

EXAMINING THE EFFECT OF PSYCHOLOGICAL FACTORS TOWARDS CONSUMERS' GROCERIES PURCHASING DECISION AT AEON SERPONG BSD

Author: Alifia Yasmin

Faculty of Business Management & Professional Studies
Management and Science University, 40100 Shah Alam, Selangor, Malaysia

Abstract

Studying core elements of marketing science and customer behaviour is a crucial feature that any businessman should have. Consumer behaviour is a process that is inextricably linked to the presence of a purchasing process. A businessman frequently has difficulties accurately understanding and assessing customer demands and behaviour owing to the numerous aspects that impact consumer behaviour, and each consumer has a different behavior. This study aims to examine the influence of psychological factors such as motivation, perception, personality, and attitude towards consumers' groceries purchasing decision at Aeon BSD. The population in this study were Aeon BSD customers. The sampling technique used was convenience sampling and data collection methods through an online questionnaire to 260 respondents who fit the population criteria. Based on the results of this study indicate that attitude has the most significant effect on consumers' purchasing decisions, followed by perception, and personality.

Key Words: Motivation, Perception, Personality, Attitude, Groceries Purchasing Decision

1. Introduction

Understanding of basic concepts of marketing science and consumer behavior is an important aspect that must be owned by a businessman. Consumer behavior is a process that is closely related to the existence of a buying process, at that time consumers carry out activities such as searching, researching, and evaluating products and services. (Firmansyah, 2018). Business owners often have difficulty in understanding and analyzing consumer needs and behavior appropriately, this is due to the many factors that influence consumer behavior where each individual has a different behavior for each individual (Kusumawardani, 2015).

Humans have many needs and desires that must be fulfilled. In physiological needs, there are three most basic human needs, namely the need for clothing, food, and shelter (Putri & Setiawina, 2013). The benefits for a businessman that learns about the basic concepts of consumer behavior include being able to minimize the risks that may arise to a business, and to influence consumers to be willing to buy goods and services produced by the company when they need it. In the development of modern marketing concepts, consumers are placed as the center of attention. Practitioners and academics

try to examine consumer aspects in order to develop marketing strategies that are expected to be able to gain market share (Subianto, 2007).

Consumers' purchasing decisions are attracting scholar's attention due to obvious significance. Consumers' needs and wants vary significantly and might evolve as a consequence of the factors that impact their purchasing decisions. As a result, a marketer must comprehend some factors that might be effect on psychology factors such as motivation, perception, personality and self-concept, and attitude consumers in order for marketing operations to be carried out successfully and efficiently.

Often a businessman has difficulty in understanding and analyzing consumer needs and behavior correctly due to the many factors that influence consumer behavior where each consumer has different behavior. Several previous studies have examined the influence of psychological factors, but not many studies have been conducted to determine the effect of psychological factors on consumers' grocery purchasing decisions. Therefore, this study aims to examine the influence of psychological factors such as motivation, perception, personality, and attitude towards consumers' groceries purchasing decision at Aeon BSD.

2. Literature Review

According to Setiadi (2003), individual internal factors that influence consumer behavior such as motivation, personality, spending, attitude, consumer perception. Meanwhile, according to Swastha and Handoko (2000): Psychological factors that become the basic factors in consumer behavior are motivation, observation, learning, personality and self-concept, and attitude.

a. Motivation

Carlos P. M., and Ana Teresa B. G. (2017), this study explains The reasons or motives for having a need for a certain product category or choosing a specific product or brand are centred on the question "Why?" Positive motivation, on the other hand, operates in a frame of expectations anticipating gratification through consumption (Cohen & Warlop, 2001), via an affective assessment of an imagined consumption experience influenced by memories of previous experiences triggered by stimuli such as marketing communications.

b. Perception

According to Adhi, Shanti, and NP (2016), information processing consists of four major steps: openness or "exposure," attention, interpretation, and memory. The first three sequences that comprise perception are as follows: openness (exposure), which happens when a stimulus (stimulus) enters the range of our sensory receptors. The perception process creates the image in the consumers' minds; perception also influences how consumers evaluate service quality.

c. Personality

Amalina Hudani (2020), this study explains that personal variables are a method of gathering and categorising an individual's consistency of reaction to the present environment (Lamb, 2001). A person's purchasing behaviour is also impacted by the consumer's personality characteristics. Personal factors are a condition where a person has the nature to be able to determine his decisions according to his wishes without any coercion from other parties.

d. Attitude

Abdalla Mohamed Bashir (2017), this study explains that An individual's attitude is a positive or negative type of behavior toward any object. Ajzen (1991) defined attitude toward a behaviour as the degree to which a person has a positive or negative impression of the behaviour in consideration.

