

UDC 332

FACTORS AFFECTING CONSUMPTION BEHAVIOR

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ABSTRACT

Many things are considered by consumers in deciding their choice. The factors that influence consumption behavior can be grouped into internal factors, namely consumer psychology and external factors. The purpose of this research is to get an in-depth picture of the factors that influence consumer behavior. The research method used in this study is a literature review. The results in this study are that consumer behavior is influenced by internal factors (income, motivation, perceptions, values, knowledge, and attitudes), and external factors (price and non-price). Where non-price factors play a role in decision making, namely quality, substitute products, subjective norms, promotion, and the socio-cultural environment. Consumer understanding of the price paid is commensurate with the benefits obtained by consuming the product.

KEY WORDS

Consumption behavior, factors, consumers.

Consumer behavior is a process and activity when a person deals with finding, selecting, using, and evaluating products and services to meet their needs and wants. According to Pyndick and Rubinfeld (2007), consumer behavior is a description of how consumers allocate income between different goods or services to maximize welfare. There are things that influence consumer behavior, namely consumer income, consumer tastes, and prices of goods. The basis for consumer behavior is that consumers always try to achieve maximum use in the use of the goods or services they consume. Consumption expenditure is always associated with income, meaning that consumption expenditure increases when income rises. Public consumption behavior can be seen from the pattern of household expenditures. Household consumption expenditure over time is usually influenced by income levels, tastes, and the environment (Mankiw, 2007).

Sukirno (2011) shows that there are several reasons why macroeconomic analysis needs to pay more attention to household consumption. The first reason is that household consumption provides the largest contribution to national income. In most countries, consumption expenditures comprise about 60-75 percent of national income. Much more important than the other three components of expenditure, namely corporate investment, government spending and net exports. The second reason is that household consumption has a very important influence in determining fluctuations in economic activity from one time to another (multiplier effect).

According to Tjiptono (2005), the fundamental reason for understanding consumer purchasing behavior is that creating customer satisfaction is one way to achieve business goals. The goal of consumption behavior is to obtain the highest possible satisfaction and to achieve the level of prosperity in the sense that various kinds of needs are met. Purchase decisions for consumption are quite diverse, so that the types of consumption also have many variations. Many factors influence a person's consumption behavior, both from within himself and from outside himself or his environment. These factors are objective and subjective. According to Suparmoko (1994), in addition to income, consumption is determined by other factors, namely: taste, socio-economic factors, wealth, capitalist profits or losses, the price level, the interest rate. According to Private and Handoko (1999), consumption behavior is an action that is directly involved in obtaining, consuming, and consuming products and services, including the decision process that precedes and follows these actions. Gilarso (1992) suggests that the factors that influence consumption behavior

are: individual factors, economic factors, social factors, and cultural factors.

In the field of consumer behavior, which specifically studies how individuals, groups and organizations choose, buy, and utilize goods, services, ideas or experiences in order to satisfy their needs and desires. Therefore, understanding consumer behavior in choosing products is becoming increasingly important because understanding consumer behavior is one of the keys to success for business managers to be able to maintain and increase the number of sales and market share, they have. Based on the disclosure of the background of how the role of internal and external factors (price and non-price) affects consumer decision making in choosing products.

METHODS OF RESEARCH

This research method uses a literature review. Literature reviews contain reviews, summaries, and writers' thoughts on several sources of literature (articles, books, slides, information from the internet, etc.) on the topics discussed, a good literature review must be relevant, up-to-date, and adequate.

