The impact of price, service, product quality, and product variety on consumer purchase decisions: An empirical study of minimarkets in Surakarta

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ABSTRACT

This study examines the effects of price, service, product quality, and product assortment on consumer purchase decisions at minimarkets in Surakarta, Indonesia. A quantitative research design was employed, targeting consumers in Surakarta, where the total population size was unknown. A sample of 100 respondents was chosen via judgmental sampling techniques, and the sample size calculation relied on Lemeshow formulation criteria. Research information was gathered utilizing survey sheets, followed by an evaluation through simultaneous linear estimation techniques. The empirical findings demonstrate that financial cost, customer assistance, output excellence, and merchandise variety individually exert a direct, meaningful impact on consumer choices. Furthermore, these combined factors manifest a favorable and notable influence on procurement selections when considered simultaneously. The study is limited by its reliance on questionnaire data from 100 respondents in a single geographical area, meaning that findings may differ across other research settings. Future research could incorporate mediating or moderating variables, such as employee performance, customer satisfaction, location, and brand image, to further investigate the factors shaping consumer purchase decisions.

Keywords: *Price; Service; Product Quality; Product Variety; Purchase Decisions*

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INTRODUCTION

The modern retail sector, particularly minimarkets, plays a strategic role in meeting consumers' daily needs in various regions, including Surakarta City. Minimarkets are known as the primary choice for consumers due to their easy access, strategic location, and diverse product offerings, ranging from basic necessities to other consumer goods (Safika et al., 2025). In Surakarta City, minimarkets are the primary choice due to their easy access and diverse product offerings. However, the effectiveness of marketing strategies implemented by minimarkets in Surakarta is not optimal, particularly in aspects of pricing management, product quality, customer service, and product availability. This has the potential to reduce the attractiveness of minimarkets to consumers, requiring in-depth studies to understand the factors influencing consumer purchasing decisions (Putra & Meliana, 2024).

Surakarta City, better known as Solo, is a small city in Central Java Province, Indonesia, with an area of approximately 44.04 km^2 and a population of approximately 522,000 people drawing upon the most recent 2023 empirical records published by the Central Bureau of Statistics. Surakarta's economic growth is reflected in its significantly increasing Gross Regional Domestic Product (GRDP), reaching approximately IDR 30 trillion in 2022, exhibiting a steady annualized financial expansion spanning five to seven percent within last decade, far the national average.

This high economic growth has directly fueled the proliferation of minimarkets in Surakarta, due to the city's high population density and active urban lifestyle, which requires quick and easy access to everyday products. Minimarkets such as Alfamart, Indomaret, and Alfamidi have grown rapidly, with the number of outlets reaching over 200 in the Surakarta area by 2023, according to data from the Indonesian Retailers Association (Aprindo).

Based on the findings of Sulastri and Sholeh (2024), minimarkets in this city experience limitations in understanding local market preferences due to a lack of adequate consumer research and data, which results in misdirected pricing, such as prices that are too high compared to competitors, product management that does not meet needs, and ineffective customer service.

According to Kotler & Amstrong (2011), most companies examine purchasing decisions carefully to find out what customers need, such as the location or place where customers make purchases, how each customer goes through the purchasing process, the amount they buy, the time spent, and whether they actually make a purchase (Afwan & Santosa, 2019). Purchasing decisions are the stage where consumers are sure and decide to actually make a purchase (Kusuma et al., 2022). Rahmawati and Solagracia (2024) emphasized the importance of product completeness for shopping comfort, while Prasetya et al., (2023) linked friendly service with positive experiences.

Indications that minimarket strategies in Surakarta are not fully aligned with consumer preferences indicate a lack of understanding of local market preferences due to limited consumer research and data. This situation results in misdirected pricing, product management, and customer service. Therefore, in-depth, empirical research is needed to pinpoint and evaluate the underlying determinants that shape consumer procurement choices, particularly at minimarkets in the Surakarta area.

