



Model Analysis Of Consumer Behavior: Cultural Factors, Personal Factors and Social Factors On Online Store Consumers (E-Commerce)

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Abstract: This study aims to determine the factors that influence consumer behavior. Previous research or relevant research really functions to strengthen theory and also the phenomenon of the relationship or influence between variables. Writing this scientific article is a qualitative method and literature review which helps to obtain various descriptions through the factors that influence the results of the variables studied. This article reviews the factors that influence consumer behavior, namely: cultural factors, social factors and personal factors, a study of the Human Resource Management literature. The purpose of writing this article is to build a hypothesis on the influence between variables to be used in further research. The results of this literature review article are: 1) cultural factors influence consumer behavior; 2) social factors influence consumer behavior; and 3) personal factors influence consumer behavior.

Keyword: Consumer Behavior, Cultural Factors, Social Factors, Personal Factors

INTRODUCTION

Research The development of technology from time to time has developed rapidly. These developments turned into innovations in various fields, one of which is the economic field. One form of innovation that is starting to dominate the world of commerce is the online shopping system. With this technological advancement, people are able to carry out various activities, including shopping. With the existence of technology that is directly connected to the internet network, it can provide opportunities for entrepreneurs to market goods and services directly to consumers. Technological advances are currently influencing individuals or groups to make buying and selling transactions through the internet, because all information that initially could only be conveyed through advertisements contained in

newspapers, magazines, television, radio and even word of mouth can now be obtained easily through gadgets or smartphones. Based on We Are Social data, internet users worldwide reach 4.5 billion or 60% of the world's population.

Indonesia is one of the countries with the highest internet access with a total of around 147 million people. The average age of internet access in Indonesia is 29 years old. This relatively young population can provide opportunities for Indonesia to develop in the world of digital technology. However, the percentage of internet penetration in Indonesia is still far from the maximum coverage at 64% compared to other countries United Arab Emirates, Denmark and South Korea with 99%. Indonesia is the country with the highest level of e-commerce usage in the world with 96%. Visits to online retail sites reach 91%, goods or service transactions reach 90% where the average person conducts online transactions via smartphones, laptops and computers. One of the industries that utilize online transactions through e-commerce is the beauty industry.

The development of the internet and the presence of e-commerce have given a major update to the beauty industry. One of the e-commerce that offers beauty products is Shopee. According to eMarketers, Shopee is listed as the most popular e-commerce for purchasing beauty products. However, behind Shopee's success, there are still some drawbacks including service in responding to complaints from consumers, limitations and complicated processes for free shipping promos, and sellers who are not friendly to consumers. Despite its drawbacks, Shopee is still the most popular online shopping platform for Indonesians based on a survey from DailySocial and a map of e-commerce competition. To prove whether Shopee is still the people's choice, especially in shopping for beauty products, the researchers conducted a pre-survey of 30 respondents to deepen their research background.

The results of the pre-survey showed that as much as 63.3% of people chose to buy products online and the most widely used online shopping platform was Shopee with a percentage of 56.7%. Then as much as 80% of people choose to buy beauty products online and the most widely used online shopping platform is Shopee with a percentage of 63.3%. As many as 80% of respondents stated that there were constraints when shopping for beauty products at Shopee e-commerce, such as stocks suddenly running out, the long shipping process, and difficulty determining product variants because there was no clear information from the seller. These things are experienced by consumers who have made purchases on average four times at Shopee e-commerce. The survey results are related to consumer behavior where the actions of individuals, groups and organizations in buying, selecting, using an idea, goods or services to satisfy needs and wants. Therefore, people, especially women, spend time shopping online to fulfill satisfaction with goods or services and sometimes do not attach importance to the need for these goods or services. There is a driving force for someone in carrying out goods or services transactions such as wanting to get recognition, and a sense of comfort. This is based on consumer behavior factors, namely personal factors, psychological factors and social factors. Decisions in a purchase are important in buying and selling transactions of goods or services. Basically, the decision to make a purchase begins with curiosity about an item or service.

The purchase decision is an evaluation stage in which the consumer forms preferences among the brands in the choice and may also form an intention to buy the most preferred or desirable brand. Generally consumers will choose in advance what is needed and what is good

and in accordance with the wishes before consumers decide to buy goods or services. Consumer behavior is important in involving the thoughts and feelings of consumers naturally and can determine what action to take. Consumers need to think carefully in making a purchase decision by comparing the goods or services provided by the seller and adjusted to the needs and desires of consumers. Purchasing decisions taken by consumers are based on the characteristics that exist within consumers such as wanting to be appreciated, to receive recognition and the most common are needs and desires.

