

QUALITATIVE ANALYSIS OF PEOPLE EMOTION DRIVING CONSPICIOUS LUXURY CONSUMPTION AT BMW CONSUMER*ANALISA KUALITATIF EMOSI MASYARAKAT YANG MENDORONG KETERTARIKAN KONSUMSI BARANG MEWAH TERHADAP KONSUMER BMW*

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Abstract: Emotion is basically a natural instinctive state of mind deriving from one's circumstances, mood, or relationships with others. If we try to distinguish the emotion felt when people do luxury purchase in this case BMW car there are not only one kind of emotion but several emotions felt in the process because to be able to purchase such meaningful transaction so many emotion pops up one after another that is why when people purchase luxury stuffs it takes longer time than the basic everyday purchase. The aim of this research is to know what emotion felt by the customer when they do luxury consumption of BMW car. To achieve these objectives, the researcher got information from 10 informants using qualitative study which is in-depth interview. Meanwhile, in-depth interview is used to collect the data among the respondents which are BMW consumer. From the results, many of the informant are having the same thought but as we human are not exactly the same one with another there are always little thing that difference them all but for the big picture they shown the same type of emotion. Some recommendations proposed for the customer, it is good to know about the emotion felt when purchasing luxury stuffs so those who will do the purchase in the future can be more considerate with their judgment. For BMW, this research may be useful to understand more on what people are expecting from their product and the thing that still need to be modified to improve BMW performance in people eyes and keep up the good image.

Keywords: luxury consumption, consumer behaviour

Abstrak: Emosi pada dasarnya adalah keadaan pikiran naluriah alami yang berasal dari keadaan, suasana hati, atau hubungan seseorang dengan orang lain. Jika kita coba membedakan emosi yang dirasakan ketika orang melakukan pembelian barang mewah dalam hal ini mobil BMW tidak hanya ada satu jenis emosi tetapi beberapa emosi yang akan dirasakan dalam prosesnya karena untuk dapat melakukan transaksi yang amat bermakna demikian banyak emosi yang akan muncul satu demi satu. Itulah sebabnya ketika orang membeli barang mewah membutuhkan waktu lebih lama untuk mereka daripada pembelian biasa sehari-hari. Tujuan dari penelitian ini adalah untuk mengetahui emosi apa yang dirasakan oleh pelanggan ketika mereka melakukan konsumsi mewah mobil BMW. Untuk mencapai tujuan tersebut, peneliti mendapatkan informasi dari 10 informan dengan menggunakan studi kualitatif yaitu wawancara mendalam. Wawancara mendalam digunakan untuk mengumpulkan data di antara responden yang merupakan konsumen BMW. Dari hasil penelitian, banyak informan yang memiliki pemikiran yang sama tetapi sebagai manusia kita tidak persis sama satu sama lain selalu ada hal-hal kecil yang membedakan kita satu dengan yang lain tetapi untuk gambaran besar mereka menunjukkan jenis emosi yang sama. Beberapa rekomendasi yang diajukan kepada pelanggan dimana, ada baiknya mengetahui tentang emosi yang dirasakan saat membeli barang mewah sehingga mereka yang akan melakukan pembelian di kemudian hari dapat lebih mempertimbangkan penilaiannya. Bagi BMW, penelitian ini mungkin berguna untuk lebih memahami apa yang diharapkan masyarakat dari produknya dan hal-hal yang masih perlu dimodifikasi untuk meningkatkan performa BMW di mata masyarakat dan menjaga citra baik.

Kata Kunci: konsumsi barang mewah, perilaku konsumen

INTRODUCTION

Research Background

One of the biggest sectors in Indonesia that help and support Indonesia Economic growth is automobiles. The automotive industry of Indonesia has become an important pillar of the country's manufacturing sector as many of the world's well-known car corporations have (re)opened manufacturing plants or expanded production capacity in Southeast Asia's largest economy. There are two different things in living a life that is often indistinguishable, especially when shopping. The needs and wants. These needs will increasingly increase because of the unlimited level of human desire and satisfaction. This is also seen from the side of one's economy. The better the level of the economy, the individual needs will also increase. Because basically there is no human who wants a life that is not prosperous, so humans strive in such a way to get a prosperous life. Also seen from the side of one's economy.

