

## PSYCHOLOGICAL FACTORS AFFECTS ONLINE BUYING BEHAVIOUR

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### ABSTRACT

*In the last five years, consumer behaviour has transformed from offline buying to online buying. There are various factors which affect why such a phenomenon happened. For example, there is the influence of external factors such as technological development, social change, pandemic situation, and modern lifestyle. On the other hand, internal factors such psychological aspects can also affect the change in the shift towards online buying style. This study provides a systematic review of consumer behaviour in online retailing, based on literature review of online consumer behaviour in the field of marketing and business, published in international peer-reviewed journals between periods of 2015 to 2020. This study highlighted the importance of psychological factors such as perception and attitude, motivation, emotion, trust as the factors which influence the transformation towards online buying. Further discussion was also done in regards to the psychological factors based on the psychological and consumer behaviour theoretical framework. The purpose of this article is to gain a comprehensive understanding of the psychological factors that can influence consumers in making online purchases of goods. Based on the findings from this study, insights for future research is presented for academics, as well as important points for practitioners and professionals in terms of understanding psychological factors that can influence the purchase decisions made by consumers.*

**Keywords:** consumer behaviour, online buying, purchase decisions, psychology; business, literature review

### INTRODUCTION

Indonesia is experiencing a fairly rapid development of information technology. Information technology includes hardware and software that are used to perform important tasks that are needed on a daily basis. Information technology is systems and methods for obtaining, transmitting, processing, interpreting, storing, organizing, and using data meaningfully according to Bambang Warsita (2008: 135). The internet, which is one of the results of information technology development,

is an information resource that can connect globally. In Indonesia, digital villages have even emerged that use the internet to improve people's welfare, economy, health and education.

According to BPS data from the 2021 data collection survey, 62.10% of Indonesia's population has accessed the internet in 2021. The high use of the internet in the country reflects the new climate of information disclosure and public acceptance of technological developments, as well as the changes towards an information society. The

high number of internet users in Indonesia is also inseparable from the rapid development of mobile phones. In 2021, 90.54% of households in Indonesia owned at least one mobile phone. Compared to conditions in 2018, the number only reached 88.46%, which showed the increasing number of mobile phone users (www.bps.go.id).

The rapid development of technology encourages changes in people's lifestyle, as well as on how people carry out their daily activities. The process of selling and buying goods which previously took place traditionally by presenting goods in stores/outlets and buying directly by visiting the store/outlet, is now transforming towards online transactions.

Not only technological changes, the COVID-19 pandemic situation that occurred in 2020 also prompted changes in the buying style of Indonesian people today. Social distancing regulations and the necessity for people to be active at home, require businesses to switch their marketing style to the online platforms. The change also triggered a chain reaction, as the public is now also

required to change their buying style, changing the way of going to stores traditionally towards online buying. This transformed can be seen in the result of Study C. Jamunadevi et al (2020) retailers are enraging to improve their digital experience. In assistance to help their digitized way the above testing results of this study ensures that the consumer from 21-30 age group are the persons who do more online shopping by the descriptive percentage analysis.

In the era of the COVID-19 pandemic, many online shops have sprung up and many businesses that originally had shops or outlets have turned into online shops. Nowadays, many types of businesses also carry out their business processes via online. These changes, as well as the environmental changes also have an impact on people's lifestyles today.

Along with the increase in mobile phone users in 2020, more than 90% of Indonesians currently use high-tech mobile phones (smartphones), so that people can easily access the goods/products they need on an online platform. Although the COVID-19 pandemic situation has subsided, people have returned to carrying out

their business and social activities more freely, but the style of purchasing goods via online platforms still exists and is growing even stronger. People, especially the younger generation, prefer to buy goods online, due to the ease of accessing the items they need. In addition, the online transaction is considered to be very effective timewise, because it does not require a long time to get the items needed.

