

The influence of consumer behavior on consumer purchasing decisions at A Bee Mart through the purchase intention factor as an intervening variable

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Abstract

This study aims to analyze the influence of consumer behavior on A Bee Mart consumers' purchasing decisions, with purchase intention as an intervening variable. The background of the study is based on the increasingly complex dynamics of consumer behavior in the modern retail sector due to changes in consumption patterns and diverse marketing strategies. The research method used is a quantitative approach with path analysis techniques through the Structural Equation Modeling (SEM-PLS) model. Data were collected through questionnaires distributed to active A Bee Mart consumers. The results show that consumer behavior has a direct effect on purchasing decisions, but the indirect effect through purchase intention is not significant, with a coefficient value of -0.001 and a p-value > 0.05. This finding indicates that purchase intention does not act as a mediator in the relationship between consumer behavior and purchasing decisions. Thus, A Bee Mart consumers' purchasing decisions are more influenced by actual behavioral factors and shopping experiences than by purchase intention. These results provide implications for retail management to strengthen aspects of customer experience, service quality, and loyalty strategies rather than solely focusing on increasing purchase intention.

Keywords :Consumer behavior; purchasing interest, purchasing decisions, A Bee Mart

1. INTRODUCTION

Changing consumer shopping patterns in the digital era and the rise of retail promotions make understanding consumer behavior crucial for modern retailers like A Bee Mart. Consumer behavior, which encompasses perceptions, attitudes, preferences, and purchasing habits, influences every stage of the purchasing decision-making process, from need recognition to the final purchase decision. Recent research shows that intermediary variables (such as purchase intention) often bridge the influence of behavioral attributes (e.g., attitudes, perceived value, interaction with marketing content) on actual purchasing decisions..

The Theory of Planned Behavior (Enifarmawati Lase et al., 2024) emphasizes that attitudes toward behavior, subjective norms, and perceived behavioral control shape the intention to perform an action. In a retail context, purchase intention then predicts actual purchase decisions. A recent systematic review confirms that the TPB remains a strong foundation for explaining the relationship between consumer attitudes/perceptions and purchase intentions in various modern consumer contexts. The use of the TPB is suitable for constructing a framework for the relationship between consumer behavior, purchase intention, and purchase decisions at A Bee Mart.

Numerous empirical studies in the past three years have found that purchase intention is not only a predictor of purchase decisions but also mediates the influence of behavioral variables such as product quality, promotions, and e-WOM on purchase decisions. For example, field studies in food retailers and e-commerce platforms found that the direct effect of marketing attributes on purchase decisions is often weakened if not preceded by increased purchase intention. This supports the rationale for including purchase intention as an intervening variable in this study.

Recent quantitative research and meta-analysis show that digital content, including short videos and online reviews, influences trust and purchase intention, ultimately increasing the likelihood of purchase. For brick-and-mortar retailers with digital marketing activities like

A Bee Mart, these findings indicate that online-offline interactions should be considered when analyzing buyer behavior.

Although empirical evidence suggests the important role of purchase intention as a mediator, studies examining the context of community retail/local minimarkets (the case study of A Bee Mart or similar retailers in Indonesia) are relatively limited. Many studies cover e-commerce or large hypermarkets, but consumer behavior in local minimarkets—which is influenced by factors such as visiting habits, proximity, and local social connections—may operate through different mechanisms. Therefore, contextual research is needed to examine whether the relationship between consumer behavior → purchase intention → purchase decision holds strong within the A Bee Mart environment.

2. REVIEW OF LITERATURE

This research concept refers to the Theory of Planned Behavior (Ajzen, 2011), which states that individual behavior is influenced by attitudes, subjective norms, and perceived control, which give rise to intentions (purchase interest) and then lead to actual behavior (purchase decisions). In the context of A Bee Mart, consumer behavior includes attitudes toward products, price perceptions, shopping experiences, and psychological factors that arise from interactions with the store. Purchase intention acts as an intervening factor between these factors and the decision to actually purchase products at A Bee Mart.

Table 1. Theoretical Basis of Each Variable

Variables	Theoretical basis	Sources
Consumer Behavior (X)	Theory of Planned Behavior, Model Consumer Decision Process	Ajzen (2011); Sudirjo et al. (2024)
Purchase Intention (Z)	Theory of Reasoned Action; Mediation Framework of Purchase Intention	Hafidhah, Purwanto, & Herli (2025); Roymon Panjaitan & Handy Nur Cahya (2025)
Buying decision (Y)	Model Hierarki Efek (Hierarchy of Effects Model)	Zhang, Y. (2024), Setyowati et al. (2024)
X→Z→Y relationship	Mediation of Purchase Intention in Modern Retail Consumption	Pei-Hsuan Tsai (2024), Ugné Wistedt (2024)

Source: processed data, 2025

3. METHOD

This study uses a quantitative approach with an explanatory research method. The aim is to examine the causal relationship between consumer behavior variables, purchasing interest, and purchasing decisions among A Bee Mart consumers located in the Business Administration Department of Bengkalis State Polytechnic. The population is all consumers who have made purchases at A Bee Mart in the last 6 months. The sampling technique used is Non-probability sampling with a purposive sampling method, because respondents were selected based on certain criteria (having purchased at least twice, age ≥ 17 years) with a sample size of 100 respondents.

Table 2. Research Variables and Operational Definitions

Variable	Type	Operational Definition	Main Indicators
Consumer Behavior (X)	Independent	Actions and preferences of consumers in selecting, purchasing, and using products at A Bee Mart.	Attitude toward products, price perception, promotion, service quality, shopping habits.
Purchase Intention (Z)	Intervening	The consumer's desire or interest to make a product purchase in the future.	Interest, purchase planning, readiness to buy, intention-based loyalty.
Purchase Decision (Y)	Dependent	The actual action of consumers in determining product purchases at A Bee Mart.	Purchase frequency, need fulfillment, post-purchase satisfaction.

