

THE INFLUENCE OF MOTIVATION AND CONSUMER ATTITUDE ON ONLINE SHOP PURCHASE DECISION

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ABSTRACT

Improving the welfare of human life require an effort to fulfill the needs of life. This globalization era characterized by a wide range of competition in all fields, including advanced business and technology competition resulted in increasing needs and influence the behavior of consumers to buy a product with the increasing human technological development required to keep abreast of current technology to keep up. Online shopping is a process of buying goods or services from sellers who sell on the internet. Consumers can purchase various items from online stores. Many people prefer online goods because of its simplicity, saving time and comfort. The purpose of this study was to find the effect of motivation and the effect of consumer attitude on online shop purchase decision. This research is a quantitative research that used causal type of research. Multiple regression analysis is a statistical technique that used in this research. The population of this research is Student College in International Business Administration batch 2009, with sample 61 respondents. The result of this research shows that motivation has no significant effect on purchase decision, and consumer attitude has significant effect on purchase decision.

Keywords: *motivation, consumer attitude, purchase decision*

INTRODUCTION

Research Background

Improving the welfare of human life require an effort to fulfill the needs of life. This globalization era characterized by a wide range of competition in all fields, including advanced business and technology competition resulted in increasing needs and influence the behavior of consumers to buy a product with the increasing human technological development required to keep abreast of current technology to keep up. Following the development of existing technology, everyone is required to learn a variety of technological developments there that can easily have goods or services accordance with current lifestyle.

Lines with the development of technology, especially, the Indonesian who live in the region begin to experience the urban lifestyle changes. Nowadays, many people who want their needs can meet faster and not waiting too long.

Shopping is one of the important needs in life, because shopping means buying goods or services that have become a necessity. Nowadays, most of people use the Internet to buy goods or services, all consumers' demands and goals all affect the process of shopping for a product. Motivation to buy goods online cans also recommendations from the people around us who had first felt the benefits of the goods they buy. Online shopping is a process of buying goods or services from sellers who sell on the internet. Consumers can purchase various items from online stores. Many people prefer online goods because of its simplicity, saving time and comfort.

There are several studies have evaluated consumer motivation and consumer attitude to shop. When we buy something, we need to trust and believe any goods that we want because if we already feel comfortable with the online store of goods then customer will continue to make purchases continuously.

Research Objective

The objectives in this research are to find out the influence of:

1. Motivation on online shop purchase decision.
2. Consumer attitude on online shop purchase decision
3. Motivation and consumer attitude on online shop purchase decision simultaneously

THEORITICAL FRAMEWORK

Theories

Purchase Decision

Bettman et.,al (1998), the purchase decision-making process is constructive and is shaped by the consumer and the context of decision making. Consumer decision making could be defined as the behaviour patterns of consumers that precede, determine and follow on the decision process for the acquisition of need satisfying products, ideas or services (Plessis et al., 1991:11). Howard and Sheth's (1969) model illustrates a sophisticated integration of different influential factors, such as social, psychological and marketing on consumer decision making and the stages of information processing.

Motivation

Dyck and Neubert (2009:445) motivation is a psychological force that helps to explain what arouses, directs, and maintain human behavior. People study of motivation helps managers to better understand what prompts people to initiate action, how much effort they exert, and why their effort persists over time.

Motivation refers to the process that lead people to behave as they do. It occurs when a need is aroused that the consumer wishes to satisfy. The need creates a state of tension that drives the consumer to attempt to reduce or eliminate it. This need may be *utilitarian* (i.e., a desire to achieve some functional or practical benefit, as when a person loads up on green vegetables for nutritional reasons) or it may be *hedonic* (i.e., an experiential need, involving emotional responses or fantasies, as when Basil longs for a juicy steak). The desired end state is the consumer's goal. Marketers try to create products to provide the desired benefits and help the consumer to reduce this tension (Salomon 2011:154).

Consumer Attitude

Martinsons (2008) explained that consumers who are willing to try new things have higher risk bearing ability than those conservative consumers. Since the risk of online shopping is thought that higher than traditional shopping in physical stores, almost all online consumers have the personality that willing to try new things. Salomon (2011:33) explain that the consumer behavior is a study of the processes involved when the individuals or groups select, purchase, use, or dispose of products, ideas, or experience to satisfy needs and desires. We generally think of a consumer as a person who identifies a need or desire, make a purchase and then disposes of the product during the three stages in the consumption process. In many cases, however, different people play a role in this sequence of events. The purchaser and user of a product might not be the same person, as when a parent picks out clothes for a teenager (and makes selections that can result in fashion suicide in the view of the teen). Finally consumers may take the form of organizations or groups. One or several persons may make the decisions involved in purchasing product that many will use.