LITERATURE REVIEW

A. Consumer behavior

According to one expert (Kotler and Keller 2016) stated that "consumer behavior is the study of how individuals, groups and organizations select, buy, use, and dispose of goods, services, or experiences to satisfy their needs and wants. Marketers must fully understand both the theory and the reality of consumer behavior." Where this definition can be interpreted that consumer behavior is the study of how individuals, groups, and organizations choose, buy, use and dispose of an item, service or experience to satisfy their needs and wants. A marketer must fully understand both the theory and the reality of consumer behavior.

B. Cultural Factors

Cultural factors are the habits of a society in responding to something that is considered to have values and habits, which can be started from their receiving information, their social position in society, and their knowledge of what they feel. Culture is a force in regulating human behavior.

It consists of a set of behavior patterns that are transmitted and maintained by certain members of society through various means (Arnolds & Thompson, 2005). Dimensions or indicators of cultural factors, namely: a) Culture Culture is the most basic determinant of desires and behavior.

Children acquire a set of values, perceptions, preferences and behaviors from their families and other important institutions. b) Sub-cultures Each culture consists of smaller sub-cultures that provide more features and special socialization for its members. Sub-cultures consist of nationalities, religions, racial groups, and geographic regions. c) Social class Social class Basically, society has social strata.

Such stratification sometimes takes the form of a caste system in which members of different castes are brought up with certain roles and cannot change their caste membership/stratification is more often found in the form of social class. (Kotler, 2005:183).

Cultural factors have been studied by many previous researchers including (Santoso, DTT, & Purwanti, 2014), (Lathiifa, S., & Ali, 2013) and (Rahayu, IS, Mudatsir, M., & Hasballah, 2017)

C. Personal Factors

Personal factors are a person's habit patterns that are influenced by the immediate environment in making choices, then expressed in an action. A person's decision to buy is

also influenced by the unique personal characteristics of each individual, such as gender, age and stages in the life cycle, personality, self-concept and lifestyle.

Individual characteristics are generally stable during one person's life cycle. For example, most people do not like changing gender and their actions change personality or lifestyle which requires reorientation during a period of life. In the case of age and life cycle stages, these changes occur gradually over time (Lamb, 2001:221). Dimensions or indicators of personal factors, namely:

- a) Age and Life Cycle Stage People buy a variety of goods and services throughout their lives. They eat baby food during the early years of life, require the most food when they grow large and become adults, and require a special diet at an advanced age. Everyone's taste in clothes, furniture and recreation is related to their age.
- b) Occupation and Economic Environment A person's consumption pattern is also influenced by his work. A manual laborer would buy work clothes, work shoes, food boxes, and a bowling game recreation. A company president would buy expensive woolen clothes, travel on airplanes, join societies, and buy large sailing ships.
- c) Lifestyle A person's lifestyle is a person's pattern of life in the world of everyday life which is expressed in the activities, interests and opinions (opinions) concerned. Lifestyle describes the "whole person" who interacts with his environment. Lifestyle reflects something more than social class on the one hand and personality on the other
- d) Personality and self-concept Everyone has a different personality that will influence buying behavior. Personality is the psychological characteristics that distinguish a person, which causes relatively fixed and long-lasting responses to the environment. While self-concept (or self-image) is divided into two, namely the ideal self-concept (how he wants to see himself) and self-concept according to others (how he thinks other people see him).

Many personal factors have been studied by previous researchers including (Jariah, 2012), (Andespa, 2017) and (Rahmad, R., Sabri, S., & Nasfi, 2020).

D. Social Factors

Social factors are a group of people who are able to influence individual behavior in carrying out an action based on habit. These social factors consist of reference groups, family roles and status. What is meant by a reference group is a group that directly or indirectly influences a person's attitude and behavior. Family members can also exert a strong influence on buyer behavior. There are two kinds of families in the buyer's life, namely the family as a source of orientation consisting of parents; and the family as a source of offspring, namely the husband and wife and their children. The position of a person in each group can be explained in terms of role and status. Each role will influence a person's buying behavior (Anoraga, 2000:227). Dimensions or indicators of social factors are

- a) Reference group A person's reference group consists of all groups that have a direct (face to face) or indirect influence on a person's attitude or behavior.

Groups that have a direct influence on a person are called membership groups.

Some membership groups are primary groups, such as family, friends, neighbors, and coworkers, with which a person interacts continuously and informally.

