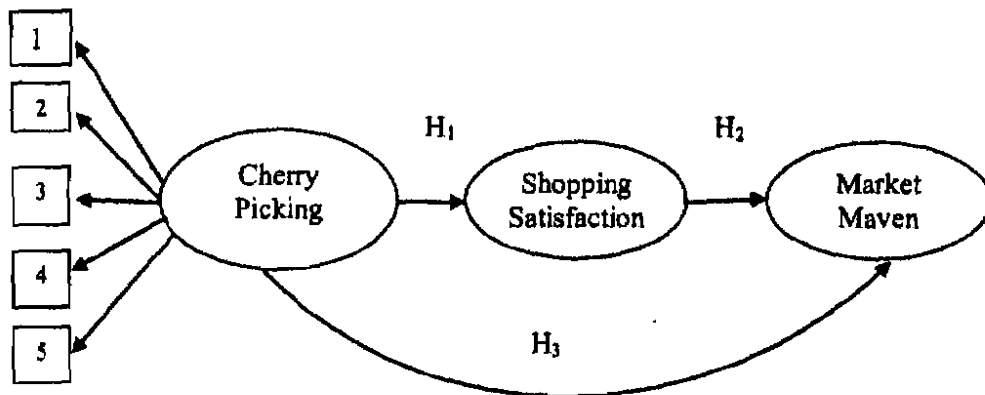
An active market maven doer provides information through advertising media on the categories of products to other consumers (Lesser and Hughes 1986). The tendency as market maven is significantly correlated

with the pleasure of shopping (Feick and Price 1987; Higie et al. 1987). Actually, what make market maven interested in marketing? Because marketing impact on other consumers through innovation and interpersonal communication. They generally affect the initial purchasers of products. Marketing, traditionally, attracts the opinion leaders as information provider. They look for information from the media and then provide the information for the public. The interests of opinion leaders in certain category of product seem to be the main motivation of market maven (Frizmaurice 2011). Market maven, as the first purchaser, also provides information to the public and talk about the new products, but their expertise arises from the initial purchase of a particular product.

The effect of market maven manufacturers tend to make attractive targets for retailer promotions and offer a variety of products to consumers on low prices, wide assortment of products, retail operating hours, special sales, and product quality (Higie et al. 1987). Slama and William (1990) found that market maven women often give information about sales, culinary/restaurant, quality of products, garments, pricing, new products and food products. While market maven men tend to give information on quality products, car repair, car prices, kinds of brand cars and electronics sales, new products and food products. Word of mouth communication has long been considered important to influence consumer's attitudes in decision making. It is believed more reliable in influencing consumers than other forms of promotion. This is how to communicate independently and deliver them to close friends, family and other people who believe it.

It will have implications if the information of products that have a high risk is not conveyed to other consumers. This is carried out to reduce the risk, an important motivation of the word of mouth (Hennig, and Wals 2003). Paridon (2008) suggests that consumers are more comfortably spreading the message, word of mouth, on low risk products only because friendship is not risked if there

**Figure 1**  
**Research Model**



Source: Researcher's development.

is an unsatisfactory consequence on the recipient. Market maven by (Godsmith et al. 2006) is defined as an individual having information about various types of products, shopping, and other aspects of the market.

They discuss the potential consumers who need information about the market. The expertise of market maven is affected by high growth of market and driven by obligation to share information aimed at helping other consumers (Walsh, Gwinner and Swanson 2004). Bendapudi and Berry (1997) advocacy relations are generated to continue the relationship with customers. Interest as an opinion leader in certain product categories seems to be the main motivation of market maven. (Bloch 1986 in Godsmith et al. 2003), the first buyer also gives information to talk about the new product, but their skills arise from the initial purchase of a particular product.

H3: Five dimensions of cherry pick affect the market maven.

### Research Model

Figure 1 is research model. Cherry picking has five dimensions and affects customer's satisfaction in shopping. Customer's satisfaction in shopping affects market maven. But cherry picking can also directly affect the market maven.

### RESEARCH METHOD

Surveys are used to test all hypotheses. This study uses a survey by the respondents who have discount price interest in shopping at su-

permarkets and are usually gathered around the discount products.. The reason behind the use of the survey method is that the data is to test several hypotheses and draw conclusions from the behavior of the respondents (Singh 1986; Neuman; 2003). The population of this study is consumers who are shopping in retail. They are shopping snacks, laundry and bath equipment, shoes and bags, office wear, sunglasses. Samples selected are customers who are clustered as in the clothes area in retail and in a group of products that have a discount of 50% to 70%. The next step is asking if they are willing to fill out a questionnaire. If they are, then it is continued with question and answer. For consumers who are willing to fill out questionnaire, they are given a gift in appreciation of the time provided.