To understand better about our needs and wants there's also emotion that trigger it all Studies show that the appeal of luxury is primarily psychological. These psychological factors, especially emotion. Emotions associated with our judgments guide us in making decisions. Emotions and feelings are components of rationality in that they reveal what is important to us. A different psychological motivation is found in consumers who have a deeper connection to luxury brands. This primarily exists in consumers who have greater financial means and involves high-end luxury brands. For these consumers, luxury is an integral part of their lifestyle. They experience emotions of trust, security, contentment, and confidence. These emotions are evoked by perceptions that their luxury brands are authentic and timeless. People love to flex about their luxury goods it's starts to increase especially in automotive section, Indonesia is starting to merge their automotive to be more precise what I'm going to research here is BMW I'm starting to see lots of BMW possession in Indonesia. Despite the specs and the brand, we all know that BMW product is out of the price range of most people but there are more BMW user on the street that people can spot easily nowadays. Based on the explanation above the researcher wants to what emotion that drive people to buy luxury consumption in this case BMW consumer.

Research Objective

The research objectives are:

1. To understand the reason behind why people choosing BMW over other luxury cars
2. To know the underlying emotion that drive people to buy luxury product in this case BMW vehicle

THEORETICAL FRAMEWORK

Marketing

Kotler and Armstrong (2010) stated that marketing is the social process by which individuals and organizations obtain what they need and want through creating and exchanging value with others. The definition is based upon a basic marketing exchange process, and recognizes the importance of value to the customer.

Marketing Strategy

Kotler (2003) stated that marketing strategy is marketing logic according to which the business unit is marketing. Marketing strategy focuses on target customers. The company chooses a market, divide it into segments, select the most viable ones and consolidates its forces in the service segment.

Consumer Behavior

Cant, Jooste, Plessis and Strydom (2009) defined consumer behavior as the attitude that consumer shows in order to adapt with the need and wants of the products that they want to buy and purchase in intention to understand deeper and to make sure the individual, groups, or organization satisfied or dissatisfied with the products that they purchase or even not. In simple words, Consumer behavior is the study of how consumers make decisions about what they need, want, and desire and how do they buy, use, and dispose of goods.

Emotion

Accroding to Prinz (2004), which subset of the evaluative, physiological, phenomenological, expressive, behavioral, and mental components is essential to emotion? The answer to this "problem of parts" changed at

various times in the history of the subject, leading to a vast collection of theories of emotions both in philosophy and in affective science.

Brand Awareness

Aaker (1996) defined brand awareness as “a consumer’s ability to recognize or recall a brand in a certain product category; in other words, the brand is called to mind when a consumer thinks about the category. Consumers may link the related brand knowledge to the brand name, which finally constitutes brand equity

Decision Making

Kotler and Armstrong (2010) stated that the identification of the attributes is the first aspect of the evaluation process. The second aspect in the evaluation of alternatives is the consumer’s beliefs and attitudes. “A belief is a descriptive thought that a person holds about something.”

Previous Research

Sanjaya S. Gaur, Halimin Herjanto, and Marian Makkar (2014) reviewed the emotions research conducted within the marketing field between 2002 and 2013. Within the broad domain of emotions, this study focuses on social/personality issues, cognitive factors, the development of emotions and their interactions with other consumption factors. We found a total of 340 emotion-related articles, published in 19 marketing journals. There was a gradual increase in number of articles published every year with the trend peaking in 2009, 2010, and 2011.

Dita Amanah and Agus Purba (2012) analyzed the effect of product and consumers emotional factor to the decision to buy Yamaha motorcycle (a study Economic Faculty Students, UNIMED). Population of this research were 50 peoples which are students of Economic Faculty, at UNIMED. The sample was collected with total sampling method. The observation and questionnaire was used in this research as the technique of collecting data. T test for the level of significance (confidence level) alpha of 0.05. Retrieved tcount $X_1 = 1,962$ and X_2 tcount = 3.546 with 1.677 ttable. So tcount > ttable. Thus the hypothesis that there is a positive and significant influence between Product and Consumers Emotional Factor to the decision to buy Yamaha Motorcycle (a study of Economic Faculty Students, UNIMED)

Erna Ferrinadewi (2016) aimed to know the influence of hedonic value and consumer’s self-concept in their buying decision and it impact to brand loyalty. It involves 100 respondents in Surabaya who have expensive things. Those 100 respondents become primary data which were collected, processed and analyzed with structural equation model. The research result shows that consumer self-concept variable has more dominant influence to buying decision and also indirectly influence to brand loyalty rather than hedonic values’ influence.