RESULTS AND DISCUSSION

Factors affecting consumption behavior

Shiffman and Kanuk (2007) suggest that the decision-making process is influenced by the company's marketing business factors (products, promotions, prices, and distribution channels) and socio-cultural factors (family, information sources, non-commercial sources, social class, culture, and sub-culture). According to Hawkins, et. al (1998) stated that consumers in making purchasing decisions are influenced by external and internal factors. External factors consist of culture, sub-culture, demographics, social status, reference groups, family, and marketing activities. Internal factors consist of perception, learning, memory, motivation, personality, emotions and attitudes. Wells and Prensky (1996) state that consumer purchasing activities are influenced by 1) background characteristics of consumers consisting of demographics, personality, psychographics, lifestyle, culture, values and reference groups, 2) behavioral processes consisting of motivation, perceptions, learning, attitude deformations and decision making, 3) consumer purchasing activities that start from need recognition, search for alternatives, evaluation of alternatives, purchase and use of the product, evaluation of consumption experience, feedback and decision making.

The results of research conducted by Hossler, et al (1985), Freeman (1999), Cambrera and La Nasa's (2000) using several models of consumer behavior found that demographic factors, socio-economic background, gender, family career background and individual characteristics of customers influence college selection decisions. According to Schiffman and Kanuk (2007), the study of consumer behavior is basically centered on how individuals make decisions to use their available resources to buy goods and services related to consumption which includes what they buy, why they buy, when they buy, where they buy, how often they buy and how often they use it. Organic food purchasing behavior is influenced by factors such as: consumer value, knowledge, consumer attitudes, subjective norms, and behavioral control in research (Chan, 2001; Chan & Lau, 2000; Fraj & Martinez, 2006). (Chan, 1999; Chan & Lau, 2000; Magistris & Gracia, 2008). (Aertsens et al., 2009; Gracia & Magistris, 2007; Lodorfos & Dennis, 2008; Wijaya & Suprpto, 2012a) (Wijaya, 2012; Aertsens et al., 2009; Lodorfos & Dennis, 2008; Sampson, 2009), Aertsens et al., 2009; Lodorfos & Dennis, 2008; Tarkiainen & Sundqvist, 2005; Wijaya, 2012a) George (2002) Dharmmesta and Khasanah (1999) Kalafatis, Pollard, East, & Tsogas (1999) Kokkinaki (1999) Kanler and Todd (1998) Thompson and Thompson (1996).

Motorcycle purchasing behavior is influenced by factors such as: motivation, perceptions, and consumer attitudes in the research of Wahyuni (2008) Fredereca and Chairy (2010). E-commerce consumer behavior is influenced by factors such as trust, overall satisfaction (overall satisfaction, price, convenience, convenience, and availability in the research of Sargih & Ramdhani (2012) Sidharta & Suzanto (2015) Saputri 2016 Harahap,

DA, (2018) Green Consumer Behavior is influenced by factors: environmental awareness, attitudes, family, group references, culture in Lukiarti's research (2019) Octavia (2012). According to Loudon and Bitta (1988), there are 3 (three) variables involved in studying consumer behavior, namely stimulus variables, response variables and intervening variables. According to Smith (1983), the consumer decision-making process occurs through complex interactions between environmental factors (cultural and social factors), individual factors (personality and psychological) and the mix. marketing where consumers evaluate stimuli. Walck and Hensby (2003), Kern (2000), say that the family provides significant support in nine decisions. The results of research by Brooks (2004) state that 90% of respondents stated that they had consulted with their parents about their choice of college. Furthermore, Stage & Hossler (1989), Cabrera & La Nasa (2000) and Payne (2003), say that the level of parental education in particular influences the predisposition stage, which positively joins plans to study at university.

Internal factors

Income or income received to meet the consumption or expenditure pattern of a person, the number of needs or dependents that must be met by someone (Mursanto, 2008). According to Sukirno (2005: 139) states that the relationship between income and consumption is a proportional relationship, meaning that higher income can lead to greater consumption expenditure and vice versa, namely if the level of income is low, consumption expenditure is also low. According to Sudarman and Algifari (2006), in addition to income, consumption expenditure is also influenced by other factors, namely: wealth level, socio-economic conditions, price level, appetite, and interest rate. According to Putong and Adjaswati (2008), there are several factors that influence consumption, namely: income and wealth levels, interest rates and speculation, frugality, culture, lifestyle.

