Chapter 2
Theoretical Foundation

2.1 Hierarchy of Needs

Abraham Maslow has created hierarchy of needs starting from the physiological needs to self-actualization. Physiological needs are requirements for human survival consists of the needs of food, water, shelter and clothing. Water and food are human body needs requirement in order to survive for all animals including humans. Clothing and shelter provide a necessary protection from different level of environment condition.

![Maslow's Hierarchy of Needs](Figure 2.1 Maslow’s Hierarchy of Needs)
2.2 Consumer Behavior

Consumer behavior is behavior that consumer display in searching for, purchasing using, evaluating and disposing of products and services that they expect will satisfy their needs (Schiffman and Kanuk, 2004).

Consumer behavior tries to understand how the consumer makes their purchasing decision with their resources such as time and money (Hawkins, Mothersbaugh, & Best, 2007). Previously consumer behaviors only focus on how people try to satisfy themselves, but nowadays consumer behavior has many influence their purchasing decision.

Decision process is influences by 2 types of influence: external influences and internal influences. External influences consist of culture, subculture, demographic, social status, reference group, family, and marketing activities. Internal influences consist of perception, learning, memory, motive, personality, emotions, and attitudes. Particular part of external and internal influences has relation with this study.

2.2.1 External Factors

1. Culture

Culture is the complex whole that includes knowledge, belief, art, law, morals, customs, and any other capabilities and habits acquired by humans as member of society (Hawkins, Mothersbaugh, & Best, 2007).

Culture is different from one place to another; people adopt culture for the way they are living.
2. Subculture

Subculture is a segment of a larger culture whose member share distinguish values and patterns of behavior such as Ethnic subcultures, religious subcultures, and region subculture (Hawkins, Mothersbaugh, & Best, 2007).

Subculture is a smaller segment from culture. In terms of ethnic subcultures Indonesia shares with a many ethnic with different type of meal.

3. Demographics

Demographic is a population in terms of size (number of individuals in society), structure (age, income, education, and occupation), and distribution such as region, rural, suburban, urban (Hawkins, Mothersbaugh, & Best, 2007).

Each variables in demographic could influence individual’s purchasing behavior. For example older people purchase and consume different kind of food than when they was a baby (older people not consumed formulated milk).

4. Social Status

Social status is usually a individuals combination of characteristic such as education, occupation, income and many more that valued by society (Hawkins, Mothersbaugh, & Best, 2007). The higher characteristic such as higher income, higher education will increase individual value in society that accumulated to higher social status. In the food term, higher social status can means high education which lead to higher food knowledge. Awareness towards food such as what kind of food, where to buy a food, and what nutrition contained in food will increase toward higher education individuals.
5 Reference Group

Reference group is a group whose presumed perspectives or values are being used by an individual as the basis for his or her current behavior (Hawkins, Mothersbaugh, & Best, 2007).

Reference group works as a benchmark for individuals to compare, which influence the way people to behave. Reference group valued in society because of their expertise in certain area, which make their opinion valued in society.

Reference group is differentiate in to two in a matter of strength of social tie: Primary groups, such as family and friends, and Secondary groups such as professional and neighborhood.

6. Family

Family is essential for everyone. Most of the younger family member (children) tend to copy older family member’s (Mother, Father, older sister and brother and other more) behavior’s. In this study also reflected in the food consumption behavior.

Family decision-making is the process by which decisions that directly or indirectly involve two or more family member are made (Hawkins, Mothersbaugh, & Best, 2007). It is stated that when individuals trying to buy something for other individuals may influence to satisfy others. Buying something for others to consume may induce concerns about satisfying others (Moore and Lehmann, 1980).

Examples of these two theories, Children have a meal with their parents and the meal that a child eats usually what the parents decide and consume.
7. Marketing Activities

Every marketer would always try to stimulus their customer to purchase their products. Creating an integrated marketing mix such as Product, Price, Promotion, Place to be positively perceived by customers is one of their main objectives. The positive marketing activities can affect people to perceive more. In comparison, if the marketing activities created badly it will also affected people to perceive less. This is how marketing activities affected consumer behavior.

