

# Analysis of Marketing Mix, Consumer Characteristics, and Consumer Psychology against Online Purchasing Decisions on Fashion Products and Consumer Satisfaction in West Sulawesi Province

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**Abstract:-** Increasing competition requires companies to place orientation on customer satisfaction as the main goal. Consumer satisfaction is closely related to purchasing decisions. Consumer behavior towards purchasing decisions is closely related to external factors (culture, sub-culture, demographics, social status, reference groups, families, marketing activities) and internal factors (perception, learning, memory, motivation, personality, emotions, attitudes). The job of the marketer is to understand what is happening to the awareness of the buyer, between the arrival of stimuli from outside (marketing mix) that affect the characteristics and psychology of consumers to make decisions and create customer satisfaction after purchase.

The purpose of this research is to partially analyze the effect of marketing mix, consumer characteristics, and consumer psychology on fashion product online purchasing decisions and consumer satisfaction in the area of West Sulawesi Province.

The sample was 100 respondents and the sampling technique was purposive sampling. Data collection instruments using a questionnaire. The method of data analysis uses the Structural Equation Model. Data processing using SEM-Amos 24 and SPSS-22.

The results of the research prove that: (1) partially there is a positive and insignificant direct effect between the marketing mix on purchasing decisions and customer satisfaction; (2) partially there is a positive and significant direct effect between consumer characteristics and consumer psychology on purchasing decisions and customer satisfaction.

**Keywords:-** Marketing Mix, Consumer Characteristics, Consumer Psychology, Purchasing Decisions, Consumer Satisfaction.

## I. INTRODUCTION

A new international marketing paradigm might be developed to explain the national marketing shift towards electronics. The new marketing paradigm is characterized as a change of activity from the conventional One-to-Many model to the communication model Many-to-Many (Eid and Trueman, 2000: 61). Advances in digital telephone networks, interactive cable television, personal computers, services online, and the internet make information faster and easier to obtain. The internet has several attractions and advantages, such as convenience, access 24 hours a day, efficiency, alternative space and relatively unlimited choices, personalization, potential sources of information (Chandra, 2001: 18).

Internet users in 2012 around 63 million, in 2013 reached 75 million people, in 2014 reached 78 million people until 2015 reached 91 million people <http://globalwebindex.net>. Nevertheless, a number of studies have identified several challenges that are still faced in online business, including: only less than 2% of online visits that end in product purchases and poor service quality contribute to  $\pm$  80% of consumer complaints about e-retailers (Benllian, 2012). In addition, there is a tendency that consumers prefer to find product and price information online, but still shop at traditional stores (offline). Factors that are believed to contribute to this situation, namely the issue of guarantee of transaction security, privacy in shopping online perceived are still weak, some consumers still prefer to hold and observe physical products before deciding on a purchase, the still weak quality of supporting infrastructure, difficulties in complaining and returning goods purchased (Fandy & Gregory, 2016: 73).

Increasing competition requires companies to place orientation on customer satisfaction as the main goal (Fandy, 2016) (Pramukti & Buana, 2019). Specific benefits of customer satisfaction include positive links with loyalty, potential to be a source of future income (especially through repurchases), reduce future transaction costs (especially service costs), reduce volatility and risk with regard to future cash flow predictions, increase price tolerance, positive gethoctular recommendations, consumers tend to be more receptive to product line extensions, brand extensions, and new add-on services

offered by the company, as well as increased bargaining power relative to supplier networks and business partners (Fandy, 2016).

Consumer satisfaction is closely related to purchasing decisions. Consumer behavior towards purchasing decisions is closely related to external factors (culture, sub-culture, demographics, social status, reference groups, family, marketing activities) and internal factors (perception, learning, memory, motiv, personality, emotions, attitudes) (Kotler & Keller, 2016). Kotler & Keller (2016: 4) states the marketing mix, consumer characteristics and management psychology influence the behavior of a consumer to make decisions. The job of the marketer is to understand what is happening to the awareness of the buyer, between the arrival of stimuli from outside (marketing mix) that affect the characteristics and psychology of consumers to make decisions. Unsatisfied consumers will take action, such as complaining about the store or manufacturer; stop buying disappointing brands; warn comrades; complain to private or government institutions; take legal action.