Previous Research

Bagdoniene, Zemblyte (2009). 1). Perceived characteristic of the internet as a sale channel; 2). Consumer characteristics; 3). Characteristics of product thus, this factor impact on motivation to shop online is known. However, the impact of other factors is inconclusive. Maria Antony RAJ (2012) Family type, peer influence and the influence of mass media, which form Subjective Norms, significantly influence the consumers to purchase the household computers than the Attitude and the Perceived Behavior Control of the consumers. LuiCheuk Man (2012) Information gathered from in-depth interview. From in-depth interview, a series of subjective factors that affect consumers online purchase behavior were identified. This study aims at investigating the factors affecting consumers online shopping behavior in order to improve sellers.

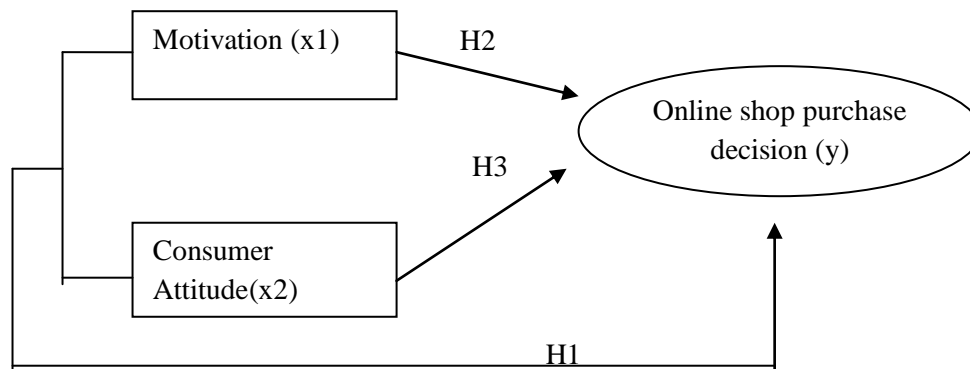


Figure 1. Conceptual Framework

Source: Data Processed, 2013

Research Hypothesis

H1: Motivation and consumer attitude have simultaneous effect on purchase decision

H2: Motivation has partial influence on purchase decision

H3: Consumer attitude has partial influence on purchase decision

RESEARCH METHOD

Types of Research

This research uses causal type of research where it will investigate the influence of motivation and consumer attitude on online shop purchase decision. The type of research is explanations research that will prove the causal relation between independent variable that is motivation, consumer attitude with dependent variable that is, online shop purchase decision.

Place and Time Research

This research was conducted in Manado especially in the environment of campus at Faculty of Economics and Business Sam Ratulangi University, on August 2013.

Population and Sample

This study use simple random sampling that all elements in the population are considered and each element has an equal chance of being chosen as the subject (Sekaran and Bougie, 2009:279). This part describes the population and sample including sampling method of research. Population is the entire group of people, events or things of interest that the researcher wishes to investigate. (Sekaran and Bougie 2009). The populations in this research are customer online shop in Faculty of Economics and Business International Business Administration Batch 2009 Sam Ratulangi University Manado. Based on the observation in International Business Administration batch 2009, the population of customer online shop in International Business Administration batch 2009 is 154 student colleges. The population of this research is taken by 61 respondents of student by using Yamane formula.

Data Collection Method

The data used in this research consist of two types between primary data through questionnaires and secondary data taken from books, journals and relevant literature from library and internet to understand of theoretical support on this research.

Operational Definitions and Measurement of Research Variables

The general explanations about variables in this current research that will be analyzed are stated as follows:

1. Motivation (X1) based on the study and a description of the theories above, it can be defined that motivation of student in International Business Administration Sam Ratulangi University in this study was the impetus or the will of a person to make purchases online to meet the needs and to achieve certain goals. Motivation also can make a customer easily to buy goods or services in accordance with the requirements because of the urge to consume the goods or services.
2. Consumer attitude (X2) Based on the study and a description of the theories above, it can be defined that customer attitude is an internal attitude of every person subject to the satisfaction received after consuming goods or services that have been used.
3. Online shop purchase decision (Y) based on the study and a description of the theories above, it can be defined that the decision to buy online can be easier for customers to purchase goods or services they want, save time, be able to compare prices online store at a price that other online stores.