Consumer Purchasing Decisions

A. Celil Cakici, and Sena Tekeli (2017), this study explains that Brand perception and attention, attitudes toward brands, purchasing intention and actual purchasing behavior are the possible consumer reactions. These occur as a result of the consumer purchasing decision process (Pirachi, 2019). The consumer decision-making process involves five steps: determining a problem, searching information, evaluating alternatives, purchase decisions and postpurchase evaluation

3. Methodology

According to Creswell (2012) population also can be describe as a group of people who have similar features. Meanwhile, the sample is a smaller group of a predetermined population's quantity and characteristics. The sample is expected to be able to represent the population in a study. The large number of populations does not allow this research to study the entire population due to limited funds, manpower and time, so researchers can use samples taken from that population. The technique used in this research is non-probability sampling, which is convenience sampling. The convenience, speed, and costs of locating possible participants are the major factors in this type of nonprobability sampling. For the researchers, the participants are chosen based on their convenience rather than any formal probability-based sample design, as the definition implies (Link, 2018).

There have been many types of research on defining the number of sample sizes (Gamiljj & Abd Rahman, 2021). The sample-to-item ratio is used to determine sample size based on the number of items in a study and is generally suggested for exploratory factor analysis (Memon & Ting, 2020). It should not be less than a 5-to-1 ratio (Gorsuch, 1983; Hatcher, 1994; Suhr, 2006). A research containing 30 items (questions), for example, would need 150 participants. In this study, there were 21 items (questions). This study uses the 5 to 1 ratio method, therefore the number of respondents that will be needed in this study is 105. As the valid sample size collected for this study is 260 which is more than what is suggested, therefore, the more sample size improves the goodness-of-fit for the model (Gamiljj & Abd Rahman, 2021).

The characteristic of sampel are:

1. Have visited and shopped at Aeon BSD
2. Based in Jakarta and Serpong
3. Minimum age 17 years old

4. Results and Discussion

The sample consisted of a total of 260 respondents. According to the Table 1, males have a frequency of 105 respondents and a percentage of 40.4 percent, while females have a frequency of 155 respondents and a percentage of 59.6 percent.

Table 1 Frequency and Percentages of Participants' Gender

Gender	Frequency	Percentage
Male	105	40.4
Female	155	59.6
Total	260	100%

From the Table 2, it shows that from 260 total respondents there are 17-25 years old age ranges having 163 respondents and a percentage of 62.7% followed by an age range of 26-35 years old by 75 respondents and 28.8% for percentages, and last is > 36 years old are 22 respondents and percentage for 8.5%.

Table 2 Frequency and Percentages of Participants' Age

Age	Frequency	Percentage
17 – 25 Years old	163	62.7
26 – 35 Years old	75	28.8
> 36 Years old	22	8.5
Total	260	100%

From the Table 3, it shows that from 260 total respondents there are people who work as business owner having 15 respondents and a percentage of 5.8% followed by employees by 62 respondents and 23.8% for percentages, students having 149 respondents and 57.3%, and last is non identified occupation are 34 respondents and percentage for 13.1%.

Table 3 Frequency and Percentages of Participants' Occupation

Occupation	Frequency	Percentage
Business	15	5.8
Employee	62	23.8
Student	149	57.3
Other	34	13.1
Total	260	100%

According to the Table 4, the highest mean 3.5675 was found in the Personality variable, with a standard deviation of 0.9585, a minimum of 1 and a maximum of 5. Followed by Perception with a mean of 3.5625, a standard deviation of 0.956, a minimum of 1, and a maximum of 5. Attitude is in third place, with a mean of 3.525, a standard deviation of 0.94625, a minimum of 1, and a high of 5. Consumer Purchasing Decision has mean of 3.464, a standard deviation of 0.9822, a minimum of 1, and a maximum of 5. Furthermore, Motivation has a mean of 3.3475, a standard deviation of 0.93725, a minimum of 1, and a maximum of 5. Gender has a mean of 1.6 and a standard deviation of 0.492, with a minimum of 1 and a maximum of 2, and Age has a mean of 1.46, the standard deviation is 0.647, with a minimum of 1 and a maximum of

3, and the last one Occupation has a mean of 2.78 and a standard deviation of 0.743, with a minimum of 1 and a maximum of 4.