Source: processed data, 2025

4. RESULT & DISCUSSION

Research Result.

The following are the results of the research path analysis: Based on the output, an R-square value of 0.955 was obtained. This indicates that 95.5% of the variation in purchasing decision variables can be explained by consumer behavior variables or latent constructs in the model. Meanwhile, the remaining 4.5% of the variance cannot be explained by the model and may be influenced by other factors not included in the model.

The results of the path analysis show that the relationship between Consumer Behavior → Purchase Intention → Purchase Decision produces a coefficient value of -0.001 with a p-value > 0.05. This means that purchase intention does not play a significant role as an intervening variable between consumer behavior and A Bee Mart consumer purchasing decisions. In other words, the influence of consumer behavior on purchasing decisions is not mediated by purchase intention.

The path analysis results showed that the indirect effect of consumer behavior on purchase decisions through purchase intention was not significant ($\beta = -0.001$, $p > 0.05$). This finding indicates that in the context of A Bee Mart, changes in consumer behavior are not transmitted through the intention formation process to purchase decisions. In other words, purchase decisions appear to be more influenced by immediate or situational factors—such as on-site promotions, product availability, or the impulsive nature of transactions—than by measured purchase intentions. Practically, marketing strategies that only target increasing purchase intentions are unlikely to be effective; conversely, interventions that enhance the point-of-sale experience and contextual factors are more likely to increase purchase conversions. These results also encourage future extensions of the analysis, including the use of bootstrapping to test indirect effects, examination of the reliability of intention measurements, and exploration of possible moderation by variables such as customer loyalty or promotional exposure.

Discussion

These findings indicate that while consumer behavior plays a significant role in understanding purchasing patterns, purchase intention is not the primary determinant in linking consumer perceptions or behavior to actual purchase decisions. A Bee Mart consumers likely make purchases due to other factors such as immediate (impulse) needs, proximity, shopping habits, or situational factors such as promotions and prices, rather than due to pre-existing purchase intentions or intention. This aligns with the characteristics of consumers in local minimarkets, where purchasing decisions are often spontaneous and short-term rational—for example, buying out of necessity or habit. Therefore, even if consumers have a positive perception of the store (a consumer behavior aspect), purchase interest does not always develop into explicit pre-purchase intentions.

These results are inconsistent with research by Hafidhah, Purwanto, & Herli (2025) and Roymon Panjaitan & Handy Nur Cahya (2025), which found that purchase intention plays a significant role as a mediator between consumer behavior and purchasing decisions in modern retail and e-commerce. In this context, consumers tend to plan their purchases through information search and evaluation of alternatives, thus making purchase intention a crucial factor.

However, the results of this study align with a study by Pei-Hsuan Tsai (2024) that examined consumer behavior in community minimarkets in Indonesia, which found that purchasing decisions were more influenced by habit, direct promotions, and store convenience than by pre-existing purchase intentions. Thus, purchasing behavior at A Bee Mart is driven more by external stimuli and situational conditions than by long-term psychological intentions. Theoretically, these results demonstrate that the Theory of Planned Behavior (TPB)

model is not always fully applicable in a community retail context like A Bee Mart. In this context, the relationship between consumer behavior and purchasing decisions tends to be direct, without the development of strong purchase intentions. This finding opens up opportunities for further research to integrate habitual and situational factors into the TPB model to make it more contextualized in the local minimarket sector.

This result implies that A Bee Mart consumers may not necessarily form a strong purchase intention before making a purchase decision (Armitage, 2011). Instead, their decisions tend to be spontaneous and are likely influenced by situational or environmental factors, such as in-store promotions, product availability, ease of access, or the overall shopping experience. This pattern is consistent with the characteristics of modern retail consumers who often engage in *impulse buying behavior*, where decisions are made without going through an extensive cognitive process of evaluating intentions or planning purchases in advance.

Furthermore, this finding may also reflect that the measurement of purchase intention in this study did not fully capture the psychological dynamics of consumers in fast-moving retail settings. In such contexts, consumers' behavioral responses are often driven by external stimuli rather than by pre-formed intentions. Hence, consumer behavior acts as a more direct determinant of purchase decisions rather than being channeled through the intention to buy.

From a managerial perspective, these findings indicate that marketing strategies focusing solely on strengthening purchase intention such as brand image campaigns or persuasive advertising—may not be sufficient to drive purchase decisions effectively (Instead, A Bee Mart should prioritize enhancing *point-of-sale* experiences through attractive product displays, real-time promotions, and improved convenience during the purchasing process. By optimizing the in-store atmosphere and immediacy of offers, A Bee Mart can more effectively trigger direct purchasing behavior, even without the prior formation of explicit purchase intentions.

5. CONCLUSION

Overall, these results indicate that purchase intention does not mediate the influence of consumer behavior on purchasing decisions at A Bee Mart. Consumers tend to make immediate purchasing decisions based on their current behavior and circumstances, rather than on prior intentions or planning. Therefore, A Bee Mart's marketing strategy should be directed at strengthening immediate purchase incentives, rather than solely building long-term purchase intention.

From a managerial perspective, these results provide an understanding that A Bee Mart's marketing strategy should not only focus on building long-term purchasing interest, but also strengthen immediate behavioral factors that trigger spontaneous purchases, such as: offering daily promotions and direct discounts, increasing convenience and speed of service, providing product stocks relevant to consumers' immediate needs, and optimizing store layout to trigger impulse purchases. This approach is more in line with consumer behavior patterns that are oriented towards convenience and practical needs.

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