2.2.2 Internal Influence

1. Perception

Individual behave influences by their perception, perception is a process that begins with consumer exposure and attention to marketing stimuli and ends with consumer interpretation (Hawkins, Mothersbaugh, &Best, 2007). Example of perception in food purchasing behavior, People perceived negative to fast food restaurant food, people with more health conscious individual will avoid to consume it.

2. Learning

Learning is any change in the content or organization of long-term memory or behavior due to information or experience. Learning is related with education. The development of education has led people to have a higher education than in the past. This condition has led people to have more knowledge about food product. The ability to learn also increases.

In general, there is two type of learning situation: high involvement and low involvement. High involvement, individual have higher enthusiasm to be more
understand to the given information. Therefore, the learning is more conscious and on a purpose. On the other hand, low involvement, individual have a lower enthusiasm to understand to the given information. Furthermore, the learning is more unconscious (Hawkins, Mothersbaugh, & Best, 2007). Individuals with higher involvement try to search information more than lower involvement individuals.

3. Memory

Memory is the short-term use of meaning for immediate decision-making or longer-term retention of the meaning. People tend to remember something when they want to purchase something. Usually people remembering several brand that people they periodically bought. There are also people remembering brands of products that come to their top of mind. In term of food knowledge, the ability of individuals to remembering the use and of nutrition is affected food knowledge, The ability of remembering is called memory.

4. Motive

Motivation and needs more often used interchangeable (Hawkins, Mothersbaugh, & Best, 2007). It is related to individual usually recognized their needs first and than experiencing motivation to fulfilled the desire. Example of this situation, when people felt hungry and recognize the needs to eat, the individuals who feel hungry will motivated to satisfy that need by find a food. But now days, motive of human eating food is more than satisfying to consumption but also to show other things, such as social status.
Several Mcguire’s psychological motives can be related to the current study. First, consumer may have need of attribution to know who or what that influence them to purchase a product. People with health conscious tend to believe what they read in the nutritional fact, rather than promotional ad’s. Secondly, utilitarian need theory that consumer will try to solve their needs problem and trying to search for information. Especially in internet era, information can be search easily. Thirdly, the need for tension reduction theory that consumer will find a way or activities to reduce their level of stress. Nowadays, Grocery shopping is done not only to satisfy physiological but also to reduce the level of stress.

2.3 Consumer Buying Decision

According to levy and Weitz (2009) decision making process divided into three, which are: extended problem, limited problem solving, and habitual decision making (Levy And Weitz, 2009).

1. Extended Problem Solving

Extended problem solving defined as a purchase decision process in which consumers spend significantly amount of time and effort in evaluating the choices. It usually happened to individuals facing purchase decision with more risk. Low knowledge of products may lead to extended problem solving.

2. Limited Problem Solving

Limited problem solving is classified as a purchase decision process in which consumers devote a fair or reasonable amount of time and effort in their pre-purchase search.
Individual will mostly shopped in the previous retailer they have purchased before, usually happened in the moderate risk product.

3. Habitual Decision Making

Habitual decision making define as a purchase decision process in which consumers have little or no considerable effort in information search. Little knowledge and time effort is small because it is influence by habit. For example, take sugar. Consumers simply go to stores and reach for the brands. If they keep using reaching for the same brand, it is assumed to be a habitual buying rather than strong loyalty. Consumers not search extensively search for information but they passively receive information from television or magazine.

2.4 Involvement

The importance attributes shows the involvement of the product (Laurent and kapferer, 1985). Product involvement itself should be narrowly conceived, encompassing only the importance or centrality of the product to the consumer (Schneider and Rodgers, 1996). Factors can be included for what consumer perceives it as interesting and pleasurable can be linked to involvement. Product involvement can be use in bigger or smaller scope according to the researcher’s chose.
2.5 Product class involvement

In this case, how people see product through involvement are attributes found to be important in the products.

According to Brennan and Mavondo (2000), There are for types of involvement:

1. The purchase decision involvement (PDI) or situational involvement (SI)
2. Product class involvement (PCI),
3. The response involvement (RI)
4. Advertising message (AMI)

This study is using the concept of PC because it is more general state of involvement, which endures beyond specific task. Because food is something that will always be need by human in this life, that’s why Product class involvement used in this study.

Product class involvement is defined as the overall's consumer involvement with specific attributes of food. In this study is use Price, taste, nutrition, ease of preparation, and brand as variable that measure product involvement (Moorthy ,1997).” These factors are also important in food purchasing behavior (Rose ,1994. Thayer ,1997).

