# THE INFLUENCE OF CONSUMER BEHAVIOR ON PURCHASE DECISION XIAOMI CELLPHONE IN MANADO

*PENGARUH PERILAKU KONSUMEN DALAM KEPUTUSAN PEMBELIAN DARI XIAOMI CELLPHONE DI MANADO*

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***Abstrack:*** *The growing need and rapid development of technology in the era of globalization, free markets, and increasingly fierce competition made the company create products to meet the diverse needs of consumers especially in mobile phone industry. The purpose of this research is to analyse the influence of culture, social, personal, and psychological factors towards consumer purchase decision on Xiaomi cellphone in Manado partially and simultaneously. Sample determined for 80 consumers. Tools of analysis using Multipler Regression, hypothesis test using F test and T test. The result of research shows that social, culture, personal, and psychological simultaneously have significant influence towards consumer purchase decision. In partially social factor have significant influence towards consumer purchase decision, while culture, personal, and psychological partially do not have significant influence toward consumer purchase decision. The management of Xiaomi should expand their strategic marketing sales via offline in order to influence the cultural, personal, and psychological factor, thus increasing their sales in Manado.*

***Keywords****: culture, personal, psychological, purchase decision, social*

***Abstrak:*** Kebutuhan yang terus meningkat dan perkembangan teknologi yang sangat pesat di era globalisasi, pasar bebas, persaingan yang semakin ketat membuat perusahaan menciptakan produk untuk memenuhi kebutuhan konsumen yang beraneka ragam. Tujuan penelitian ini untuk menganalisa pengaruh faktor budaya, sosial, personal, dan psikologi dalam pembelian *Xiaomi Cellphone* di Manado baik secara simultan dan parsial. Sampel ditentukan berdasarkan rumus Slovin yaitu sebanyak 80 pengguna. Metode yang digunakan yaitu Regressi Berganda, uji hipotesis menggunakan uji F & uji T. Hasil penelitian menunjukan secara simultan faktor sosial, budaya, personal, dan psikologis berpengaruh signifikan terhadap keputusan pembelian. Secara parsial faktor sosial berpengaruh signifikan terhadap keputusan pembelian sementara budaya, personal, dan psikologi tidak berpengaruh signifikan terhadap keputusan pembelian. Menejemen *Xiaomi Cellphone* sebaiknya membuat strategi pemasaran yang baru yaitu secara *offline* untuk mempegaruhi faktor budaya, personal, dan psikologi agar supaya penjualan di Manado dapat meningkat.

***Kata Kunci****: budaya, psikologi, keputusan pembelian, sosial*

## INTRODUCTION

### Research Background

Nowadays, the role of mobile phone has become a Primary need everyday. Every change in the technology expected to always be in line with human needs. In this case the mobile phone, from the initial appearance of mobile phones has been captured enthusiast from people until now they have become a necessity. There have been many changes and developments in technology applied to the manufacture of mobile phones from the beginning both in terms of features, functionality, design, and even of the network used.

International Data Corporation (IDC) Worldwide Mobile Phone Tracker, in the second quarter of 2014 the worldwide smartphone market grew 25,2% over year. A driving force behind the record smartphone volume was the combined effort of the vendors trailing market leaders Samsung and Apple. The next three vendors Xiaomi, Lenovo, and LG Electronics. all posted market-beating growth and with markedly different strategies.

Xiaomi is the One of the smartphone vendor from china who have breaking in to the top five for the first time at the number of 3 position. Xiaomi has emerge as new star in the smartphone world with feature and price and the one of the important things is the unique and different marketing strategies that have stole the attention of the smartphone users. Xiaomi jumped into the top 5 list for the first time at the number 3 position thanks to its focus on China and adjacent markets, which resulted in triple-digit year-over-year growth. Key to its success was the launch of its Mi4 smartphone in August, which was positioned as a high-end alternative to the status quo. What remains to be seen is how quickly the company can move beyond its home territories to drive volumes higher. In 2014, Xiaomi announced its International expansion outside of China with their first stop in Singapore. The International headquarters will also be set up in the city-state, which will coordinate all activities including future product launches in the region. Xiaomi mi3 batches sold out within 2 minutes of the opening day sale in Singapore.