The presence of an online shop affects people in terms of buying or getting an item online. Attractive online shops offer, artistic photo displays, attractive discount promos, convenience transactions, and convenience in purchasing goods, so that people who were previously passive in buying goods traditionally, are now active by making online purchases through the online platforms.

Internal factors in humans influence the individual's decision to purchase goods via online transaction. The motivation, emotion, process, perception and attitude, are psychological factors that exist in humans. In regards with consumer behaviour, these psychological factors influence a person in making a

purchase, which this study will focus specifically on online purchases.

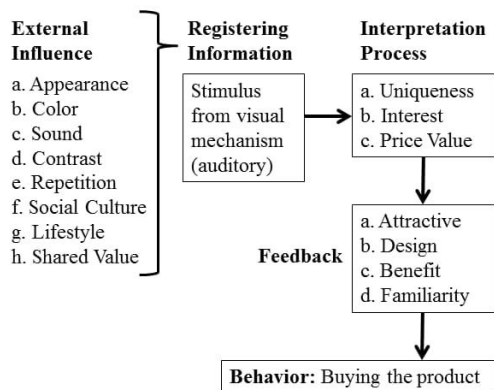
## **PERCEPTION**

The key to understanding perception is the unique interpretation of a situation. Perception is a complex cognitive process that produces a unique picture of the world, which may be somewhat different from reality (Luthans, 2018). Applied to consumer behaviour, perception is considered a unique filter from the same situation/stimulus which may result in very different reactions and behaviours. The "you" filter tells which stimuli to pay attention to and which to ignore; what to like and what to hate. These filters form innate motivation. Filters shape all of "you" thought, feeling and behaviour patterns. Filter "you" more than race, gender, ethnicity, education, your filter is yourself. Perception can also be said as a process of acceptance due to stimuli from the internal and external environment, so that observation is an orientative reaction to existing stimuli, both stimuli that have been experienced and stimuli that are foreign or have never been experienced.

The experienced by a person has a lot of influence on a person's behaviour. In addition, the existing experience is obtained through learning, as well as the experience of using goods. Everyone will give an assessment of the goods they use. The results of this experience will form a certain view or picture of the goods used. Differences in one's view of an item will create a different process of observation or perception (Sumantri, 2012).

A person's perception of a particular product will each be different, for example the perceptions of price alone will vary across different individuals. In addition to human-situation interactions, there are internal cognitive processes in perceiving an item. Internal cognitive processes consist of registration, interpretation and feedback. During the registration phenomenon, psychological mechanisms (sensors and nervous system) are affected, psychological abilities to hear and see will affect perception. Interpretation is the most significant cognitive aspect of perception. For example, the interpretation of the same price for an item will be perceived differently by

other people in the same situation. The consumer's interpretation of an item is highly dependent on the knowledge, motivation and personality of the consumer. This interpretation is related to the feedback received by the consumer, such as a visually attractive product display, unique design, strong promotion, the number of repetitions of benefit information related to the product, and objects that are considered familiar by the consumer will attract more attention and give more value. In addition, there is the aspect of simplicity in obtaining these goods through mobile phones using online internet data, where consumers can quickly access these goods, and the seller can also give quick responses. Furthermore, the reviews of other consumers and reviews of influencers are also accessible, which provides feedback to consumers and will create a sense of trust to the goods and seller, so that in the end it will encourage behaviour to buy the goods. Subprocess perception as seen in **figure 1**



**Figure 1.** Subprocess Perception (adapted from Luthans, 2018)

This process is in accordance with what was stated by Kotler, Bowen and Makens (2010), namely that for the same stimulus object, each individual (consumer) will have a different perception. This is based on the tendency of people to have their own filters in perceiving something.

## MOTIVATION

A motive is a state in a person's personality that drives an individual's desire to achieve a goal. The motive that exists in a person will manifest behaviour that is directed at the goal to achieve satisfaction. Motive is not something that can be observed, but is something that can be inferred from one's activities. So the motive is an encouragement of individual needs and desires that are directed at the goal of obtaining satisfaction.