Surakarta City was selected as the research site owing to its distinctive institutional and contextual attributes: small size but high economy that drives the growth of minimarkets. This investigation seeks to provide an empirical assessment regarding the extent to which monetary cost, customer care, item excellence, and inventory assortment exert a substantial impact on consumer procurement selections.

By using a survey method based on assessments from minimarket consumers in Surakarta, the current investigation is anticipated to offer strategic insights for minimarket owners to optimize their operations, increase customer loyalty, and contribute to sustainable local economic growth, considering Surakarta as a small city with great potential in the retail sector.

Furthermore, this academic undertaking is envisioned to possess the capability at provide strategic input towards business actors at designing a more effective marketing approach, in order to increase customer attraction and loyalty in the long term, by considering four main variables: price, service, product quality, and product completeness.

LITERATURE REVIEW, RESEARCH FRAMEWORK, AND HYPOTHESES

Buying Decision

Purchasing decisions are actions consumers take to meet their needs for goods or services (Burhanudin & Artadita, 2025). Purchasing decisions are also everything consumers do to use and obtain a product or service (Afwan & Santosa, 2019). Purchasing decision indicators are :

a. Buying confidence.
b. Minimarkets in Surakarta are an alternative choice.
c. Give recommendations to others.
d. Make repeat purchases of products at Surakarta Minimarket

Price

Based on the scholarly framework articulated by (2020), price represents the monetary expenditure assigned to an item or assistance, or the aggregate worth that buyers trade to acquire the advantages of possessing or utilizing said commodity. This fiscal variable is assessable through the subsequent indicators metrics:

a. Affordability
b. Price and quality match
c. Price competitiveness
d. Price match with benefits

Service

Service is the effort made by store employees to provide assistance, comfort, and attention to consumers or customers during the purchasing process (Syaifullah, 2021). It is evaluated through the subsequent core indicators:

a. Concrete physical evidence
b. Operational dependability
c. Swift service execution
d. Professional credibility
e. Personalized customer attention

Product Quality

Item excellence is conceptualized as the capacity of a commodity to fulfill buyer requirements and performance anticipations, both functionally and emotionally, including durability and user satisfaction (Kotler & Keller, 2020). It is measured using the following indicators:

a. Primary functional execution
b. Supplementary operational characteristics

c. Long-term consistency assurance
d. Material lifespan resiliency
e. Standardized Specification
f. Sensory design aesthetics
g. Subjective brand perception

Product Completeness

Product completeness is a condition where a store provides various types of products in sufficient quantities and categories to meet consumer needs (Muthiah & Mariah, 2025). Product completeness indicators include:

a. Product Variations
b. Product categories
c. Product conformity
d. Product Availability

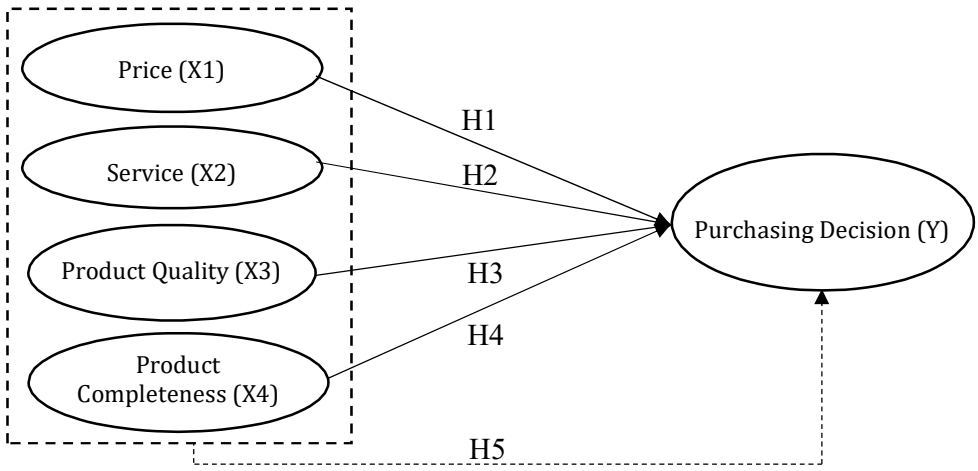
Hypotheses

The foundational propositions advanced within this scientific inquiry are structured as that:

H1: Price has a positive and significant effect on purchasing decisions at a minimarket in Surakarta.
H2: Service has a positive and significant influence on purchasing decisions at a minimarket in Surakarta.
H3: Product quality has a positive and significant effect on purchasing decisions at a minimarket in Surakarta.
H4: Product Completeness has a positive and significant effect on Purchasing Decisions at a minimarket in Surakarta.
H5: Price, Service, Product Quality, Product Completeness have a simultaneous influence on Purchasing Decisions at a minimarket in Surakarta.

Research Framework

The concept of this conceptual schema and theoretical architecture underlying this scientific investigation are delineated as that:



Source : Constructed by the authors, 2023

Figure 1
Research Framework

METHOD

Lest research used quantitative research. The location chosen was Surakarta City, Central Java Province. The population consists of consumers who have shopped at minimarkets in Surakarta City, the exact number of which is unknown. The sample was determined employing a judgmental selection approach, which involved choosing participants who met specific prerequisites, particularly those having transacted at a small-scale grocery outlet within the preceding ninety days (Sugiyono, 2023). That investigator established a cohort size of one hundred subjects, aligning with Lemeshow (1997) guidelines.

The information acquisition was executed by administering web-based survey instruments via the Google Form platform. The metrics were developed in accordance with the specified operational constructs using a five-point interval scaling system (Dhama et al., 2024). Concurrently, the statistical evaluation relied on multiple linear regression estimation computed via the application of the SPSS processing package version 23 (Ghozali, 2018).

RESULTS AND DISCUSSION

Respondent Profile

Through this answers obtained from the distribution of the questionnaire, this demographic profiles and baseline attributes when grouped according to gender, age as well as occupational categories, detailed as follows:

Table 1
Description of Respondents by Gender

No.	Gender	Respondent Frequency Description	
		Frequency	Percentage (%)
1	Man	44	44%
2	Woman	56	56%
Total:		100	100%

Source: Primary Data Procesing, 2026

According to the empirical distributions presented in Table 1, the breakdown of participant demographics by gender reveals a clear numerical dominance of female subjects relative to their male counterparts, namely 56% or as many as 56 people. Shows that they shop more or participate more in making purchases at Minimarkets in Surakarta.

Table 2
Description of Respondents by Age

No.	Age	Respondent Frequency Description	
		Frequency	Percentage (%)
1	15-20 Years	17	17%
2	20-25 Years	39	39%
3	25-30 Years	28	28%
4	> 30 Years	16	16%
Total		100	100%

Source: Primary Data Procesing, 2026

These finding indicates lest majority of participant are between the ages of 20 and 25. This indicates that this age group represents the largest segment of customers or survey participants at Surakarta Minimarkets. This information can provide important

insights into understanding customer age profiles and can be used to design marketing strategies or product offerings that better align with the preferences and needs of this dominant age group.

Table 3
Description of Respondents based on information on having made purchases at Minimarkets in Surakarta

No	Make a Purchase	Amount	Percentage %
1	Yes	100	100%
2	No	0	0%
Amount		100	100%

Source: Primary Data Procesing, 2026

The empirical outcomes detailed in Table 3 illuminate that the 100 respondents within this scientific investigation sample validated their experience as consumers at Surakarta Minimarket. This indicates that the study successfully targeted the relevant population: people who already have experience with the service or product and have made a decision to purchase at Surakarta Minimarket. All respondents met the inclusion criteria as active or former consumers. Therefore, the author's data can be further tested.