In the current research product class involvement will address how certain attributes on food affect/not affect pre-purchase decision process.

According from the previous researched or studies in Greece by Andreas C. Drichoutic and Panagiotis Lazaridis titled ,”an assessment of product class involvement in food purchasing behavior”, there is four category variable:

1. Individual Characteristic
2. Situational and attitudinal factor
3. Product knowledge

4. Level of information search

In this study is more focused on the 1st, 3rd and 4th factor, Product knowledge and information search affecting product class involvement.

2.6 Product Knowledge and Information Search

The conceptual model is a construct based on theoretical background information from the literature. A number of studies suggest the existence of a relation between product class involvement, product knowledge and information search behavior. Consumer with high product class involvement who have done ongoing information search is predicted to have higher product knowledge.

In this study author suggested involvement in product class is positively related to product knowledge and information search. “The operational definition of product knowledge is consumer’s knowledge of terminology of knowledge, attributes, and usage situation (Brucks, 1984).” The effect of involvement interacted with product information and product knowledge (Bei and Widdows, 1999).

Nutrition knowledge is often used as a proxy of prior knowledge in general (e.g Moore and Lehmann, 1980) or prior product knowledge (e.g Nayga et al, 1998)

There are relation between product class involvement and motivation to search (Brennan and Mavondo, 2000).
In this study, nutrition knowledge would be measured using DGiMP variable that already used in previous study. The respondent would be asked with 7 questions that consist of questions about product, which have more cholesterol, fats, and daily caloric intake questions. Every correct answer would get 1 point with minimum 0 point and maximum 7 point.

Information search defined as the stage of the buyer decision process in which the consumer is aroused to search for more information and the consumer may simply heightened attention or may go into an active information search (Kotler and Armstrong, 2009). The consumer will do information search when they don’t have enough information of product that they want to buy. The level of information search can be based on the strength of the needs, amount of information consumer start with, the ease of obtaining information, the value of additional information, and the satisfaction from the searching.

The source of information that can be obtained by the consumers:

- Personal source (family, friends, neighbors, and acquaintances)
- Commercial sources (advertising, salespeople, dealer Web sites, packaging, displays)
- Public sources (mass media, consumer rating decision, and internet searches)
- Experiential sources (Handling, examining, using the product)
2.7 Food label

Food label generally defined as a panel found on a package of food, which contains a variety of information about the nutritional value of the food item. There are many pieces of information which are standard on most food labels, including serving size, number of calories, gram of fat, included nutrients, and a list of ingredients. The term food label is usually interchangeable with nutrition facts. In developed countries, most people pay great attention to nutrition in food and consider it as something very important. People in those countries actually spend time to assess food information and include it as a part of their decision making process. The condition is different in developing countries such as Indonesia; awareness of health is still low and research on such matter is still very scarce. However, it is not within the context of this research to explore the level of awareness on health but more to examine those who are actually health-conscious and pay attention to food label. Through this paper, the author would like to examine whether there is a relationship between product class involvement with the amount of time spent on reading the food label for health-conscious people.

![Best Before: 01 09 20107 Batch No.: 01 09 20107](image)

**Figure 2.2 Expired Date : Example of food label**
2.8 Grocery Store Structure

1. Traditional Grocery Stores

Traditional market is simply organized to fulfill the needs of citizens in regional areas and allow direct bargaining process between seller and buyer. The consumer can bargain the price of the product, so it can lower the price.

2. Convenience Store

According to Levy and Weitz (2000), convenience store define as stores that simply offer limited range and variety of product at a convenient 2000-3000 square foot building with prompt and quick checkout. National association of convenience store defined convenience store as a retail business focus on providing convenient location for people to do a quick purchase on a wide range of consumable products.

3. Supermarket

Supermarket is a self-service food store that provides groceries, meat and produce with little amount of sales generated from nonfood items (levy and Weitz, 2009).

It is the same with Indonesian supermarket, that also offered groceries but with smaller size of outlet.