People also belong to secondary groups, such as religious, professional, and trade associations, which tend to be more formal and require less routine interaction.

- b) family The family is the most important consumer buying organization in society, and it has become the object of extensive research. Family members are the most influential primary reference group. We can distinguish between the two families in a buyer's life. The orientation family consists of a person's parents and siblings. From parents, a person gets an orientation towards religion, politics, and economics as well as personal ambition, self-esteem and love. Even if buyers no longer interact deeply with their families, family influence on buyer behavior can still be significant. More influence
- c) Social Status A person participates in many groups throughout his life such as family, clubs, organizations. The person's position in each group can be determined based on roles and status. Role includes activities that are expected to be carried out by someone. Each role generates a status. With the status he has in society, it is certain that he will influence the patterns or attitudes of other people in terms of behaving, especially in terms of buying behavior. (Kotler, 2005:187).

Social factors have been studied by many previous researchers including (Sinaga, RJR, Lubis, SN, & Darus, 2017), (Beni, MT, Arjana, IGB, & Ramang, 2014) and (Bananiek, S., & Puwatu ,nd)

Table 1: Relevant past research

Number	Author (year)	Previous research results	Similarities to this article	difference with this article
1	(Hanum, Z., & Hidayat, 2017)	Cultural Factors, Social Factors And Personal Factors Be Positive And Significant Against Consumer behavior	Social Factors & Personal Factors Influential Against Behavior Consumer	Factor Culture InfluentialTo Behavior Consumer
2	(Marbun, II, & Ginting, 2018)	Cultural Factors & Personal Factors Be Positive And Significant Against Consumer behavior	Social Factors Influential Against BehaviorConsumer	Factor Culture InfluentialTo Behavior Consumer
3	(Hutagalung, R. B., & Aisha, 2018)	Cultural Factors, Social Factors And Factor Personal Impact Positive And Significant Against BehaviorConsumer	Cultural Factors & Personal Factors InfluentialTo Consumer behavior	Social FactorsInfluential To Behavior consumer
4	(Mowen, JC, & Minor,2017)	Cultural factors, social factors and personal factors have a positive andsignificant impact on consumer behavior	social factors & personal factors influence consumer behavior	cultural factors influence consumer behavior
5	(Mizfar, F., & Sinaga, 2015)	Cultural Factors & Personal Factors	Social Factors Influential	cultural factors influence consumer behavior

Number	Author (year)	Previous research results	Similarities to this article	difference with this article
6	(Arifuddin, 2012)	Be Positive And Significant Against Consumer behavior Cultural Factors, Social Factors And Personal Factors Be Positive And Significant Against Consumer behavior	Against consumer behavior Cultural Factors & Personal Factors Influential Against Behavior Consumer	social factors influence consumer behavior

METHOD

The method of writing this scientific article is a qualitative method and literature review which helps to obtain various descriptions through the factors that influence the results of the variables studied. The theoretical review and the relationship or influence between these variables come from online journal article literature sourced from Google Scholar

In qualitative research, literature review should be used consistently with methodological assumptions. This means that it must be used inductively so that it does not direct the questions posed by the researcher. One of the main reasons for conducting qualitative research is that it is exploratory in nature, (Ali & Limakrisna, 2013).

RESULTS AND DISCUSSION

Based on relevant previous theoretical and research studies, then from The discussion of this literature review article in the Marketing Management concentration is:

The influence of cultural factors on consumer behavior.

Cultural factors affect consumer behavior, where the dimensions or indicators of cultural factors give the widest and deepest influence on consumer behavior. Advertisers should know the role played by: a. culture, b. subculture and c. social class of buyers.

Culture is the most fundamental cause of desire and one's behavior. Culture is a collection of basic values, perceptions, desires and behaviors that are learned by a member of society from the family and other important institutions. Each culture is made up of smaller sub-cultures that provide more specific identification and socialization for its members. (Thamrin Abdullah, 2012)

Cultural factors influence the dimensions or indicators of consumer behavior (problem recognition, information search, alternative assessment and purchasing decisions (Kotler, 2005: 204). To improve consumer behavior by paying attention to cultural factors, what management must do is to understand some forms of culture from society which can assist marketers in predicting consumer acceptance of a product because culture can influence society unconsciously (Setiadi, 2010)

Cultural factors influence consumer behavior, if cultural factors perceived well by customers / consumers then this will be able to improve quality. So the company is expected to improve and maintain the existing indicators in cultural factors, namely culture, sub-culture and social class. If these indicators increase, consumer behavior will also increase. (Haliana, 2009)

Cultural factors influence consumer behavior, this is in line with research conducted by: (Ghoni, A., & Bodroastuti, 2012), (Destian, S., & Djatmiko, 2017) and (Nafali, M., & Soepeno, 2016).