China's Xiaomi Inc. entered Indonesia in September 2014 to sell low-cost smartphones to an increasingly mibile-hungry population, and its push into southeast Asia's largest market is already bearing fruit. First entered Indonesia in early September by selling its budget Redmi 1S through a flash sale on e-commerce site Lazada. The 5,000 phones made available at the time sold out in less than seven minutes. In November 2014 the company used the e-commerce site to launch its Redmi Note for about two million rupiah ($163).

### Research Objectives

This research aims are to analyse the influence of:

1. Culture on purchase decision Xiaomi cellphone in Manado.
2. Social on purchase decision Xiaomi cellphone in Manado.
3. Personality on purchase decision Xiaomi cellphone in Manado
4. Psychological on purchase decision Xiaomi cellphone in Manado.
5. Culture, social, personality, and psychological simultaneously on purchase decision Xiaomi cellphone in Manado.

## THEORITICAL REVIEW

### Theories
### Marketing

Kotler & Keller (2008:27) marketing is about to identifying and meeting human and social needs. One of the shortest good definition of marketing is meeting needs profitably. In the other theories Beckman et al. (1962:42) says marketing is essentially a process like farming, manufacturing, mining or construction. As such basically functional in character and may, therefore, be defined as the performance of all activities necessary ability, effecting transfer of ownership of products, providing for their physical distribution, and facilitating the entire marketing process. Based on this researcher can defined that Marketing is getting the right product or service in the right quantity, to the right place, at the right time and making a profit in the process, understanding customer and giving them what they want.

**Consumer Behavior**

Kotler & Keller (2008:172) considered that consumer behavior is the study of how individuals, groups,and organizations select, buy, use and dispose of goods, services, ideas, or experiences to satisfy their needs and wants. Consumer behavior involves the use and disposal of products as well as the study of how they are purchased. Consumer behavior involves services and ideas as well as tangible products. In this process the consumer evaluates a purchase depicted by the need recognition –realization of the difference between desired situation that serves as a trigger for the entire consumption process (Engel et al. 1995:55). The researcher defined consumer behavior is the study of individuals, groups, or organizations and the processes they use to select, secure, use, dispose of products, services, experience, or ideas to satisfy need and the impacts that these processes have on the consumer and society.

**Consumer Purchase Decision**

Kotler and Keller (2008:185) The Engle, Kollat and Blackwell model shows consumers buying-decision process, based on the basic of consumer psychology that reviewd play an important role in consumers actual buying decision. It indicates that consumers pass through five stages: problem recognition, information search, evaluation of alternatives, purchase decision, and post purchase behavior.  Clearly the buying process starts long before the actual purchase and has consequence long afterward. However, consumer don't always pass through all five stages-they may skip or reverse some. For example when you buy your regular brand of toothpaste, you go directly from the need to the purchase decision, skipping information research and evaluation., and going directly from the problem recognition to the purchase decision.
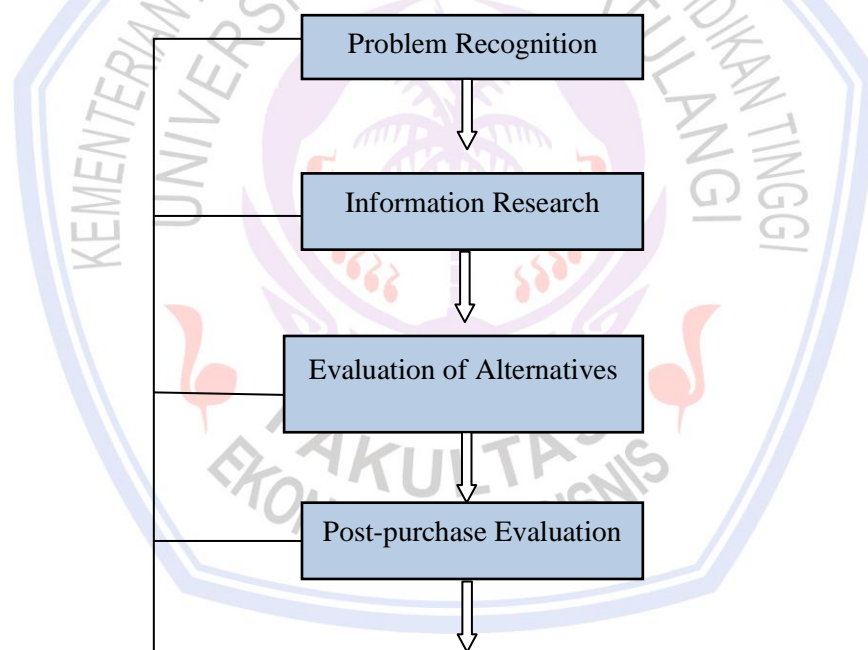