Those research variables will be measured using Likert scale as a widely used rating scale that requires the respondents to indicate a degree of agreement or disagreement with each of a series of statements about the stimulus objects. Hair et, al (2010) an ordinal scale format that asks respondents to indicate the extent to which they agree or disagree with a series of mental belief or behavioral belief statements about a given object. By using the likert scale respondents will not have problems in understanding and filling out the questionnaire and it is easy to measure, interpreting, and analyzed the data. The Likert scale is designed to examine how strongly subjects agree or disagree with statements on a five-point scale which are: 1. Strong Disagree, 2. Disagree, 3. Neither Agree or Disagree, 4. Agree, 5. Strongly Agree (Sekaran & Bougie, 2009:152).

Data Analysis Method

Validity and Reliability Test

Used to measure the validity of a questionnaire. Validity test is done to ensure that respectively - each question will be clarified in the variable -predetermined variables. The instrument considered as a valid if the correlation coefficient between the score of each questions and the total score of all questions is positive that more than 0.3 ($r \geq 0.3$). Conducted to determine the extent to which the results of measurement remains consistent, if measured two times or more of the symptoms with symptoms similar to using a measuring instrument. The reliability of the data is checked through Cronbach's Alpha which is overall 0.6. Cronbach's Alpha is a reliable coefficient that can indicate how good items in asset have positive correlation one another. If Alpha less than 0.6 means the data is unreliable.

Multiple Regression Analysis

Sekaran and Bougie (2009) multiple regression analysis is similar to that of simple regression analysis. Multiple regression analysis is a multivariate technique that is used very often in business research. Multiple regression analysis provides a means of objectively assessing the degree and the character of the relationship between the independent variable and the dependent variable. Hair et, al. (2010) multiple regression analysis is a statistical technique which analyzes the linear relationship between a dependent variable and multiple independent variables by estimating coefficients for the equation for a straight line.

The formula of multiple regression models in this research is shown as follows:

$$Y = a + b_1X_1 + b_2X_2$$

Where:

- Y = online shop purchase decision
- X₁ = motivation
- X₂ = consumer attitude
- a = intercept
- b₁, b₂ = coefficient regression X₁, X₂

RESULT AND DISCUSSION

Result

Validity and Reliability

Validity test is used to know whether the instrument valid or not with the score is 0.3 ($r \geq 0.3$). The result shows that instruments value are above 0.3 it means that the instruments used are valid. Based on table shows that the validity of the test results for the motivation variable (x_1) are good because the value are above 0.3. The reliability test in this research uses Cronbach's Alpha. If Alpha is more than 0.6 means the data is reliable. For the value of Cronbach's Alpha of X_1 is 0.642, X_2 is 0.657, X_3 is 0.605, and for Y is 0.603. It can be concluded that instrument used in this research is reliable the entire variables.

Multiple Regression Analysis

Table 1. Multiple Regression Result

Model		Unstandardized Coefficients		T	Sig.
		B	Std. Error		
1	(Constant)	8,786	2,309	3,805	.000
	Motivation	-.067	.126	-.531	.598
	Consumer attitude	.572	.134	4,279	.000

Dependent variable : Y

Source: Data Processed, 2013

The equation is as follows:

$$Y = 8.786 - 0.67 X_1 + 0.575 X_2 + e$$

1. The value of constant which are 8.786 means that the variable of motivation (X_1) and consumer attitude (X_2) are constant, then the value of purchase decision is 8.786.
2. The value of X_1 which are coefficient regression of variable motivation (X_1) is - 0.67 means that if variable motivation are decrease, then the variable purchase decision also decrease of -0.67 with the assumption of others variable are constant
3. The value of b_2 which are coefficient regression of variable consumer attitude (X_2) is 0.575 means that if variable consumer attitude are increase, then the variable purchase decision also increase of 0.575 with the assumption others variable are constant.