Table 4 Descriptive Analysis Result

Variables	Mean	SD	MIN	MAX
Gender	1.6	0.492	1	2
Age	1.46	0.647	1	3
Occupation	2.78	0.743	1	4
Motivation	3.3475	0.93725	1	5
Perception	3.5625	0.956	1	5
Personality	3.5675	0.9585	1	5
Attitude	3.525	0.94625	1	5
Purchasing Decision	3.464	0.9822	1	5

Almost all of the variables in the Table 5 are dependable, with a reliability of greater than 0.70 (> 0.70). Attitude, which has 0.807 and is greater than 0.70 ($0.807 > 0.70$), is the most dependable. Furthermore, Purchasing Decision has risen to the second position of the high dependable variable, with a value of 0.779, and is greater than 0.70 ($0.779 > 0.70$). Then comes Perception, which has a reliability of 0.756 if it is greater than 0.70, indicating that the variable is dependable ($0.756 > 0.70$). It can be concluded that some of the study's variables such as Attitude, Purchasing Decision, and Perception has a high level of reliability. The rest, such as Motivation and Personality has reliability of 0.629 and 0.668 is $0.7 \geq \alpha \geq 0.6$ which means the variable are reliable moderat / questionable.

Table 5 Reliability Analysis Result

Variables	No of Items	Reliability
Motivation	4	0.629
Perception	4	0.756
Personality	4	0.668
Attitude	4	0.807
Purchasing Decision	5	0.779

The correlation in table below explains the correlation between variables where this table shows the level of correlation between the Independent Variable and the Dependent Variable. For example, Motivation and Consumers' Purchasing Decision got a score of .608**, Perception and Consumers' Purchasing Decision of .672**, Personality and Consumers' Purchasing Decision of .658**, and Attitude and Consumers' Purchasing Decision of .774**.

Correlations					
	Motivation	Perception	Personality	Attitude	Decision
Motivati on	1	.639**	.681**	.629**	.608**
Pearson Correlation					
Sig. (2-tailed)		.000	.000	.000	.000

	N	260	260	260	260	260
Perception	Pearson Correlation	.639**	1	.618**	.674**	.672**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	260	260	260	260	260
Personality	Pearson Correlation	.681**	.618**	1	.693**	.658**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	260	260	260	260	260
Attitude	Pearson Correlation	.629**	.674**	.693**	1	.774**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	260	260	260	260	260
Decision	Pearson Correlation	.608**	.672**	.658**	.774**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	260	260	260	260	260

** . Correlation is significant at the 0.01 level (2-tailed).

The results of the Summary Model are useful for knowing the relationship between variables in the regression equation. Here, there is a value of R-Square .656 or 65.6%. This value means that Motivation, Perception, Personality, and Attitude to Consumers' Purchasing Decision are 65.6%, the rest is influenced by other variables outside the model. The terms of the relationship between variables whether or not it can be judged from an R-Square above 50% means it's strong, if it's below 50% it means it's not strong or moderate based on Kefyalew H (2019)

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.810 ^a	.656	.650	2.11891	1.884

a. Predictors: (Constant), Attitude, Motivation, Perception, Personality

b. Dependent Variable: Decision

The function of the Analysis of Variance (ANOVA) is to find out whether the overall model is acceptable from a statistical perspective in other words whether the independent variables are at a significantly good predictive level from the outcome variables (Kefyalew H, 2019).

As in the table below, the Motivation (independent variable) significantly predicts the consumers' purchasing decision variable (the dependent variable) with $F = 121.366$ and $sig = 0.000$. Analysis of Variance (ANOVA) showed that the F value was 121.366 with a significance level of 0.000 so that the observed significance was less than 0.05.

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2179.613	4	544.903	121.366	.000 ^b
	Residual	1144.890	255	4.490		
	Total	3324.504	259			

a. Dependent Variable: Decision

b. Predictors: (Constant), Attitude, Motivation, Perception, Personality

As indicated in the coefficients table below, there are one variables that is not significant at 0.05 ($p > 0.05$). Meanwhile, if the p-value is 0.05 or below, the variables will be significant. Because the p-values for Motivation is 0.209 ($p > 0.05$), and it is not significant. However, Perception, Personality and Attitude are significant because their p-values are less than 0.05 ($p < 0.05$) (0.000, 0.014, and 0.000).

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.360	.810		1.680	.094
	Motivation	.096	.076	.069	1.259	.209
	Perception	.257	.067	.209	3.850	.000
	Personality	.187	.076	.142	2.481	.014
	Attitude	.583	.068	.491	8.560	.000

a. Dependent Variable: Decision

Table 6 Hypothesis Summary

Hypothesis	Standardized Coefficient	T statistic	P-Value	Decision
Motivation → Consumers' Purchasing Decision	0.069	1.259	0.209	Not Accepted
Perception → Consumers' Purchasing Decision	0.209	3.850	0.000	Accepted
Personality → Consumers' Purchasing Decision	0.142	2.481	0.014	Accepted
Attitude → Consumers'	0.491	8.560	0.000	Accepted

Purchasing Decision				
---------------------	--	--	--	--

H1: Motivation factor has a significant positive relationship with Consumers' Purchasing Decision.