Research Instrument Testing

Instrument this evaluation is executed to ascertain whether a research tool demonstrates appropriate and to obtain information regarding whether it meets requirements. Therefore, the analytical procedures employed for assessing the measurement tool encompass both construct validity and internal consistency evaluations (Sugiyono, 2018).

Validity test

Drawing from the computational outcomes generated via the SPSS version 23 application, the construct assessment confirms that every questionnaire item across both endogenous and exogenous operational constructs satisfies the criteria for validity. This pattern is substantiated by the empirical Pearson correlation coefficients exceeding the established critical correlation coefficient, which is 0.194. 0.194 was obtained precisely for an N of 100. Therefore, all statements satisfies the requirements to adequately fulfill the investigator's analytical objectives.

Reliability test

A internal consistency evaluation serves as an analytical procedure designed to gauge the uniformity and steadiness of an empirical measurement tool or survey sheet when operationalizing a specific conceptual framework. An information-gathering instrument attains the status of dependability when participant feedback regarding the provided evaluation items demonstrates persistent alignment across distinct observation intervals(Ghozali, 2018). As articulated by Sekaran and Bougie (2020), this statistical attribute reflects the degree to which observational metrics remain uncorrupted by random variances, thereby generating reproducible data outputs. To quantify this structural dependency, the present inquiry implements the Cronbach's Alpha computational technique. In accordance with the interpretive benchmarks outlined by Sugiyono (2019), the operational parameter dictates that an analytical construct or latent factor achieves a satisfactory level of reliability provided its computed coefficient

surpasses the 0.60 threshold. On the contrary, should the derived index fall short of the 0.60 mark, the respective conceptual dimension is deemed statistically unstable.

The empirical outcomes derived from the internal consistency assessments for every analytical construct involved in this investigation are detailed in Table 4.

Table 4
Reliability Test Results

Variables	Cronbach Alpha	Reliability Standards	Information
Price (X1)	0.807	0.60	Reliable
Service (X2)	0.790	0.60	Reliable
Product Quality (X3)	0.792	0.60	Reliable
Product Completeness (X4)	0.820	0.60	Reliable
Purchase Decision (Y)	0.789	0.60	Reliable

Source: Primary Data Procesing, 2026

Reviewing the reliability results in Table 4, it is clear signifying that every analytical construct exhibited robust internal consistency. This statistical pattern emerges because the derived Cronbach's Alpha coefficients across all operational metrics surpassed the established benchmark index of 0.60. Consequently, the measurement instrument was validated as statistically stable and capable of ensuring reproducible participant feedback.

Normality test

Under the analytical framework of the Kolmogorov-Smirnov procedure, a dataset satisfies the criteria for normal distribution provided that its computed asymptotic probability metric exceeds the 0.05 threshold (Ghozali, 2018). The empirical outputs generated from this distributional assessment are presented that is.

Table 5
Normality Test Results

	Unstandardized Residual
N	100
Asymp. Sig. (2-tailed)	0,102

Source: SPSS Output, 2026

Based on the distributional check executed via the Kolmogorov-Smirnov methodology reveals that the asymptotic two-sided probability index stands at 0.102, a mathematical value that noticeably transcends the established critical alpha threshold of 0.05. Consequently, this statistical evidence substantiates the conclusion that the error terms within this empirical investigation conform to a normal distribution pattern.

Multicollinearity test

Multicollinearity test is used to determine whether there is a relationship between exogenous constructs. The empirical framework is deemed devoid of collinearity issues provided that the computed variance inflation factor remains that is ten, alongside an associated tolerance index exceeding the 0.10 threshold (Ghozali, 2018). The analytical findings derived from this structural diagnostics procedure are presented that is.