4. Hypermarket

Hypermarket is retail store that offers combination of food and general merchandise in a large (100,000-300,000 square feet) building. Hypermarket offers numerous food items rather than supermarket. Hypermarket also the biggest market in Jakarta region. In addition, hypermarket usually offers lower price than the supermarket and convenience market store.
Indonesian Modern market divided into 3 types: mini market (convenience store), supermarket, and hypermarket. They are differentiated by numbers of item, product types, types of selling, wide of outlet, parking area and asset.

2.9 Purchase

The Point-of-Purchase Advertising International (POPAI) uses the following definitions regarding in store purchasing:

Firstly, *Specifically planned* defined as a specific brand or item decided on before visiting the store. Secondly, *Generally planned* is describe as a pre-store decisions to purchase a product category such a vegetables but not very specific items. Generally planned are a point of purchase that are really close to grocery shopping, Thirdly, *substitute* is defined as change from generally planned item and find a functional substitute. Fourth, *unplanned purchase* is described for an item bought that not in the mind of the shopper before entering the store. Fifth, *In-store decisions* defined as the sum of generally planned, substitute, and unplanned purchase. There also another purchase definitions called Impulse purchase, Impulse purchase define as individuals suddenly try to get some candy urge by the willingness to wants it in a sudden decision.

In the traditional way purchasing had been done in straightforward cash way, today’s on the consumers has an ability to choose option to ease the consumer payments. Method such as credit card has made to increase the willingness of the consumer to purchase.
2.10 Indonesian Food Industrial Background

Indonesia has a population nearly 230 million people (4th in the world) behind China, India and United States and the most growing one which makes Indonesia to become big potential market especially in food industry. According to GAPMMI (Gabungan Pengusaha Makanan dan Minuman Indonesia), in the year 2009 the Indonesian food industry is worth of $52 billion. It is also reported in 2003, 58.5% income of Indonesian people is used to buy food in Indonesia (Prospect of modern retail business in Indonesia, 2004). Indonesian people are also provided with a thousand of products local and import. In Indonesia, there is 22.5 million is in high income segment and 70 million people with income per capita more than $1,946 in one year. This is the target market of Indonesian modern market.

**Figure 2.3 Characteristic of Indonesian food industry in 2008**

<table>
<thead>
<tr>
<th>Total Food Consumption</th>
<th>+/- 1500 Trillions rupiah</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fresh food not process</td>
<td>1000 Trillions rupiah</td>
</tr>
<tr>
<td>Processed food</td>
<td>326 Trillion rupiah</td>
</tr>
<tr>
<td>Cigarettes and etc</td>
<td>+/- 175 Trillion rupiah</td>
</tr>
</tbody>
</table>

Source: Euromonitor
This study was conducted to investigate food-purchasing behavior on whole food products in Indonesia. This was influenced by the above data presenting that Indonesian people spent 1000 trillion rupiah which more than what they spent in processed food, which was only 326 trillion rupiah. This was shown how importance fresh food to make a meal in Indonesia.

2.10.1 Indonesian Food Culture

Important issue related to religious subculture Indonesia market. Indonesia is the biggest Moslems country in the world, halal problem has become the main priority in food industry. Halal is defined from Arabic, lit. food has been prepared in a manner prescribed by Islamic law. So in order to solve this problem government of Indonesia authorized Lembaga Pengkajian Pangan, obat-obatan dan kosmetika Majelis Ulama Indonesia (LPPOM MUI) is the organization to regulate halal certificate in food product in Indonesia. Other religion, Hindu not allowed eating food contained beef. The other’s minority religion not mandates their follower to eat certain food. These difference subcultures can differ Indonesian food purchasing behavior.

In the food purchasing behavior, BPOM includes in the secondary group and has become a reference group for knowing the safety of foods. BPOM is officially governed as the regulator to supervised and evaluates all food products in the market. The recent major action, the example of BPOM works is sweeping melamin-contained milk from Indonesia. BPOM has also involved in testing exported Indonesian instant noodle products named Indomie, which was claimed to be harmless by Taiwanese government. BPOM is related through the issue regarding to product entering market in Indonesia.
need registration number for imported food product (ML), which was a series of problem a couple years ago. For the local product, the registration number is MD. Family decision making in grocery shopper usually the parents of family, it is related to Indonesian culture where children lives with their children.