The result of table 10 above, has shown that motivation has insignificant affects on Consumers' Purchasing Decision with P-Value 0.209 which is greater than 0.05

The result is inconsistent with the previous study that have been done with the researcher. The result in the base model when all the paths, all of the researcher variable are statically significant (Marques & Guia, 2017).

H2: Perception factor has a significant positive relationship with Consumers' Purchasing Decision.

The result of table 10 above, has shown that Perception has significant affects on Consumers' Purchasing Decision with P-Value 0.000 which is lower than 0.05

The result is consistent with the previous study that have been done with the researcher. The result in the regarding mobile apps perceived customer has a positive influence on their satisfaction with the interface (Zheng et al., 2018).

H3: Personality factor has a significant positive relationship with Consumers' Purchasing Decision.

The result of table 10 above, has shown that Personality has significant affects on Consumers' Purchasing Decision with P-Value 0.014 which is lower than 0.05

The result is consistent with the previous study that have been done with the researcher. Personal factors have a strong and statistically significant influence on customer purchasing behaviour in Pakistan's fashion clothes market, according to the findings (Rehman et al., 2017). Results have also indicated that market maven, stability, open minded, agreeable, social factors and physical factors have positive effects on the conceptual construct

H4: Attitude factor has a significant positive relationship with Consumers' Purchasing Decision.

The result of table 8 above, has shown that Attitude has significant affects on Consumers' Purchasing Decision with P-Value 0.00 which is lower than 0.05

The result is consistent with the previous study that have been done with the researcher. The result in the research indicates that there is a positive and significant between attitude on consumers' purchasing decision (Rahman et al., 2017).

The final hypothesis examined the consumers' attitude on purchasing decision. Thus, the data were tested for a correlation between attitude and consumers' purchasing decision. The scale for attitude toward consumers' purchasing decision showed a significant correlation at $\beta = 0.491$ with the P-Value = .000. This refers to the meaning that attitude is a factors that affects the consumers' purchasing decision. The findings support H4, because they show a highly positive effect and do correlate significantly on creating consumers' purchasing decision in Aeon BSD. Thus, H4 is accepted.

5. Conclusions

The research explores the implication of Motivation, Perception, Personality, and Attitude on Consumers' Purchasing Decision. From the research above it can be said

that almost all variables are said to have a positive influence, especially in terms of consumers' purchasing decision. Like the IV namely perception which has a significance of 0.000 to consumers' purchasing decision and then personality which has a significance level of 0.014, and then attitude which has a significance level of 0.000 (<0.050). even though this number is greater than 0.05 but this variable can still be researched because of the other test values it has pretty good results for becomes a variable, the next variable is booking apps which have a significance value of 0.000. This shows that booking apps are very significant to be a variable that can be studied and finally there is customer experience which has the same significance value as booking apps, which is 0.000 which can also be said as good variable for research.

From the explanation above, it can also be concluded that almost all of the independent variables studied have a positive relationship or influence for the dependent variable, namely consumers' purchasing decision, for a variable because it has a significant value below 0.05. Motivation is a rejected variable because it has a p-value above 0.05. It is different from previous research where the motivation variable is accepted. This could be different due to differences in population demographics so that there are different factors that determine purchasing decisions. It can also be found that the company must maintain the company's image, both through product quality, price variations, good store design layouts so that consumer perceptions of Aeon BSD are good, can retain customers, and increase consumers to shop for food needs at Aeon BSD.

This study attempts to serve the data quantitatively and is supported by a survey questionnaire. The data scale item is using ordinal type data that is further analyzed by median and modus. It might be better if the future research explored more by changing the type of data into nominal, interval, or ratio to be compared with this study. The comparison will then enhance the validity and reliability of motivation, perception, personality, and attitude scale items and their ability to develop that survey

This study had some limitations such as time, difficulty approaching respondents and the pandemic situation. Time constraints make it difficult to carry out the research. Data collection was limited to 2 weeks of distribution through the use of an electronic questionnaire. The sample may not be population representative since it only recruited 260 respondents of Aeon BSD customers.

It might be better if the future research explored more by changing the type of data into nominal, interval, or ratio to be compared with this study. It also might be better if future researcher spend more time in collecting a larger sample size. And using more variables than motivation, perception, personality, and attitude in order to be able to learn more about consumer behavior when making purchasing decisions.