Table 6
Multicollinearity Test Results

Variables	Tolerance	VIF	Information
Price (X1)	0.451	2,219	No Multicollinearity Occurs
Service (X2)	0.417	2,395	No Multicollinearity Occurs
Product Quality (X3)	0.304	3,286	No Multicollinearity Occurs
Product Completeness (X4)	0.401	2,495	No Multicollinearity Occurs

Source: Primary Data Procesing, 2026

Through this diagnostic check for linear dependencies, the empirical data layout in Table 6 indicates that the four exogenous constructs specifically financial cost, customer assistance, item excellence, and inventory assortment exhibit individual tolerance metrics that consistently exceed the 0.10 threshold. Furthermore, the corresponding variance inflation metrics remain strictly the value of ten. Accordingly, these statistical findings substantiate the conclusion that no collinearity anomalies exist among these explanatory factors in relation to the endogenous metric of buyer procurement choice, thereby satisfying the necessary prerequisites for executing the linear estimation process met.

Heteroscedasticity test

Implementing the Glejser analytical approach, a lack of heteroscedasticity is confirmed provided that the computed probability metrics transcend the 0.05 threshold. The empirical outcomes generated from this variance diagnostics procedure are structured as follows.

Table 7
Heteroscedasticity Test Results

Variables	Value *(2-tailed)*	Information
Price (X1)	0.351	No Heteroscedasticity Occurs
Service (X2)	0.454	No Heteroscedasticity Occurs
Product Quality (X3)	0.564	No Heteroscedasticity Occurs
Product Completeness (X4)	0.243	No Heteroscedasticity Occurs

Source: Primary Data Procesing, 2026

Based on the analytical outcomes derived from the Glejser procedure, the two-sided significance metrics for all explanatory variables uniformly exceed the 0.05 threshold. Consequently, the estimation model demonstrates a total absence of variance instability anomalies affecting in the Purchase Decision variable (Y).

Multiple linear regression analysis

This econometric evaluation is conducted to quantify the structural impact exerted by the independent factors (Mutia et al., 2021), which in this study consist of: Price, Service, Product Quality, and Product Completeness, on Purchasing Decisions at Surakarta Minimarkets. These empirical parameters generated from this statistical estimation are presented that is:

Table 8
Results of Multiple Linear Regression Analysis Test

Factor	Unstandardized Coefficients (B)
(Constant)	8,149
Price	.631
Service	.510
Product Quality	.601
Product Completeness	.404

Source: SPSS Output, 2026

The constant value is 8.149, which means demonstrating that if financial cost, customer assistance, item excellence, and inventory assortment are maintained at a baseline value of zero, the index for buyer procurement choice stands at 8.149.

1. The estimated parameter for the financial cost construct yields an unstandardized coefficient value of 0.631, indicating a direct upward trajectory, whereby an increase in this variable enhances consumer selection outcomes across Surakarta grocery outlets.
2. The estimated parameter for the customer assistance construct exhibits an unstandardized coefficient value of 0.510, signifying a favorable orientation, such that elevated performance in this dimension reinforces buyer selection outcomes across Surakarta grocery outlets.
3. The estimated parameter for the item excellence construct reveals an unstandardized coefficient value of 0.601, displaying a positive structural path, which implies that superior levels of this factor generate stronger consumer selection outcomes across Surakarta grocery outlets.
4. The estimated parameter for the inventory assortment construct generates an unstandardized coefficient value of 0.404, validating a positive association, whereby a comprehensive product line optimizes subsequent buyer procurement choices at Surakarta Minimarkets.

t-test (partial)

The partial significance test is implemented to evaluate the individual structural impact of each exogenous predictor specifically financial cost, customer assistance, item excellence, and inventory assortment on subsequent buyer procurement choices (Prasetya et al., 2023). The empirical findings generated from this specific statistical estimation are outlined that is.