A person can have various needs at any time. Some needs are biogenic, because they arise from physiological tension states, such as those caused by the need for food, drink, sex and physical pleasures. Another need is psychogenic, because it arises from a state of psychological tension, such as the need for esteem, the need for response, or various experiences. Most of these needs, both hidden and known, are not strong enough to move the individual into action at any given time. A need will be the driving force if it reaches a sufficiently strong energy level. A motive is a need that is stimulated, thereby exerting strong enough pressure for people to act directly toward a goal to satisfy their need. This pressure will make people feel psychologically tense. When a need is satisfied, a person's tension will be channeled and he will return to a state of balance (Zaltman & Wallendorf, in Suryana Sumantri, 2008).

People buy something on the basis of a need that is urgent and requires satisfaction. Motives or needs are usually an internal force that directs a person's behaviour to carry out activities. Thus the motive will give

strength, activate or move, and direct a person's behaviour to achieve a goal. The goal is to satisfy the needs. Motive or need can also be said as an experience gap between what is expected and the reality (Zaltman & Wallendorf, in Suryana Sumantri, 2008). People will try to reduce the experience gap by satisfying their needs. For example, someone feels that the clothes they have are not in accordance with the situation (real conditions), they want clothes that are in accordance with (expected circumstances). In order to eliminate the gap, they had to change all of their clothes into suitable clothes. Thus, a person's motives will encourage them to buy something to satisfy their needs. Not all goods will satisfy someone's needs, but someone will choose goods that match to their expectations through a real search in the market. So in various ways a person will try to satisfy their needs by choosing goods that are expected to satisfy the needs.

Several motives may arise simultaneously in various situations. Some of them are physiological and others psychological. Objects or activities that can satisfy needs are called target objects. The target object

for each individual is not the same, although it may be driven by the same motive. To further explain about the concept of motive, the opinions of Abraham Maslow and David McClelland will be presented. These two opinions are often put forward in several writings on buying behaviour (Zaltman & Wallendorf, in Suryana Sumantri, 2008).

According to Maslow, human needs are divided into five levels, namely: 1) Physiological needs or basic needs, where humans must satisfy these needs in order to survive. 2) The need for certainty, security, and safety, which concerns self-protection, avoiding anything harmful that has to do with ensuring the future. 3) The need for group recognition or affection, as humans wants and is willing to make friends. 4) The need for appreciation, which includes the desire to be rewarded through social activities, and to control other people or valuable stuffs. 5) The need for self-actualization, as humans has a need to be able to use all their abilities, to be able to develop themselves. These five needs are tiered accordingly, as humans tend to satisfy their needs according to a certain order of priority.

In general, when physiological and safety needs have been satisfied, and then higher needs become important. According to Maslow (1970), the fulfillment of needs in accordance with the behaviour of the hierarchy as seen in **Figure 2**.



**Figure 2.** Maslow's Hierarchy of Needs (Adapted from Maslow, 1970)

Sumantri (2012) stated that everyone has the potential to behave in various ways. How they behave depends on (1) The strength or readiness of the various motives that exist in a person, and (2) characteristics of circumstances and opportunities. Thus it can be explained that the nature of the situation will determine which motives will be stimulated, and will lead to buying behaviour, with the process of buying as a way to satisfy the needs. Not all goods can satisfy the need, here the consumer must choose from many goods, which one would be able to meet their needs. If it is not

available, it will be replaced with similar goods, or until the goods needed are available on the market.

## **EMOTION**

Emotions basically describe how people feel and react when they face different and various situations. Atkinson (1983) distinguishes emotions in two types, namely pleasant emotions and unpleasant emotions. According to Atkinson, strong emotions involve several components, including (1) Subjective experience, internal body responses, especially those involving the autonomic nervous system, (2) cognitive judgments, (3) facial expressions, (4) emotional reactions, and (5) behavioural tendencies.