Habit, according to Suhardjo (1989), is a term to describe habits and behaviors related to consumption decisions, such as frequency of eating, types of food, preferences for food, and how food is selected. Habits are influenced by behavior and for someone this habit will develop according to the environment they enter, be it family, school, or advertisements offered by the mass media" (Damayanti, 2010: 20).

Yogi (2018) states that taste is one of the factors that influence consumer decisions in making purchases. Kotler (2005) theoretically tastes influence purchasing decisions. This is because taste includes several aspects, namely consumer impressions of purchases, product use value, product durability, shape of each product, and appearance of product design.

According to Kotler (2005), Wells and Prensky (1996), Stanton et, al (1991), consumer purchase choices are influenced by four main psychological factors, namely: motivation, perception, learning, and beliefs and attitudes. Motivation can be described as the driving force within individuals that compels them to act. The driving force is generated because of unfulfilled needs (Schiffman and Kanuk, 2007). According to Supranto (2007) motivation shows a reason for a behavior. Motivation is an energetic force that drives behavior and provides purpose and direction for behavior. Individuals both consciously and unconsciously always strive to reduce tension through behaviors that they hope will meet their needs and thus relieve them from the pressure they feel. The specific goals that are chosen and the patterns of action they take to achieve these goals are the result of the individual's thinking and learning process. According to Engel, et al (1994), motivated behavior is initiated by activating needs or recognizing needs. The need or motive is activated when there is an adequate mismatch between the actual situation and the desired state. As the mismatch increases, the result is the activation of a state of excitement that is triggered as a drive. The stronger the urge, the greater the urgency of the response that is felt. The activated needs are finally expressed in behavior and purchases in the form of two types of benefits, namely utilitarian benefits, and hedonic benefits. Utilitarian benefits are objective functional product attributes while hedonic benefits represent emotional responses, sensory pleasures, and aesthetic considerations. According to Babin, et al (1994), a satisfying shopping experience for utilitarian customers is when the customer gets the desired product. Meanwhile, a

satisfying shopping experience for hedonic customers is the pleasure and enjoyment obtained during the shopping process. Likewise, the opinion of Sheet and Mittal (2004), which distinguishes motivation into rational motivation and emotional motivation. Rational motivation is the decision-making of consumers who carefully consider all alternatives and choose what will provide the best use. Emotional motivation is decision making that has goals based on subjective criteria, such as: self-esteem, status, prestige, and others that are difficult to measure. Westbrook and Balck's (1985) research in Jim and King (2001) states that motivation is a stimulant that affects behavior to satisfy internal desires, so it can be assumed that the specific motivation underlying consumer spending desires can be measured from the level of satisfaction. According to Finn and Louviere (1996) in Jim and King (2001), consumer satisfaction regarding where to shop is based on their internal orientation, namely motivation, needs and values. Furthermore, it is said that motivation is a force that encourages behavior to satisfy internal needs, so that one's shopping motivation can be defined as a behavioral guide that leads consumers to shopping locations to satisfy their internal needs. Research conducted by Jim and King (2001) concluded that shopping motivation has a significant effect on shopping satisfaction, which is one part of shopping excitement.

The role of perception is so important in marketing that Ries and Trout in Prasetijo and Ihalauw (2005) say that marketing is actually a war between producers to fight over consumer perceptions and "the consumer mind" that works on human perceptions is a marketing battlefield, especially in positioning strategies. The results of Razak's (2008) study found that perceptions had a positive and significant effect on decision making at a significance level of 10%. In line with the opinion of Schiffman & Kanuk (2007) which states that certain selected goals and consumer action patterns to achieve goals are the result of individual thinking and learning processes. This also means that consumer decisions and behavior are influenced by the perceptions and learning outcomes of individual consumers.