Conceptual Framework



Figure 1. Conceptual Framework

Source: Data Analysis Method (2020)

RESEARCH METHOD

Research Approach

Qualitative research usually does use some form of quantification, but statistical forms of analysis are not seen as central. Qualitative research usually does use some form of quantification, but statistical forms of analysis are not seen as central.

Population, Sample, and Sampling Technique

The population in this research is the BMW consumer social situation of this research is all Elements that can be informant about the Psychological factor that Trigger People to Buy Luxury Product in this case BMW Consumer. The sample size of the research will be take 10 people that owns BMW vehicle. Sample method that can be used for this research is purposive sampling method. Purposive sampling can be define as identifying and

selecting individuals or groups of individuals that are especially knowledgeable about or experienced with a phenomenon of interest.

Data Collection Method

Data collection technique plays an important role in impact evaluation by providing useful information to understand the process behind observed result. In this part data collection technique which is primary data.

RESULT AND DISCUSSION

Result

The result contains an explanation in detail about the information that has been gained from the informants through an in-depth interview.

Informant 1 is an entrepreneur. For Carrol luxury represent special, iconic piece contain lots of history in it. Carrol currently just buy BMW i8 Roadster, when buying the car Carrol did research first by asking lots of his friend's opinion about the car The reason of buying BMW cars according to Carrol is because it was his favorite car since he was so little, his dad always rides BMW and somehow it affects Informant 1 to like it too.

Informant 2 is a producer and song writer, Luxury is the true happiness. Krisna own BMW i8 Roadster. The reason for buying BMW is because he never own BMW all his life and would like to have one because a lot of his friend is using BMW as well.

Informant 3 is a Public Figure and a DJ, Luxury is basically timeless and investment. Vicky own BMW M6 Gran Coupe. he's been doing a research starting from looking through internet and asking his friends and comes to a conclusion on BMW M6 Grand Coupe at last. The reason he buy the car is because the performance of the car itself and he do polls on Instagram of what car he should buy and a lot of people recommended this BMW M6 Gran Coupe

Informant 4 is an economic and business student be he runs restaurant business, Luxury means unique, tailor-made, one of a kind not for everybody to own. Rex own BMW M2. When buying the car he doesn't have much time to do the research because the car should be ready before his birthday so he ask some of his close friends on what BMW car he should get and most of his friends recommend the BMW M2

Informant 5 is a medical student. Evan own BMW M760i. He buy BMW over other luxury car at that time because he think that he need to upgrade his BMW which his previous BMW was BMW M2 the car is still in a good condition it's just that he want a brand new one.

Informant 6 runs a café and vape store while preparing for the university, Luxury means thing that can boost self-confidence. Senz own BMW M5 G-Power Hurricane RRs. when buying the car he do some research on the internet first. The reason he buy the car is because he like the performance and he used BMW for his first car makes him have trust in BMW that's why when the newest came out or when he like the spec and feel like buying new one he'll go straight and buy the car

Informant 7 is an economic and business student, Luxury is the reward of all hard works. Den own BMW M2 and has been using it for 2 years she did not do any research on the car because it was a surprise from her parents. And why BMW because her parents has been using BMW for ages and think that BMW will be the safest choice

Informant 8 own 2 coffee shop and a restaurant he's dad also own a showroom and Chael manage the showroom too sometimes when he had time, Luxury for Chael represent exclusivity. Chael own BMW M5 G-Power Hurricane RRs and has been using it for 1 year, he did some research on the internet before buying the car. The reason he buy BMW at first is because lots of his friend are using BMW as well so he thought on buying one and turns out he likes the performance and everything. Why BMW over other luxury car because at that time he already own Lamborghini, Mercedes-Benz, and Tesla the only car that he seems to be seeking is BMW as the only type of car that he still don't own at that time.

Informant 9 own a Karaoke and 3 gaming café he also invests on some small business here and there, Luxury means sophisticated. John own BMW X6 G-Power S and has been using it for 3 years he ask for his personal assistant to make a list on BMW cars that is the hottest around. . The reason he buy the car because his friend are having the same one and he like to have one matching with them. He doesn't always go for BMW or any specific brand he tend to look at the hype and then buy the one that is the hottest around and at that time lots of his friend wanting to have one and his 2 best friend own it so he need to have one as well.

Informant 10 is an economic and business student. Luxury bring confidence and pleasure. Fitri own BMW Zagato Coupe and has been using it for 5 months she did some research before buying the car because she had one in mind but she's not sure about the type that's why she do some research on internet to make sure she buy the same right one. The reason she but the car is because she's a fan of BMW and has been wanting BMW since high school but can only achieve on having it now in collage.