According to Kings (2010), the nature of emotions includes several things, namely (1) emotions are triggered by internal and external stimuli, (2) emotional responses result from our assessment of these stimuli, (3) the body responds physiologically to our judgments, and (4) emotions include behavioural tendencies. Emotions are associated in consumer behaviour, if consumer needs are not met, this often leads to negative emotions such as anger, frustration, or

annoyance. Conversely, if consumer needs are met, this can lead to positive emotions such as happiness, joy, liking, pleasure and satisfaction. (Vainikka, 2015).

According to a study, the most shared articles in the New York Times were positive and emotionally appealing. Brands can increase engagement and sharing with positive advertising when creating emotional ads. During the summer of 2015, Coca-Cola's "Choose Happiness" campaign served as a great example of how consumers could share happy memories and experiences that made them happy. This target's the consumer's desire for greatness and ultimately enhances their "attention, attraction and maintenance capabilities" (Alwitt, 2002). Emotion is essentially increased psychological arousal, where advertisements that utilize emotional branding can impact consumers to become more alert and attentive which allows messages to be processed more thoroughly. As a result these advertisements will be better retained for recall. (Vainika, 2015).

Consumers who are perceived to be more emotional than others are affected by an increasing amount of

influence intensity. The higher the intensity of influence received by consumers, the higher the emotional factors of consumers will tend to increase. This is influenced by the attractiveness of marketing in influencing consumer emotions. Emotions are seen to be the driving force in consumer arousal and retail benefits. Many consumers seek products that bring beneficial emotional arousal (Ruth, 2001). There are many brands on the market that aim for consumer emotional arousal through their advertising campaigns and using catchy slogans.

## **TRUST**

Trust has become one of the most important triggers in emotional marketing, and many brands are trying to get on the trust bandwagon. By using emotional appeal advertising, you can:

- Persuade customers to trust you and buy from you again.
- Keep your customers informed and transparent. The public should be able to see everything.
- Provide links to your third-party reviews on sites like Yelp and TripAdvisor on your landing page.



- Ensure consumer safety. Provide a full refund, free trial, and 100% satisfaction guarantee.

- Be human. Your website should display the faces of your team members, as well as links to their social profiles.

- Specify. Give facts, figures, and stats about your brand.

In line with the research result of (Thamizhvanan & Xavier, 2013) (Rizwana Bazir, 2015) Zivile Bauboniene (2015), (Somdech Rungsisawat, 2019) the data reflects that trust, security and convenience will have great impact on the decision to buy online or not. Trust is been considered as the most relevant factor affecting the customer's buying behaviour towards online shopping when it comes to younger generation.

## **CONCLUSION**

Beside from marketing strategy like product, price, place, and promotion used by marketer/seller to promote their product. There is another reason for consumer to make purchasing decision that may different between individuals. That is called psychological factors.

The same stimulus can be perceived differently depending on the "filter" of each individual. The Purpose of this study was to explore the different psychological aspect affects individuals and their online purchasing behaviour. Another Psychological factors such attitude, motivation and emotion also influence consumer online buying behaviour. In this paper established a comprehensive understanding of the reason why consumers behave and think in a certain manner.

In different Countries and cultures could have a specific psychological factor that are not found in other countries. This study will be an interesting future research for researcher to obtain data on what psychological factors is the most influencing in online buying behaviour, especially in Indonesia. Besides that, the researchers could make product categorization, which might differentiate buying behaviour among consumers regarding this product categorization, so they can get more detailed data results about consumer buying behaviour.

Practitioners and professionals Business could have comprehensive

understanding exploring consumer motivation and behaviour. Marketing strategies and research aims to increase the knowledge of consumer to gain competitive advantage in order to better predict consumer's need and desires. Marketing Implication of this understanding may helpful in designing marketing/communication strategies for the marketers online shop.

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