Survey on location is used in this research design. The sites of the research are in several retail areas in Central Jakarta. This study is designed more flexible than the survey conducted at home. Interview with respondents is also done with full control of the respondent environment. Such techniques are fun because while they are looking at discount products, it is useful for the researcher to test the concept of cherry picking. Purposive sampling is used in taking the samples; they are respondents with certain criteria. When they are shopping, they cluster in one corner with discount products of 50-70%. Certain shopping centers are selected based on convenience and space so that the respondents fell comfortable.



The sample size is set at 150 (Hair et al. 1998), but the samples which can be analyzed totaled 147 respondents, because three of them do not complete the questionnaire. This study uses SPSS analyzer series 19. This study is not conducted on weekends and in the evening, because it is likely to affect the final outcome of the study. In the days some consumers are accustomed to do family shopping trip, if they are asked to fill out questionnaires, they will likely be disrupted. Percentages of women are 43.54% smaller than men at 56.46%. The average lifespan in this questionnaire are 17-69 years. The respondents are 98 employees, 46 entrepreneurs and 3 retired. 66 respondents earn more than five million rupiahs per month, 41 respondents earns more than one million rupiahs per month, and 40 respondents earn more than three million rupiahs per month.

Validity Test of the research item is declared valid if the total coefficient of the items correlation is greater than  $r$  table result  $df = 68$  alpha 5% is 0.235 (Singarimbun and Sofian 1989). For reliability chonbach alpha above 0.70 is considered adequate (Hair et al. 1998). Dimensions of cherry pick have been tested, such as price information, price knowledge, and consideration of buying discount product by Cant and Scheers (2011). Five dimensions of cherry pecking include product information, discount price, product variations, adopted from (Chant et al. 2011; Scheers and Cant 2007; Estelami 2008) and developed by researcher by interviewing 17 respondents and it is conducted when the respondents shopped in some Carrefour. In addition, from interviews showed that respondents felt satisfied when shopping to get a quality product, but at a price discount of 70%. Dimensions of consumer's satisfaction using 5 indicators adopted from Chen (2008). Dimensions of Market Maven are using 4 indicators developed by Feick and Price (1987); Slama and William (1990).

## **DATA ANALYSIS AND DISCUSSION**

### **Discussion of Research Results**

The result of partial test shows that the five dimensions of cherry pick, attractive dis-

counts and consideration for buying discount products significantly affect shopping satisfaction. However, variety of discount products, price information and price knowledge do not affect shopping satisfaction. It means that cherry pick doers do not consider the various products sold at discount, price information is less considered. Consumers assume that if the stores give big discount so they buy in large quantities. These findings are in contrast to findings of Scheers and Cant (2007) that mentions that the discount price information and product diversity to increase the ease of consumers to do cherry pick. While price knowledge does not or less affect cherry pick. It is different from the findings of Chant et al, (2011) that price knowledge affect cherry pick doers in South Africa. In Indonesia, the price can, likely, learned in retail stores. The result of hypothesis test 1b, 1d, 1e is not proven (see Table 1)

The result of partial test shows that shopping satisfaction affects market maven; such as they feel satisfied when they get great discount products, they do not regret buying discount products, the discount products purchased are useful, despite discount products there are some still trend (in fashion), and they intend to buy the discount products again. Respondents aged 31-50 tend to be satisfied shopping discount products. Women tend to be more satisfied shopping discount products at 70% than men. In family, financial management tend to be handled by the wife so that shopping with great discount can reduce the family budget.

Test result of cherry pick dimension shows that attractive discount and discount information positively and significantly affect market maven doers. While various discount products, consideration to buy discount products, and price knowledge do not affect market maven significantly, (see Table 1). Market maven doers consider discount information important because the discount appeals to consumers, especially selective consumers. And respondents aged 31-50 years tend to have more market maven nature than those who are under the age of 31 years and above