Discussion

Luxury consumption is the things that we can commonly see in our daily activity in this case I want to analyze regarding BMW car consumer even though it's not a concern to people since the very beginning people that buy BMW car simply just want the fun, being spot, or an reward for some achievement. So I would like to know what are the underlying emotions that triggered those purchase even though detecting emotions using qualitative research has been proven to be quite limited in past empirical studies (Gaur et al., 2014). People when being asked they tend to express feelings of emotions rather than the actual emotions because self-conscious emotions are usually known to be unconscious - harder to express than basic emotions. Other factors that me personally think is also important to uncovering the emotions were about the facial, physical expressions and also vocal tone From the 10 interviews I've done in the past 2 months I can conclude that most people that buy luxury car in this BMW has several types of emotion felt when they buy the car in order to make the conclusion regarding that matter we can find out by analyzing what luxury means to them, any knowledge about the brand itself or is there any social influence attached could also be because of the shopping experience itself and many more than we can summarized the underlying emotion behind the purchase.

Research before Purchase

Most of the informants do research before purchasing the car means that they are already planning on having that one or two specific in mind before buying the car informant 7 is the only person that don't do research before purchasing only because the car is a surprise gift by her parent she can't have any argument about it the thing with doing research before purchasing is that buying luxury stuffs is not something you can do right at the moment like when you buy a pen you go straight and buy the pen you don't need to know what are the ingredients inside or how they make it, buying luxury stuff needs to do the research in prior to avoid any regrets that can happen after. Means that the underlying emotion that happen before purchasing BMW car there are positive emotion making people eager also excited at the same time to purchase the stuffs because it's maybe the dream come true, sense of owning something so unique one of a kind in other word materialistic kind of happiness, but some may feel the negative emotion such as fear that the car will not fulfill their social needs, also there are also people that feel frustrated and anger to buy the car only to fake an image and status like that's how deep they care about their personal image.

Hedonic Needs

Hedonic needs means products bought by consumer to satisfies their emotional and sensory needs, after basic needs have been met why hedonic needs should be one of the aspect that we must observe in order to find the underlying emotion regarding the buying of luxury car is because as we may have read from above that most of the informant do the hedonic consumption whether its luxury car, branded stuffs like clothes, watches, shoes, bags, etc. The underlying emotion that we can conclude by analyzing through hedonic needs that this are actually happen during the purchase there is only positive emotion fun, the feel of excitement when you finally get to own what you have been waiting for. As I also said before that facial and physical expression matter while I was talking with informant 1 there is the time when I asked about the reason he's buying the car and he said that it is because it's been his dream car since he was so little the convo is going on with something like this "riding BMW makes me feel like my family around because yeah you know it's so hard to see them these days as I had my own life to be responsible for (Carrol Ruland)" so we can conclude that it is also brings joy and happiness.

Meanings of Luxury

Meaning of luxury play role in understanding more about the emotion because knowing what their opinion about luxury itself can show a brief image about what kind of person they are and the reason they start buying luxury product even without asking about what luxury means it has shown from their answer regarding the question of the reason when buying the car for instance we can conclude that informant 1 is buying the car because he has history regarding the car there is childhood memories attached in other word luxury passion is inherited. Informant 1,3,4,5 shows that their definition of luxury was about luxury that is comprises of aesthetic and

utilitarian qualities while informant 2,6,8,9,10 shows playful and has emotional value type of Luxury the rest which is informant 3 was about Luxury is for the few giving them various type of emotion felt just thinking about luxury itself like there is fun, enjoyment, sadness, sentimental, disgust etc.

Idolizing Brand

Idolizing brand is also one of the aspect to analyzed in order to get more understanding about the emotion itself because most of the Informant shown that they do idolizing BMW 8 from 10 informant was already have an experience with BMW making them trust the brand even more and will keep on buying the brand itself to be precise when we already build connection with the brand we it's making us easier to do transaction because we feel secure and comfortable already and won't take much time thinking about many other choices the other 2 even though they don't idolizing BMW but now they do trust BMW a bit more because informant 2 says that he will still buy BMW in the future but not anytime soon because he just bought the car like last month and Informant 8 that buy BMW for fun in the first place at the end was very satisfy with the product and will buy more in the future also proven that BMW is a trusted brand with mostly good impression given from their consumer. That is why the emotion that we can get by Idolizing the Brand is enjoyment feeling assured, satisfaction etc.