2.10.2 Indonesian Food groceries

<table>
<thead>
<tr>
<th>ITEM</th>
<th>MODERN MARKET</th>
</tr>
</thead>
<tbody>
<tr>
<td>Definition</td>
<td>Means for selling food and household goods including nine basic necessities</td>
</tr>
<tr>
<td>Selling Method</td>
<td>• By retail (in small quantity), directly to end consumers in a supermarket method (buyers them self get the good from shelves and pay to cashier); • Non negotiable</td>
</tr>
</tbody>
</table>

**Figure 2.4 Modern Market Definition**

Food purchasing behavior, most of the people tend to buy their product in traditional markets rather than modern market. However, Indonesian people start to move to buy products in modern market. The statistical data from AC Nielsen Indonesia shows the increasing market share of modern market achieved at 36% from total market. Contrary with western culture, Indonesia people tend to be live in traditional family (a married couple and their own or adopted children living at home) until a certain older age rather than in western countries.

Indonesian Food retail classified into two main groups, i.e Traditional market
and modern market. Traditional market is simply organized to fulfill the needs of citizens in regional areas and allow direct bargaining process between seller and buyer. The consumer can bargain the price of the product, so it can lower the price. Traditional market usually less convenience than modern market. Modern market is a market that sells foods and household goods and merchandise including daily goods, where selling is done in retail and is conducted through a ‘swalayan’ system (swalayan is an Indonesia term that refers to a format selling where consumer gets the goods they need directly from the shelves and pays to the cashier) referred to Media Data, Peta Persaingan Bisnis Ritel di Indonesia, pg 91-92, 2009. PT AC Nielsen Indonesia release a data for 2008, the composition of market share from traditional market with modern market is 64%:36%. AC Nielsen Indonesian Ritelers association issued a report that the turnover of modern market increase from 27,0 IDR quintillion in 2004 to 55,45 2008 IDR quintillion. The trend of increasing turnover in the 2004-2008, had influenced this study to be more focus in modern market in Indonesian market only.
Modern market was divided into 3 types: mini market (convenience store), supermarket, and hypermarket. They were differentiated by numbers of item, product types, types of selling, wide of outlet, parking area and asset.
Figure 2.6 Minimarket, Supermarket, and Hypermarket Description

<table>
<thead>
<tr>
<th>Description</th>
<th>Minimarket (convenience store)</th>
<th>Supermarket</th>
<th>Hypermarket</th>
</tr>
</thead>
<tbody>
<tr>
<td>Item to be sold</td>
<td>Household goods including daily goods</td>
<td>Household goods including daily goods</td>
<td>Household goods including daily goods</td>
</tr>
<tr>
<td>Number of Item</td>
<td>&lt; 5000 item</td>
<td>5000 – 25000 item</td>
<td>&gt; 25000 item</td>
</tr>
</tbody>
</table>
| Product Types | · Packaged Food  
· Hygienic Product | · Packaged Food  
· Hygienic Product | · Packaged Food  
· Hygienic Product  
· Electronic products  
· Clothes  
· Sports products |
| Types of Selling | Done in retail, direct to end-consumer through a ‘swalayan’ system (consumer gets the goods they need directly from the shelves and pays to the cashier) | Done in retail, direct to end-consumer through a ‘swalayan’ system | Done in retail, direct to end-consumer through a ‘swalayan’ system |
| Wide of Outlet (due to President Decree no. 112 th 2007) | Maximum 400 m2 | 400 - 5000 m2 | > 5000 m2 |
| Parking Area | Least | Standard | Very extensive |
| Asset (exclude Land and Building) | until IDR 200 million | IDR 200 million - Rp10 billion | ≥ IDR 10 billion |

Sources: President Decree no. 112 th 2007, Indonesian Retailers Association, Daniel Suryadarma et al (Impact of Supermarket to Tradisional Market of Urban Area in Indonesia)

Figure 2.7 Development of Modern Market 2004-2008

Source: Indonesian Retailers Association, Media Data

Hypermarket is the most develop modern market in Indonesia followed by supermarket and convenience store.
Figure 2.8 Market share of modern market