Classical Assumption

Autocorrelation can be exploited for predictions an autocorrelated time series is predictable, probabilistically, because the future values depend on current and past values. Durbin Watson (DW) with the significant level is 0.05, the value of dL and dU is 1.480 and 1.609 from number of data which are 60 and independent variable which are 2, with the significant level is 0,05. If $2.130 > 1.480$ and $2.130 > 1.609$, it means there is no autocorrelation. Multicollinearity makes the estimation of the regression coefficient impossible. In all other cases it makes the estimates of the regression coefficient unreliable. The total of Collinearity statistics can be seen in this table can be said there's no multicollinearity symptoms if VIF value less than 10 while the value of tolerance is 0,01 the result show that there's no multicollinearity. So this research can be continuing to the next step. Normality test is used to determine whether sample data has been drawn from a normally distributed population. The analysis of the curve from normal P-P Plot regression can be seen that the data is spread around the diagram and follow the regression model so it can be concluded that the processed data is normally distributed. From scarpot figure shows that it shows that there is a clear pattern and the points spread above and below the 0 on the Y axis. It means there is no heteroscedasticity so, it can be used to regression model to analyze the influence of variables motivation, consumer attitude on online shop purchase decision. Normality test is used to determine whether sample data has been drawn from a normally distributed population. Normality is a prerequisite of several statistical tests, such as the student t-test and the 1-way or 2-way ANOVA, which require a normally distributed sample population.

Hypothesis Testing

The hypothesis testing consist of F Test is used to determine the simultaneous effect and t Test is used to determine the partial effect of each independent variables to dependent variable.

F-test Result

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	82,538	2	41,269	10,357	.000 ^a
Residual	231,101	58	3,984		
Total	313,639	60			

a. Predictors: (Constant), x2,x1

b. Dependent Variable : Y

Source: *Data Processed, 2013*

From the calculation of F_{count} it shows that $F_{count} = 10.357 > F_{table} = 3.16$ and $sig F = 0.000 < 0.05$. It means there is simultaneous influence of variable of motivation (X_1) and consumer attitude (X_2) on purchase decision (Y). Therefore, hypothesis 1 is accepted.

t-test Result

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8,786	2,309		3,805	.000
	Motivation	-.067	.126	-.067	-531	.598
	Consumer attitude	.572	.134	.539	4,279	.000

a. Dependent Variable : Y

Source: *Data Processed, 2013*

From the calculation of T-test, it shows that: The value T_{count} of variable motivation (X_1) = -5.31 with the significant level 5.98. if $t_{count} > t_{table}$, then $-5.31 < 2.002$ and $sig t < 0.05$, then $5.98 > 0.05$, it means that as partially the variable motivation (X_1) is not influenced on purchase decision (Y). So the hypothesis 2 is rejected.

The value T_{count} of variable motivation (X_2) = 4.279 with the significant level 0.00. if $t_{count} > t_{table}$, then $4.279 > 2.002$ and $sig t < 0.05$, then $0.00 < 0.05$, it means that as partially the variable motivation (X_2) is significantly influenced on purchase decision (Y). So the hypothesis 3 is accepted.

Discussion

Motivation on online shop purchase decision

The analysis results, the customer needs to buy goods is not entirely driven by the motivation or desire to purchase the item/product, but because the item is a necessity as well as a complement to the customers. From the result above shown that motivation has no significant effect or a negative influence on online purchase decision it means there is no strong relationship between variable motivations on online purchase decision. In other words motivation is not always become a main reason for purchasing. In other research from Mayank Dhaundiya and Coughlan (2009) about the effect of hedonic motivations, sociability and shyness on the impulsive buying tendencies of the Irish consumer, explained that there's no direct effect was found between either shyness or sociability and impulsive buying tendencies (IBT). No relation was found between sociability and IBT.

Consumer Attitude on online shop purchase decision

The analysis result can be explained that there's relationship between consumer attitudes on purchase decision. So there is a strong relationship between variable of consumer attitude on online purchase decision. Consumer attitude and online purchase decision have a significant effect, because consumer behavior comes from a desire for something that can make us satisfied with it. For example when consumer want to build a business, consumer have to know the consumer behavior first means that we have to sell product based on consumer needs and wants in their life, because when we already know about it then we will get more consumers to buy our product and absolutely the consumer will repurchases again.

CONCLUSION AND RECOMMENDATION

Conclusion

The results on this research can be concluded that:

1. Motivation is proved that has no significant influence on online shop purchase decision
2. Consumer attitude has significant influence on online shop purchase decision.
3. There's relation between motivation, consumer attitude on purchase decision, although motivation have a negative effect on purchase decision, it means the behavior of the consumers to buy the goods in an online store is not caused by a motivation to buy but because it has become the customers' needs to buy goods in online store.

Recommendation

There are several recommendations that can be concluded from the overall result in this research, which is as follows:

1. In the process of selling goods online should be improved quality of manufactured goods so that more customers who purchase through online and also understand the customer's needs before creating and producing goods.
2. Consumer attitude is almost same with purchase decision, so there needs to be improvement in the decision to make a purchase because attitude of the customer in making a purchase on trust or satisfaction they had felt at the goods.

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