**Picture 1. Consumer Purchase Decision Process**
*Source: The Engel, Kollat and Blackwell Model*

**Culture**

Kotler and Keller (2008:173) Culture, subculture, and social class are particularly important influences on consumer buying behavior. Culture is the fundamental determinant of a person's wants and behavior. Through family and other key institutions, are influenced by beliefs, knowledge, work language, and art. Culture can be considered as a lifestyle and passed on from one generation to the next generation under the different culture,  people may have their own views of selves, or relationship to others. Marketers must closely attend to cultural values in every country to understand how to best market their existing product and find opportunities for new products.

## Social

Kotler and Keller (2008:175) Social factors are the factors that comes from reference groups, family, social roles, and status that influence the Consumer behavior to make purchase something. The researcher found that the social factors is the facts and experiences that influence individuals personality, attitudes and lifestyle comes from people around.

## Personal

Kotler and Keller (2008:177) Personal  factors are the factors that using the characteristics of each consumer that influence consumer behavior they are age and stage In the life cycle, occupation and economic circumstance, personality, and self-concept. Researcher defined that personality is the set of traits and specific characteristics of each individual it is the product of the interaction of psychological characteristics of the individual of something such as brand.

## Psychological

Kotler and Keller (2008:182) Psychological factors influencing consumer behavior and divided into 4 categories: movitation, perception, learning as well as beliefs and attitudes. It can be define that one of the ddefinition of psychological is the process through which an individual selects, organizes and interprets the information he/she receives in order to do something that make sense.

## Previous Research

Shahjehan (2012), The effect of personality on impulsive and compulsive buying behaviors: investigate the impact and effect of personality on buying behavior. The influence of individual personality traits, that is, extraversion, agreeebleness, conscientiousness, openness, and neuroticism on impulsive and compulsive buying has been analyzed. The effect of the age and educational level has significant influence. The analysis presents interesting insight on the aforementioned relationship.  Durmas (2014), The impact of psychological factors on consumer buying behavior and an empirical application in Turkey. The purpose of this study is by shedding light to the managers of founded and will be set up business and especially to the marketing department, which provides to development of country and which leads that the consumers are better known by them and better quality goods, services and ideas.

## Conceptual Framework
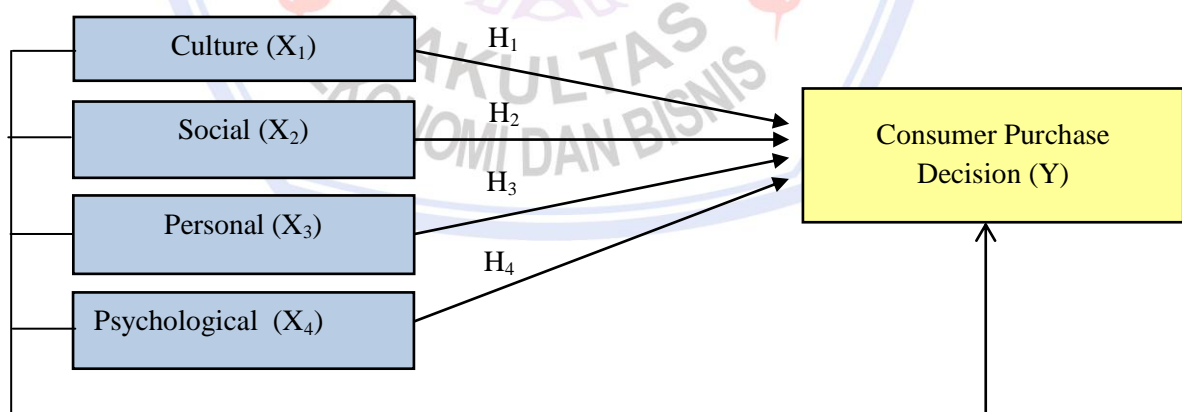


**Picture 2.  Conceptual Framework**
*Source : kajian teori, 2015*

There are four main hypothesis those can be drawn and further examined, which are :