<table>
<thead>
<tr>
<th></th>
<th>Minimarket</th>
<th>Supermarket</th>
<th>Hypermarket</th>
</tr>
</thead>
<tbody>
<tr>
<td>2004</td>
<td>42.5%</td>
<td>37.5%</td>
<td>18.2%</td>
</tr>
<tr>
<td>2005</td>
<td>40.6%</td>
<td>37.5%</td>
<td>22.0%</td>
</tr>
<tr>
<td>2006</td>
<td>42.4%</td>
<td>32.6%</td>
<td>25.0%</td>
</tr>
<tr>
<td>2007</td>
<td>43.0%</td>
<td>30.9%</td>
<td>26.1%</td>
</tr>
<tr>
<td>2008</td>
<td>41.7%</td>
<td>26.2%</td>
<td>32.1%</td>
</tr>
</tbody>
</table>

Source: Asosiasi Pengusaha Ritel Indonesia, Media Data

The development of hypermarket followed by their market share as the biggest market share, but in 2008 convenience store start to gathered more market share from supermarket and hypermarket. The increases number of convenience store such as Alfamart and Indomaret has become the reason behind that.
2.10.3 Supermarket in Indonesia

Table 2.9 Indonesian Supermarket Market Share

<table>
<thead>
<tr>
<th>No</th>
<th>Supermarket</th>
<th>Turnover (IDR Billion)</th>
<th>Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Hero + Compact Giant</td>
<td>2.125</td>
<td>14.61%</td>
</tr>
<tr>
<td>2</td>
<td>Carrefour</td>
<td>2.030</td>
<td>13.95%</td>
</tr>
<tr>
<td>3</td>
<td>Super Indo</td>
<td>1.942</td>
<td>13.35%</td>
</tr>
<tr>
<td>4</td>
<td>Foodmart</td>
<td>1.773</td>
<td>12.19%</td>
</tr>
<tr>
<td>5</td>
<td>Yogya + Griya</td>
<td>1.690</td>
<td>11.62%</td>
</tr>
<tr>
<td>6</td>
<td>Ramayana</td>
<td>1.544</td>
<td>10.61%</td>
</tr>
<tr>
<td>7</td>
<td>Gelael</td>
<td>335</td>
<td>2.30%</td>
</tr>
<tr>
<td>8</td>
<td>Naga</td>
<td>229</td>
<td>1.57%</td>
</tr>
<tr>
<td>9</td>
<td>Hari-hari</td>
<td>217</td>
<td>1.49%</td>
</tr>
<tr>
<td>10</td>
<td>Jayasera</td>
<td>207</td>
<td>1.42%</td>
</tr>
<tr>
<td>11</td>
<td>Tip Top</td>
<td>159</td>
<td>1.09%</td>
</tr>
<tr>
<td>12</td>
<td>Metro</td>
<td>128</td>
<td>0.88%</td>
</tr>
<tr>
<td>13</td>
<td>D’Best</td>
<td>112</td>
<td>0.77%</td>
</tr>
<tr>
<td>14</td>
<td>Jamesons</td>
<td>80</td>
<td>0.55%</td>
</tr>
<tr>
<td>15</td>
<td>Lainnya</td>
<td>1.978</td>
<td>13.60%</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>14.549</strong></td>
<td><strong>100.00%</strong></td>
</tr>
</tbody>
</table>

Source: Media Data

According the data, Hero+compact giant, carefour and Super Indo have a highest market share in Indonesian Super market.

2.10.4 Hypermarket in Indonesia

Table 2.10 Indonesian Hypermarket Market Share

<table>
<thead>
<tr>
<th>No</th>
<th>Hypermarket</th>
<th>Turnover (IDR Billion)</th>
<th>Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Carrefour</td>
<td>11.250</td>
<td>48.70%</td>
</tr>
<tr>
<td>2</td>
<td>Hypermart</td>
<td>5.100</td>
<td>22.08%</td>
</tr>
<tr>
<td>3</td>
<td>Giant</td>
<td>4.100</td>
<td>17.75%</td>
</tr>
<tr>
<td>4</td>
<td>Makro</td>
<td>2.200</td>
<td>9.52%</td>
</tr>
<tr>
<td>5</td>
<td>Indogosir</td>
<td>450</td>
<td>1.95%</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>23.100</strong></td>
<td><strong>100.00%</strong></td>
</tr>
</tbody>
</table>

Source: Media Data
The table above shows that Carrefour is a market leader in hypermarket in Indonesia followed by Hypermart and Giant. Carrefour also shown in Supermarket, it is because Carrefour had both Hypermart and supermarket type of store.