The influence of social factors on consumer behavior.

Social factors influence consumer behavior, where dimensions or indicators of cultural factors (reference group, family, and status) affect dimensions or behavioral indicators (problem recognition, information search, alternative assessment and purchasing decisions, Kotler, 2005: 204).

To improve consumer behavior by paying attention to cultural factors, what management must do is interact to achieve individual goals which can help marketers predict consumer acceptance of a product (Usman Effendi, 2016)

Social factors affect consumer behavior, if social factors are well perceived by customers/consumers, this will improve quality and maintain the existing indicators of social factors, namely reference group, family, and status. If these indicators increase, consumer behavior will also increase (Nasution, 2010).

Social factors influence consumer behavior, this is in line with research carried out by: (Ahmad, 2015), (Siringoringo, 2004) and (Mulyana, 2019).

The influence of personal factors on consumer behavior.

Personal factors influence consumer behavior, where are the dimensions or indicators cultural factors (age and life cycle stage, work, economic situation, lifestyle, personality and self-concept) influence the dimensions or indicators of consumer behavior (problem recognition, information search, alternative assessment and purchasing decisions, Kotler, 2005: 204).

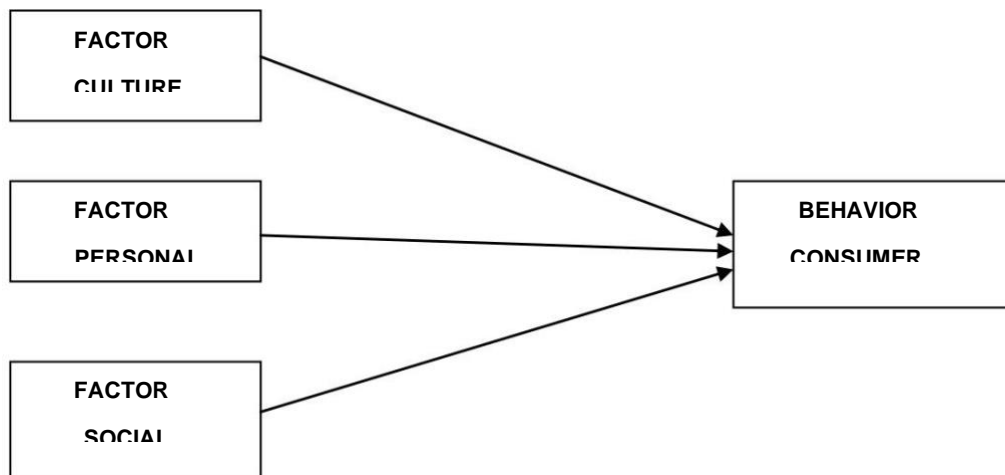
To improve consumer behavior by paying attention to personal factors, what management must do is determine the target market in the form of life cycle stages and develop products according to it which can assist marketers in predicting consumer acceptance of a product (Darmawati, et. al., 2007).

Personal factors influence consumer behavior, if cultural factors are well perceived by customers/consumers then this will be able to improve quality and maintain existing indicators in personal factors namely age, occupation, economic situation, lifestyle and personality. if these indicators increase then consumer behavior will also increase. (Lamb, 2001).

Personal factors influence consumer behavior, this is in line with research conducted by: (Somantri, B., & Larasati, 2020), (Towoliu, JE, & Tumbuan, 2017) and (Lemashputra, 2021).

Conceptual Framework

Based on the problem formulation, theoretical studies, relevant previous research and discussion the influence between variables, the framework for thinking this article is processed as below.



CONCLUSION

Based on the theory from relevant articles and relevant discussions, it can be concluded and hypotheses for further research are formulated as follows: Cultural factors influence consumer behavior. Therefore, culture is expected to improve and maintain indicators in cultural factors, namely culture, sub-culture and social class. If these indicators increase, the cultural factor will also increase.

Social factors influence consumer behavior. Social Factors introduce behavior and new lifestyles to a person, they influence attitudes and self-concept, and they create comfort pressures that can influence product and brand choices.

Personal factors influence consumer behavior. Then personal factors are expected to increase and maintain existing indicators in personal factors, namely age, occupation, economic situation, lifestyle and personality. if these indicators increase, consumer behavior will also increase.

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