$H_1$ : Cultural factors have influence on Consumer purchase decisions of Xiaomi Cellphone in Manado.

$H_2$ : Social factors have influence on consumer purchase decisions of Xiaomi Cellphone in Manado.

$H_3$ : Personal factors have influence on consumers purchase decision of Xiaomi Cellphone in Manado.

$H_4$ : Psychological factors have  influence on consumers purchase decision of Xiaomi Cellphone in Manado.

## RESEARCH METHOD

**Type of Research**

This research is causal type of research. This type of research determines if one variable causes another variable change. In this research is to investigate the influence of consumer behavior on consumer purchase decision of Xiaomi product in Manado.

**Place and Time of Research**

This research is conduct in Manado between 2 months from January 2015 until March 2015. The researcher will take respondents in Manado

**Population and Sample**

Sekaran (2003:265), population is the entire group of people,events,of things of interest that the researcher wishes to investigate. The population in this research is customers (people) using Xiaomi in Manado. The sample were the people in Manado North Sulawesi. the samples using the confidence level which produce a margin of error of 0.05 from the population of users of Xiaomi that the researcher found is about 100 people from facebook group, family, friends, and other . With the formula n= N / (1 + N*e5) = 100 / (1 + 100 * $0.05^2$ ) = 80. According to this formula, the researcher decide to use 80 people as the respondent as the sample of this research.

**Data Collecting Method**

Data collection method that was used is questionnaire. This research is conduct in Manado from January 2015 until March 2015. Questionnaire is a way of collecting data to provide written question to be answered by the respondent, so that the researcher obtain field data/empirical research to solve problem and to test the hypothesis that has been established (Sekaran 2003:266).

**Measurement Research Variable**

Questions in the questionnaire made By using Likert scale, respondents will not have problems in understanding and filling out the questionnaire, and it is easy for the researcher to measure, interpreting and analyse the data.

**Data Analysis Method**

**Validity and Reliability Test**

Validity test is to analyse the validity of questionnaire. An instrument measure is valid if the instrument measure what ought to be measured. reliability test is established by testing for both consistency and stability of the answer of questions.

**Heteroskedasticity Test**

Newbold, et al (2003:508) explained that models in which the errors do not all have the same variance are said to exhibit heteroscedasticity. When this phenomenom is present, the least square is not the most efficient procedure for estimating the coefficient of the regression model. Moreover, the usual procedure for deriving confidence interval and test of hypothesis for these coefficient are no longer valid.

**Multicolinearity Test**

Multicolinearity test is used to knowing high correlation between independent variable in multiple linier regression. High colinierity between independent variables will disturb relationship between independent and dependent variables. The simple linier regression isn't need multicoliearity test. And multicolinearity test couldn't be performed if the research use variables that had been use by prior research with same phenomena in different place.

## Multiple Regression Analysis

Cooper and Schindler (2001:706) stated that multiple regression analysis is ad technique to observed value of more than one X to estimate or predict corresponding Y value. Multiple regression is a descriptive tool used to (1) develop a self-weighting estimating equation by which to predict values for a dependent variable from the values of independents variables, (2) control confounding variables to better evaluate the contribution of other variables, or (3) test and explain a casual theory. The formula of multiple regression sekaran (2003;268):