Knowledge is one of the characteristics that influence the decision-making process. Knowledge is a relevant factor that influences consumers in collecting and organizing received information (Alba & Hutchinson, 1987), using information received for decision making and using information as an evaluation of products to be consumed (Alba & Hutchinson, 1987). Martin & Simintras, 1995). Consumer knowledge is all information that consumers have about various kinds of products, as well as other related knowledge and information related to their role as consumers (Engel et al, 2005).

Values are considered important by a group of people because they play a role in directing behavior. In individual behavior is directed by values that are in accordance with the culture of the individual. In general, consumer value can be divided into several types, namely man-nature orientation, man-himself orientation, relational orientation, past-time orientation, and activity orientation. The type of value according to Kluckhohn and Strodtbeck (1961) that can predict the buying behavior of environmentally friendly products is a natural human orientation that focuses on the relationship between humans and nature and life in harmony with their environment. Consumers of environmentally friendly products contain values that are oriented towards the relationship between humans and nature so that they consider the impact of consumption on the environment more.

According to Berkman & Gilson (1986), consciously or unconsciously, consumer purchasing decisions are generally influenced by consumer attitudes. Although there are other factors that can influence the buying decision, the final decision is still determined by consumer attitudes. In other words, attitude is considered as one of the main variables in predicting purchases because the characteristics of the attitude tend to be consistent. Likewise, the opinion of Pulvers and Dierkhoff (1999), individual cognitive and environmental factors also influence buyer's decision making. The attitude of buying organic rice shows a response of whether they like or dislike the benefits of organic rice that consumers get regarding the benefits and consequences they receive from consuming organic rice, Wijaya (2014) Dewi and Yusalina (2011).

External Factors

According to Tjiptono and Chandra (2012), price is the amount of money (monetary unit) and / or other (non-monetary) aspects that contain certain utilities / uses needed to get a product. According to Fuad et al (2006) price is the amount of compensation (money or goods, if possible) needed to get a combination of goods or services. According to Tjiptono (2008), prices can be expressed in various terms, such as contributions, rates, rent, interest, premiums, commissions, wages, salaries, honoraria, SPP and so on. From a marketing point of view, price is a monetary unit or other measure that is exchanged to obtain ownership rights or use of a good or service. From some of the above definitions, it can be concluded that the price of a sum of money depends on the utility / use needed to get several combinations of goods and services that are exchanged to obtain ownership rights. Price indicators according to Kotler and Armstrong (2008) there are four indicators that characterize prices, namely: price affordability, price compatibility with product quality, price competitiveness, and price compatibility with benefits. The price of complementary goods (Complement) according to Sugiarto (2000), a complete item or complement is an item that is always used together with the main item. Complement or pelegkap goods, can be stated that if the price of complementary goods increases, the supply of an item decreases, or vice versa. The existence of consumer awareness of certain characteristics contained in organic food, also determines the price of these foods which are known as hedonic prices. The hedonic price is an implicit price that occurs because of certain characteristic elements inherent in a type of product (Freeman in Ferichani 2007). The hedonic price value can be traced from the willingness of consumers to pay for certain characteristics of the organic food they want to consume.

Replacement products are goods that can replace the function of other goods so that the price of substitute goods can affect the demand for goods that can be replaced (Sugiarto, 2000). If the price of the main item increases, the seller will increase the number of substitutes offered. The seller hopes that consumers will switch from the main item to the substitute product offered, because the price is lower.

Kotler and Armstrong (2008: 347) state that "Product quality is the ability of a product to perform its functions which include durability, reliability, accuracy, convenience, operation and repair as well as other attributes." If a product has been able to carry out its functions, it can be said to be a product that has good quality. Dewi and Yusalina (2011), Arismunandar (2001), Burhanudin (2006), Wijaya (2013) state one of the factors in making purchasing decisions, namely: quality.