**Table 1**  
**Analysis of Dimensions of Cherry Pick, Shopping Satisfaction and Market Maven**

Hypothesis	Regression Line	Standardized Coefficients	<i>t value</i>	Probability (p)	Result of Analysis
H1a	KB ← DM	0.326	3.722	0.000	Significant
H1b	KB ← APD	-0.003	0.041	0.967	Insignificant
H1c	KB ← PBPD	0.272	2.992	0.003	Significant
H1d	KB ← ID	0.143	1.771	0.079	Insignificant
H1e	KB ← PH	0.093	1.194	0.234	Insignificant
H2	MM ← KB	0.753	13.760	0.000	Significant
H3a	MM ← DM	0.271	3.033	0.003	Significant
H3b	MM ← APD	0.119	1.142	0.158	Insignificant
H3c	MM ← PBPD	0.126	1.163	0.178	Insignificant
H3d	MM ← ID	0.232	2.812	0.006	Significant
H3e	MM ← PH	0.098	1.224	0.223	Insignificant

Source: Processed data.

the age of 50 years. Of the gender differences, women tend to have more market maven nature than the men. Lester et al. (2012) argued that market maven serves as a social media. The result of simultaneous determination coefficient  $R^2 = 0.692$  that five dimensions of cherry pick significantly affect customer's satisfaction. Shopping satisfaction significantly affect market maven, the result of simultaneous determination  $R^2 = 0.566$ . Dimension of cherry pick significantly affect market maven, the results of simultaneous determination  $R^2 = 0.457$ . So, the dimensions of cherry picking simultaneously affect market maven directly and indirectly.

#### CONCLUSION, IMPLICATION, SUGGESTION, AND LIMITATIONS

Attractive discounts and consideration of purchasing discount products affect shopping satisfaction in Carrefour. Attractive discount price becomes marketing strategy for retailer. Consideration of purchasing the product is due to the price which cheaper than the standard price. This strategy should be continued as a sales strategy that affects shopping satisfaction. Retail managers need to maintain a 70% discount which can attract cherry picking. Discount information needs to be designed so that every week the retailer can offer 70% discount. Price information should be known earlier so that they do not move

around the store. These findings are in contrast to the findings of Scheers and Cant (2007) that information on discount product and product diversity affect satisfaction. Knowledge of price is likely known when entering the store this findings are somewhat different to the findings of Chant et al, (2011) that price knowledge significantly affects cherry pick. Various discounts of favorite products like clothing and food needs to be maintained as a retail strategy that gives consumer's shopping satisfaction.

Customer's satisfaction in shopping affects market maven. It means that if the consumers are satisfied after shopping, especially selective consumers, they will inform their relatives, friends, and work friends who need information about a product, brand products, product price and type of payment. Actually, market maven is different from loyalty and WOM (Word of Mouth). According to researchers, Word of mouth is talking to other consumers about what is already experienced in the shopping, both positive and negative. While loyalty has indication to recommend to other consumers about products that have been purchased, do not want to buy competitor's products and buy other products at the same stores. While market maven is satisfied buyer after shopping discount products and has complete knowledge about market, the percentage of discount, location, name of the

store, and even makes discussions with fellow consumers.

Attractive discount and discount information affect market maven. It means that a person, who has market maven nature, needs to know information of the products offered by the retailer so that the information can be conveyed voluntarily to prospective customers in need. Various discount products, consideration of purchasing products and price knowledge do not affect market maven. The findings indicate that women tend to have more market maven nature than men at the age of 31- 50. For discount shopping satisfaction, it shows that women are more satisfied to shop discount than the standard price ones. Cherry pickers who like shopping discount products are at the age of 31-50 years. Supporting the findings of Chant et al. (2011) in South Africa that women are more daring do cherry pick than men, women have better information about the wholesale product price.

For retail practitioners, cherry pickers have contribution of building price competition among retailers; therefore they try to have the cheapest deals in the weekly ad. Retail management strategies aim at attracting cherry pickers with large discount in order to get bigger turnover. Retailers realize that cherry pickers like discount products, the burden of cherry pick is, actually, on the responsibility of retailers and manufacturers. Currently, the priority of high discount offers are on convenience products, but for shopping goods should be offered weekly. Goods, such as clothes, shoes, shirts, office bags and consumer's necessities under the age of 31 years should be offered with high discount considering that they are potential market maven. Marketing strategy can combine the company's marketing objectives by using cherry pick and market maven data.

The limitation of this study could not be generalized because the samples are taken only at some Carrefour in the area of Central Jakarta. In addition, the limitation of this study is to determine the dimensions of the five dimensions of cherry pick, which have ever been tested by previous researcher just

three dimensions. Two dimensions of cherry pick are developed through interviews and direct observation. Future research could examine these dimensions more consistently, especially during the questionnaire distribution. This study could be developed to test the relationship between cherry pick with fashion clothing and recreational shopper identity. Do cherry pickers like shopping fashion and recreation to Malls?

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