$$Y = b_o + b_1 X_1 + b_2 X_2 + b_3 X_3 + b_4 X_4 \; e$$

## RESULT AND DISCUSSION

### Result

### Validity and Reliability

### Validity Test

**Table 1. Validity and Test Result**

| Question | R count | R table (0.05) | Status |
|----------|---------|----------------|--------|
| $X_{1.1}$ | 0.497 | 0.2199 | Valid |
| $X_{1.2}$ | 0.602 | 0.2199 | Valid |
| $X_{1.3}$ | 0.551 | 0.2199 | Valid |
| $X_{1.4}$ | 0.650 | 0.2199 | Valid |
| $X_{2.1}$ | 0.512 | 0.2199 | Valid |
| $X_{2.2}$ | 0.843 | 0.2199 | Valid |
| $X_{2.3}$ | 0.730 | 0.2199 | Valid |
| $X_{2.4}$ | 0.732 | 0.2199 | Valid |
| $X_{3.1}$ | 0.242 | 0.2199 | Valid |
| $X_{3.2}$ | 0.345 | 0.2199 | Valid |
| $X_{3.3}$ | 0.401 | 0.2199 | Valid |
| $X_{3.4}$ | 0.455 | 0.2199 | Valid |
| $X_{4.1}$ | 0.441 | 0.2199 | Valid |
| $X_{4.2}$ | 0.223 | 0.2199 | Valid |
| $X_{4.3}$ | 0.273 | 0.2199 | Valid |
| $X_{4.4}$ | 0.318 | 0.2199 | Valid |

*Source : Data Processed SPSS 20, 2015*

**Table 2. Reliability and Test Result**

| Question | Cronbach alpha | Standard deviation | Result |
|----------|----------------|--------------------|--------|
| $X_1$ | 0.773 | 0.6 | Reliable |
| $X_2$ | 0.810 | 0.6 | Reliable |
| $X_3$ | 0.677 | 0.6 | Reliable |
| $X_4$ | 0.634 | 0.6 | Reliable |
| Y | 0.711 | 0.6 | Reliable |

*Source:  Data Processed SPSS 20, 2015*

Data above we can see that the significant score for each statement is $< \alpha$ that is 0.05. Can be conclude that each statemet is valid. The alpha score cronbach for each statement $> 0.6$ so can be conclude also that each statement is reliable.

**Classical Assumption Test**
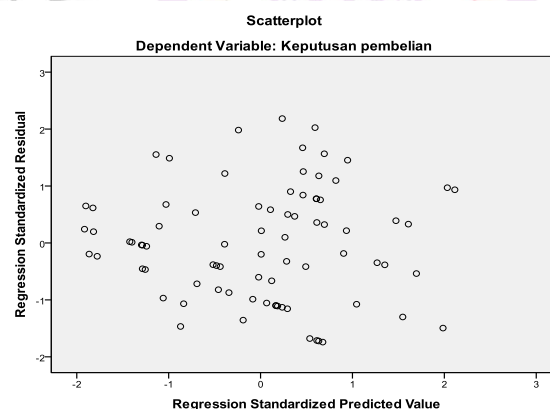
**Classical Assumption Normality Test**
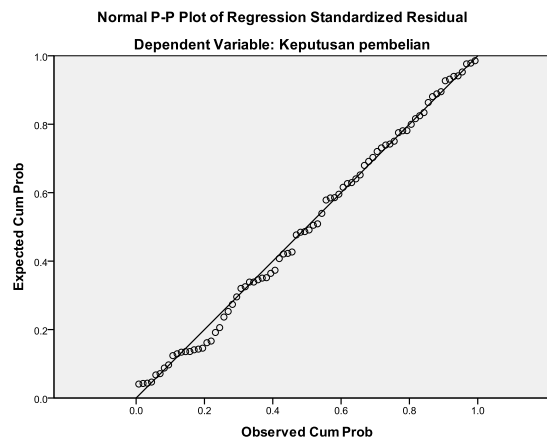


**Picture 3. Classical Assumption Normality Test**
*Source : Data Processed SPSS 20, 2015*

The picture shows that the graph Normal P-P of Regression Standardized Residual describe the spread of data around the diagonal line and spread follow the diagonal line graph, then the regression model used in this study meet the assumptions of normality

**Classical Assumption Heterokesdasticity Test**



**Picture 4. Classical Assumption Heterokesdasticity Test**
*Source : Data Processed SPSS 20, 2015*

Picture above is scatterplot graphics for heterokesdasticity test. The picture shows that the points are spread randomly and there is no clear pattern is formed, the points are spread out below and above 0 on the Y axis. So there is no heterokesdasticity identified in the regression model,  and the regression model can be to used to predict the decision variable.