Table 9
Results Results of the t-Hypothesis Test

Factor	t	Sig.
Price	6,067	.000
Service	2,345	.001
Product Quality	2,051	.000
Product Completeness	5,366	.000

Source: SPSS Output, 2026

Based on the analytical estimation, utilizing the critical reference value, namely 1.660, which was obtained from the t table on the 100th data and a significant value of 0.05 for each he structural effects of the respective explanatory metrics on the endogenous variable are evaluated as follows:

1. The financial cost construct generates an empirical statistics value of 2.345, which exceeds the critical limit of 1.660, accompanied by a probability index of 0.001, falling the 0.05 margin; hence, the null hypothesis is discarded in favor of H1, verifying that the empirical evaluation confirms a meaningful individual impact of financial cost (X1) on buyer procurement choices (Y) among Surakarta grocery outlet patrons.
2. The customer assistance construct registers a calculated statistic value of 2.051, surpassing the critical threshold of 1.660, with an associated significance level of 0.000, which is lower than 0.05; consequently, the null proposition is dismissed and H2 is embraced, demonstrating that the statistical assessment validates a substantial individual influence of customer assistance (X2) on the endogenous metric of procurement choice (Y) within Surakarta grocery outlets.
3. The item excellence construct yields a computed statistics index of 5.366, transcending the critical reference of 1.660, alongside a probability metric of 0.000, dropping 0.05; therefore, the null assumption is set aside and H3 is endorsed, which substantiates that the data evaluation establishes a prominent individual effect of item excellence (X3) on the ultimate consumer choice variable (Y) within Surakarta grocery outlets.
4. The inventory assortment construct displays a derived statistic value of 2.671, performing the critical parameter of 1.660, under a significance probability of 0.003, which remains 0.05 accordingly, the null condition is rejected and H4 is confirmed, establishing that the statistical trial proves a significant individual association between inventory assortment (X4) and the target variable of buyer selection (Y) in the Surakarta Minimarket.

F-test (Simultaneous)

The global variance estimation is operationalized to investigate the joint structural impact exerted by all explanatory parameters concurrently on consumer procurement choices (Kharislam et al., 2021). The comprehensive model achieves statistical validation provided the aggregate probability index remains strictly beneath the 0.05 benchmark. The empirical findings derived from this simultaneous evaluation are organized that is:

Table 10
Results of Simultaneous Significance Test (F Statistical Test)

ANOVA

Model	Df	F	Significant
Regression	4	73,460	.000 [b]
Residual	95		
Total	99		

Source: SPSS Output, 2026

The critical reference criterion derived from the standard F-distribution, given the degrees of freedom parameter space (df4 = 95) associated with a cohort size of one hundred subjects minus parameters, equals 2.47. According to the aggregate variance estimation detailed, the empirical model generates a calculated variance ratio of 73.460, noticeably outperforming the critical benchmark value of 2.47. Because this empirical statistic markedly transcends the standard model baseline (73.460 > 2.47) and is accompanied by a joint probability index of (0.000 < 0.05), the analytical outcome verifies that the exogenous set encompassing financial cost, customer assistance, item excellence,

and inventory assortment—exerts a simultaneous and collective structural impact on the target endogenous metric (Purchase Decision) in Surakarta Minimarkets.

Coefficient of determination test (R^2)

The metric of explanatory variance, commonly denoted as the R-squared value, is implemented to quantify the exact proportion of changes within the consumer selection metric that can be explained by price, service, product quality, and completeness (Ghozali, 2018). This empirical outcomes derived from coefficient of determination evaluation performed within this empirical inquiry are outlined that is.

Table 11
Results of the Determination Coefficient Test

R	R Square	Adjusted R Square	Standard Error of the Estimate
.869 [a]	.756	.745	2,593

Source: SPSS Output, 2026

The results show demonstrating that the adjusted variance explanation index for the estimated framework stands at 0.745. This statistical parameter implies that the collective set of exogenous factors comprising financial cost (X1), customer assistance (X2), item excellence (X3), and inventory assortment (X4) accounts for a 74% share of the variance in consumer procurement selections (Y). Consequently, the remaining 26% variation is driven by distinct external factors outside the scope of this empirical inquiry, suggesting that future investigations could be targeted at isolating these unexamined explanatory variables.