Subjective norms indicate a tendency to submit to the opinions of others which are used as references or role models in acting to buy. Subjective norms have four modification indicators from Suprapti (2010), Burhanudin (2006), Sampson (2009), Tarkiainen and Sundqvist (2005), namely: family opinion, salesperson opinion, peer opinion, and friend opinion. Reference groups involve one or more people who serve as a basis for comparison between reference points in forming affection and cognition responses and expressing a person's behavior (Peter and Olson, 2005). Meanwhile, Shiffman and Kanuk (2007) state that a reference group is any person or group that is considered a basis of comparison (reference) for someone in forming general or specific values and attitudes or specific guidelines for behavior. Burns (2006) factors that influence a person in choosing a college are family factors, other family members and referent groups have a strong influence in choosing a college. In addition, the level of parental knowledge and financial availability also affects the selection of universities. According to Schiffman and Kanuk (2007), family functions that can be related to consumer behavior can be categorized into four, namely: 1) Economic Well-being, 2) Emotional support, 3) Suitable family life-style and 4) Family member socialization. Walck and Hensby (2003), Kern (2000), who say that the family provides significant support in decision making. In line with the above opinion, the results of this study found that the referral group had a positive and significant influence on decision making.

According to Kotler (2005), the consumer purchasing decision process is influenced by marketing stimuli (consisting of product, promotion, price, and place as well as other stimuli

which include economic, cultural, technological, and political conditions. This shows that marketing communication (promotion) affects the process). purchasing decisions by influencing the consumer's awareness Simamora (2000) said promotion is any form of communication that is used to inform, persuade, or remind people about products produced by organizations, individuals, or households.

According to Simamora (2000) there are several reasons marketers carry out promotions, namely: providing information, stimulating demand, differentiating products, reminding current customers, reminding customers of the benefits of company products that can prevent them from turning to competitors when they decide to replace or upgrading its products, blocking competitors promotions can be used to counter the marketing efforts of competitors to counter its advertising campaigns, responding to negative news sometimes competition is not the sale of similar products and other companies. Often companies fall victim to publicity and counterfeiting.

According to (Swastha and Irawan, 2008), promotion is a one-way flow of information or persuasion designed to direct a person or organization to actions that create exchanges in marketing. The purpose of promotion according to Swastha and Irawan (2008) is behavior modification, providing information, persuasion, reminding. Based on the three opinions above, it can be concluded that promotion is the efforts made by companies to influence consumers to buy the products they produce or to convey news about these products by communicating with persuasive listeners.

The socio-cultural aspect is an interesting dimension of study in consumer behavior, especially in relation to how socio-cultural concepts influence consumer attitudes and behavior. According to Engle, Blackwell and Miniard (1994), there are at least three reasons for the importance of studying the influence of culture on consumer behavior. First, culture influences the structure of consumption. Second, culture affects how individuals make decisions. Third, culture is a major variable in the creation and communication of meaning in products. According to Kotler (2005), socio-cultural factors consist of: culture, sub-culture, social class, family, and referent groups. Schiffman and Kanuk (2007) define culture of learned beliefs, values, and habits that help direct the consumer behavior of certain members of society. Razak (2008) found that the socio-cultural environment which includes indicators of product relevance to the development of science and technology, social status, beliefs, norms, habits, and values of society have a significant effect on consumer decision making in choosing products.

CONCLUSION AND SUGGESTIONS

It can be concluded that the tendency of the factors that influence the consumer's decision-making process in choosing a product is the first, namely consumer decision-making, internal factors include: income, habits, tastes, motivation, perceptions, values, knowledge, and attitudes, in addition it requires control of supply. a product is always available, and when the product is needed it can immediately reach the consumer's hands. Furthermore, external factors that support purchasing decisions: price, quality, promotion, socio-cultural environment, and subjective norms (family, friends and salespeople are sources of information to consumers about the advantages of a product). External factors are further divided in the form of price and non-price factors where price plays a very important role in determining decisions and even consumers' willingness to pay for certain characteristics of a product, they want to consume which is called hedonic price. Furthermore, for non-price, which plays a role in decision making, namely quality, where the consumer's understanding of the price paid is commensurate with the benefits obtained by consuming the product.

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