**Multikolinearity Test**

**Table 3. Multicolinearity Test**

| Model | Collinearity Statistics | |
| --- | --- | --- |
| | Tolerance | VIF |
| (Constant) | | |
| Culture | .953 | 1.049 |
| Social | .977 | 1.023 |
| Personal | .935 | 1.070 |
| Psychological | .959 | 1.043 |

*source : Data Processed SPSS 20, 2015*

Results of the calculations above show that VIF score for culture (X1), social (X2), and personal (X3), and psychological (X4) are all < 10. There is no indication of multicolinearity if the VIF < 10. Thus, it can be concluded that there is no multicollinearity in the regression model.

**Multiple Regression Linier Analysis**

**Tabel 4. Multiple Regression Linier**

| Model | Unstandarized Coefficients |
| --- | --- |
| | B |
| (Constant) | 9.602 |
| Culture | .145 |
| Social | .221 |
| Personal | .141 |
| Psychological | -.170 |

*source :  data SPSS 20, 2015*

**Y = 9.602 + 0.145 $X_1$ + 0.221 $X_2$ + 0.141 $X_3$ - 0.170 $X_4$.**

$X_1$ = Culture ; $X_2$ = Social ; $X_3$ = Personal ; $X_4$ = Psychological

The result show that the independent variables culture, social, personal in the regression model partially influence the dependent variable positively while psychological influence the dependent variable negatively. The Constants (α) of 9.602 means that if culture, social, personal and psychological are all equal to zero (0), then the value of purchase decision is 9.602. The coefficient of culture (0.145) means that if culture increases 1 unit then the purchace decision increase 0.145. The coefficient of social (0.221) means that if social increases 1 unit then the purchase decision increase 0.0221. The coefficient of personal (0.141) means that personal increases 1 unit then the purchase decision increase 0.141. And the coefficient of psychological (-0.170) means that the psychological increases 1 unit then the purchase decision decrease -0.170.

**Coefficient determination ($R^2$)**

**Table 5. Coefficient Determination ($R^2$)**

| Model | R | R Square | Adjusted R Square |
| --- | --- | --- | --- |
| 1 | .771[a] | .595 | .533 |

*Sumber:  Data processed SPSS 20,  2015*

Table 5 shows that The value of coefficient of determination $R^2$ = 0.595. It means that 59.5% the consumer buying decision(Y) can be explained by the variation in culture, social, personal, and psychological. The rest 40.5% can be explained by factors outside of the research.

**Hypothesis Test**
**F-test and T-test**

**Table 6. F-test and t-test**

| Model | F-test | | T-test | |
|-------|--------|-----|--------|-----|
| | **F** | **Sig** | **T** | **Sig** |
| Constant | | | 3.619 | .001 |
| Culture | | | 1.883 | .071 |
| Social | 3.914 | 0,006 | 3.219 | .002 |
| personal | | | 1.247 | .216 |
| Psychological | | | -.1214 | .228 |

*source: data  processed SPSS 20,  2015*

F-test  use  the  criteria  that  If  F-counted  $\geq$  F-table  then  the  dependent  variables  $(X_1, X_2, X_3, X_4)$ simultaneously influence Consumer Purchase. since Fc = 3.914 > Fα = 2.494, then H0 is rejected and H1 is accepted. It means that all the independent variables simultaneously influence consumer purchase decision. At the column of significant it is shown that the significant value is 0.006 which is less than 0.01. The only one variable that have significant influence towards consumer purchase decision is social because the T-table lower than T-count. The other variables have no significant influence to consumer purchase decision because the T-table greater than T-count.