Societal Influence and Family History

In most luxury consumption social environment and family play important rule in decision making process as for Informant 1 and 7 family was the reason to them buying BMW because by riding BMW informant 1 feel homey and for informant 7 her family is the one who make the decision on buying the car but Informant 7 was satisfy with the product and also extremely happy and touched knowing that the car was gifted by her parent make her want to keep the car forever as the good memory reminiscence of her parent later on when they not with her anymore Informant 2, 8, 9, are having their friend influence to finally purchased BMW. A little bit different than the other informant 10 are having different social influence which is she was obsessed with BMW from her favorite actress that at the sight was riding BMW as well, and for Informant 3 and 4 they might have influence from lots of people by doing poll making their Instagram follower to choose for them and ended up buying the car with most voted one. Emotions associated with social and family influence are mostly positive, the desire to conform to those in their social group felling that they belong to certain social group and look sophisticated making them feel those positive emotion such as happy, comfort, secure, etc.

Brand Connection and Shopping Experience

Having connection on the brand is a good thing because people can get more detailed information about the car itself regarding things that is not written on the internet such as the entertainments on the car for example when you have connection with the brand you can ask to do some modification, having your name scheduled when the newest model came out, or having better price than those who don't have connection. Informant 2, and 10 are having good price because their friend own the showroom that's why they are very satisfy with the price and everything. As for Informant 1,5,6,7 they have already purchased BMW before making the easier to pick the car because when you already experiencing good first impression on the product it take less thinking when you do the second purchased. Than we can assume that the underlying emotion behind having connection on the brand and also experience buying the same brand itself make people feel assured, and satisfy at the same time.

CONCLUSION AND RECOMMENDATION

Conclusion

1. The reason people buying BMW over other luxury car is because for people that have idolizing BMW, Luxury brands must commit to long-term relationships with their customers that, if successful, can last a lifetime as luxury of this sort may be handed down to the next generations, building trust with the brand is a good thing making people easier to choose minimizing the variety of option provided.
2. The emotion we felt are divided to 3 parts before, during, and after the purchase. Before doing the purchase people felt positive and negative emotion, for positive emotion there are interest, joy, excited, eager, etc to finally be able to own the one thing that they had been dreaming about but there are also the sense of concern felt because other might judge them for their possessions and not for who they are, and last other may felt some anticipate differing negative emotions from not being able to acquire the right luxury product and fear they might be disappointed that these products will not fulfil their social needs.

3. They also worry about humiliation or embarrassment from buying a luxury brand that might be common in their peers' opinions. Thus, they experience mixed emotions prior to purchase and hesitate. When buying luxury stuffs most people felt hedonic elevations from the anticipation of owning a sought after item, excitement during their shopping trip and how the luxury products entice and intrigue them, also shown by their physiologically as their eyes widen, voices heighten and their muscles seem relaxed, verbally, they explain the joys and happiness, there's also this thing when they feel sad and it acts as an emotional crutch that helps them with their self-confidence and esteem and experiencing authentic pride whilst making these purchases as it symbolizes their personal and career achievements and good taste.
4. Several emotions arise after purchase. Those who believes they made the right purchasing choices experience continued self-pride in their achievements and finally achieving what they have forever longed for they experience excitement and pleasure of ownership, positive emotions experienced in the aftermath of purchase. But there are people that experience emotional ambivalence about their purchasing choices, fear of wasting money and buying unsuitable items, not be unique enough to maintain their status as Trendsetters etc.

Recommendation

1. For the customer, it is good to know about the underlying emotion or any physical factor when buying luxury stuffs so they can get better understanding for their future transaction.
2. For BMW this research may be useful in order to understand more on what people are expecting from their product and the thing that still need to be modified to improve BMW performance in people eyes. Thought the overall opinion about BMW itself already excellent by this research BMW can look up more to how people react on their inconspicuous consumption BMW can study about that more deeply to keep up the good image in the future. BMW must commit to long-term relationships with their customers that, if successful, can last a lifetime as luxury of this sort may be handed down to the next generations.
3. For the universities, especially economic and business should give much more information or education about consumer decision making for those who wanted to buy luxury product so that they will purchase through preventing those regret afterward. For the future researcher that would like to conduct similar research about customer experience. This research hopefully will help in doing their research using the findings regarding the topic and even help as guidance in selecting the method of the research about consumer behavior.

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