The Influence of Price on Purchasing Decisions

According to the statistical outcomes, the financial cost factor yielded an empirical t-statistic exceeding the critical threshold, alongside a p-value the predetermined alpha threshold. Consequently, the primary hypothesis gains empirical backing, demonstrating that product affordability exerts a substantial and favorable impact on consumer buying choices within retail outlets across Surakarta. This evidence implies that monetary value serves as a pivotal element in encouraging consumers to make final decisions. By meeting the criteria for competitive prices and meeting expectations, consumer doubts will be removed, which automatically increases the probability of a purchase transaction. These findings certainly support documented by Pramono et al., (2021) corroborate this, establishing that monetary cost exerts a constructive and profound impact on consumer buying choices.

The Influence of Service on Purchasing Decisions

Based on the results of research conducted by researchers and Individual statistical evaluation via the t-test demonstrates that the null hypothesis is dismissed in favor of the second alternative hypothesis, confirming that service quality exerts a meaningful impact on consumer buying choices. This aligns with empirical evidence presented by Soaresa et al., (2024) which indicates that customer assistance functions as a constructive and substantial determinant in procurement behavior.

The Influence of Product Quality on Purchasing Decisions

Based on the results of the hypothesis test, statistical metrics for the merchandise standard reveal an observed t-statistic exceeding the critical threshold, paired with a probability value the predetermined alpha level. Accordingly, the null hypothesis is discarded to endorse the third proposition, validating that item excellence substantially governs consumer buying choices across retail outlets in Surakarta. These insights substantiate the documentation by Pane and Lubis, (2023) who established that manufacturing caliber serves as a constructive and meaningful determinant in consumer procurement behavior.

The Influence of Product Completeness on Purchasing Decisions

Based on the results of the research conducted by the researcher and individual statistical evaluation demonstrates that the null hypothesis is dismissed in favor of the fourth alternative hypothesis, confirming that stock availability exerts a meaningful impact on consumer buying choices across retail outlets in Surakarta. This aligns with empirical evidence presented by Sulastri and Sholeh (2024) and Dahlia (2024), it states that merchandise variety exerts a constructive and profound impact on consumer buying choices. Consequently, an expanded assortment of items provided by the firm directly accelerates shopper engagement regarding making purchases.

The Influence of Price, Service, Product Quality, and Product Completeness on Purchasing Decisions

Based Empirical findings generated from the collective assessment indicate that every explanatory factor concurrently exerts a meaningful impact on the outcome criterion. This conclusion is reinforced by the analysis of variance metrics, which yielded an observed F-statistic of 73.460. This empirical value substantially exceeds the critical threshold of 4obtained from the simultaneous test statistical formula. Thus, through the simultaneous F-test in this study, the third hypothesis (H5) is accepted, where the variables Price, Service, Product Quality, and Product Completeness collectively and concurrently shape influence on Purchasing Decisions in Surakarta Minimarkets. This research finding is certainly supported by the studies of Soaresa et al., (2024) who found that Price, Service, Product Quality, and Product Completeness have a joint or simultaneous influence on Purchasing Decisions. This is also supported by Pramono et al., (2021) who found simultaneous results that all these variables exert a constructive and substantial impact on procurement selections made that minimarket Sari Makmur Plupuh, Sragen.

CONCLUSION AND SUGGESTION

The results show that, partially and simultaneously, the variables of price, service, product quality, and product availability have a positive and significant influence on purchasing decisions in Surakarta minimarkets.

For minimarkets in Surakarta, it is recommended to observe the factors of price, service, product quality, and product availability, along with employee performance development. and company connections to support productivity and encourage repeat purchases at Surakarta Minimarkets, thereby further increasing company profits.

Further research should include mediator or moderator variables, such as employee performance, customer satisfaction, location, brand image, and so on, to analyze how to improve consumer purchasing decisions.

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