**Discussion**

**The Influence of Culture Towards Consumer Purchase Decision**

In Manado only less of the groups of people that are have Xiaomi product. This is because they don't know yet about this brand. They are gathered but not talking or sharing about this product. That's why hard to identify the dominand groups of people that using this product, because of this product separated randomly. Social classes.  People from different social classes tend to have different desires and consumption patterns. Disparities resulting from the difference in their purchasing power, but not only. Jung (2004) found that behavior and buying habits would also be a way of identification and belonging to its social class. He found the effect of culture doesn't really have the positive effect because are the etnics groups information.  In manado most of Chinese mobilephone are dominated by the lower middle economic class people . that's why based on this perception it's hard for Xiaomi to attract people in Manado because Xiaomi is Chinese phone but the price are for upper middle economic class. The upper middle economic class people in manado prefer to use the branded product such as Samsung and Apple. That's also makes Xiaomi hard to adapt with culture in Manado, thus Xiaomi has less significant value in consumer purchase decision.

**The Influence of Social Towards Consumer Purchase Decision**

Social, in Manado the social factor is the factor  that are most influencing by family and friends to makes consumer purchase decision. Because family are the closest people that is trusted.  For example one member of the family buy a smartphone,  and he/she introduce about this product the benefit of this produt, the price and etc.  He/she are very satisfied about this product. Then the other members of family interest to buy because of the experience. Amaldos and Jain (2002), social factors are the most influencing factors towards consumer purchase behavior because of of the beliefs from the clostest people around that can be trusted and make consumer make and assumption of the rational expectation model.

**The Influence of Personal Towards Consumer Purchase Decision**

Xiaomi product in Manado that dominates in the purchase of these products is people at the age of 21-35 years.  People at this age are the type of person who often follow the trend in buying something, especially the

trend towards technology especially smartphones. And at this age typically have a high sense of curiosity towards new products. Because of this age factor does not significantly affect purchasing decisions because only a small percentage of users Xiaomi in Manado and dominated only by the people at the age of 21-35 years. In the area of Manado the influence because of lifestyle on mobilephone very large because the mobile phone is very important to support their life. The Smartphone that supports a lifestyle in Manado is a smartphone that has a high brand and already by the consumer know, while Xiaomi is a new smartphone and not much known by people in Manado. Because of this Xiaomi can not support the lifestyle of people in Manado to make purchase decision. That's why has negative influence in consumer purchase decision. The research conducted by Ahmad (2014) indicated that personal negatively influences consumer's brand preference and purchase behavior because of lack of the information about a product through brand image.

**The Influence of Psychological Towards Consumer Purchase Decision**

The promotional and advertising manado Xiaomi are lack compared to other competitors this is because Xiaomi focus on online sales so that advertising and promotional physically in manado cannot be seen. Whereas one of the important factors that influence the motivation in making purchasing decisions on product is promotion and advertising that are in physically ways. From Here can be seen there is no positive significant motivation for purchasing decision Xiaomi in Manado because of that factors While it has been explained that the available information in Manado are less. It is proven that perception can not support the purchase decisions because of the limitations of available information in Manado. The research conducted by Consoli (2009) shows that psychological negatively influence purchase decision because of the emotional relationship and express reviews suggestion on product/service. The paper suggest that the marketer should develop an original algorithm of sentiment analysis to extract emotions from online consumer opinions.

# CONCLUSION AND RECOMMENDATION

**Conclusion**

The conclusions driven from this research are as follows :

All independent variables have simultaneously strong relationship with Consumer Purchase Decision as dependent variable.

1. Culture, personal and psychological has no influence in consumer purchase decision on Xiaomi product. This is because the online marketing strategy that using by the company management has no effective to implemented to the people in Manado.
2. Social has influencing consumer purchase decision, it means that social factors that comes from reference groups, family and social roles and status have strong Influence the consumer purchase decision because they have direct interactive to the consumers come from experience and the information can motive consumers to buy product.

**Recomendation**

The result and conclusion of this research, the recommendations are as follows :

1. For the marketers, it is suggested that the marketers consider to think what exactly are the effective marketing strategy consumer needs and wants. For example expand into an offline marketing strategy. Because Xiaomi has only an online marketing strategy, it's hard for consumer to know about this product.
2. For future researcher, it is suggested that the future researcher should consider reinvestigating the influence of culture, social, personal, and psychological on consumer purchase decision.

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