

ABSTRACT

The purpose of this study is to focus on consumer responses towards stock out, as well as the variables which drive those kind of actions. Questionnaire were used for 200 respondents shop at convenience stores. They encounter out of stock problems in the past two months. It was necessary to find out if consumers are willing to switch size rather than to switch brands, switch stores, make a special trip or postpone purchase. The researcher also wanted to know if consumers in shampoo industry have high brand loyalty.

The monetary impact toward the convenience store and the manufacturer for each consumer responses of stock out in each items are calculated. Different items generated different monetary impact towards the retailer and the manufacture. The most negative impact and positive impact among the items were summarized separately.

The relationship between various variables and the consumer responses toward stock out would be analyzed through the Chi-Square test for Independence. Household income was the only variable that could predict how the consumer would responded toward the stock-out situation.