## II. RUMUSAN PERMASALAHAN

- Do the marketing mix influence the online purchasing decisions of fashion products in West Sulawesi Province?
- Do the characteristics of consumers influence the online purchasing decisions of fashion products in the area of West Sulawesi Province?
- Do consumer psychology influence online product purchasing decisions in the area of West Sulawesi Province?
- Do the marketing mix affect consumer satisfaction in the area of West Sulawesi Province?
- Do the characteristics of consumers influence consumer satisfaction in the area of West Sulawesi Province?
- Do consumer psychology influence consumer satisfaction in the province of West Sulawesi?
- Do the online purchasing decision of fashion products affect consumer satisfaction in the area of West Sulawesi Province?

## III. TEORETHICAL DEVELOPMENT

Kotler & Armstrong (2001: 55) defines the marketing mix as a set of tactical and controlled marketing tools that are integrated by companies to produce the responses desired by the target market. The Internet has an influence on the development and choice of marketing strategies including marketing mix (Eid and Trueman, 2002: 54). The marketing strategy via an web internet just like traditional marketing strategies(traditionalmarketing),which includes the creation of customer value, seize the customer value and sustain customer value. Consumer characteristics are influenced by the cultural environment from the beginning the consumer was raised to where he lives today, how social life and social environment, and personal. Psychology as a science that seeks to measure, explain, and

sometimes change the behavior of humans and other creatures.

Kotler & Armstrong (2004: 215) states that consumer purchasing choices or decisions are influenced by four main psychological factors, namely motivation, perception, learning, and beliefs and attitudes. Kotler and Armstong (2004: 39) explain that a purchasing decision is an act or behavior of someone in making a decision to choose a product both in terms of the type and quantity of the product itself. Turban et al. (2004), Katawetawaraks and Wang (2011) explain that purchasing decisions online are purchasing products (both goods and services) through the internet media. The purpose of a business is to create satisfied customers (Schnaars, 1991). Satisfied consumers will provide specific benefits, such as positive links with loyalty, potentially become a source of future income (especially through repurchases), reduce future transaction costs (especially service costs), reduce volatility and risk with regard to future cash flow predictions going forward, increasing price tolerance, getting positive recommendations, consumers tend to be more receptive to product line extensions, brand extensions, and new add-on services offered by the company, increasing bargaining power relative to supplier networks and business partners.

## IV. HYPOTHESIS

- The marketing mix has a positive and significant effect on purchasing decisions online.
- The characteristics of consumers have a positive and significant effect on online purchasing decisions.
- Consumer psychology has a positive and significant effect on online purchasing decisions.
- The marketing mix has a positive and significant effect on customer satisfaction.
- The characteristics of consumers have a positive and significant effect on customer satisfaction.
- Consumer psychology has a positive and significant effect on customer satisfaction.
- Online purchasing decisions have a positive and significant effect on customer satisfaction.

## V. RESULT

Goodness of fit proved the model was in accordance with the observation data (Chi square = 176.084; Probability = 0.706; RMSEA = 0.942; GFI = 0,000; AGFI = 0.876; TLI = 0.816; CFI = 1.012; CIMN / DF = 0.994). The results of hypothesis testing are shown in the following table:

Path	Eksogenous Variable	P-Value	Direct Effect	Total Effect	C.R	Info
H1	Marketing Mix → Purchase Decision	0.186	0.089	0.089	1.322	Reject
H2	Consumer Characteristic → Purchase Decision	0.001	0.260	0.260	3.205	Accept
H3	Consumer Psychology → Purchase Decision	0.000	0.447	0.447	5.257	Accept
H4	Marketing Mix → Consumer Satisfaction	0.918	0.008	0.008	0.103	Reject
H5	Consumer Characteristic → Consumer Satisfaction	0.001	0.359	0.359	3.238	Accept
H6	Consumer Psychology → Consumer Satisfaction	0.000	0.579	0.579	4.833	Accept
H7	Purchase Decision → Consumer Satisfaction	0.022	0.204	0.204	2.296	Accept

Table 1

VI. DISCUSSION

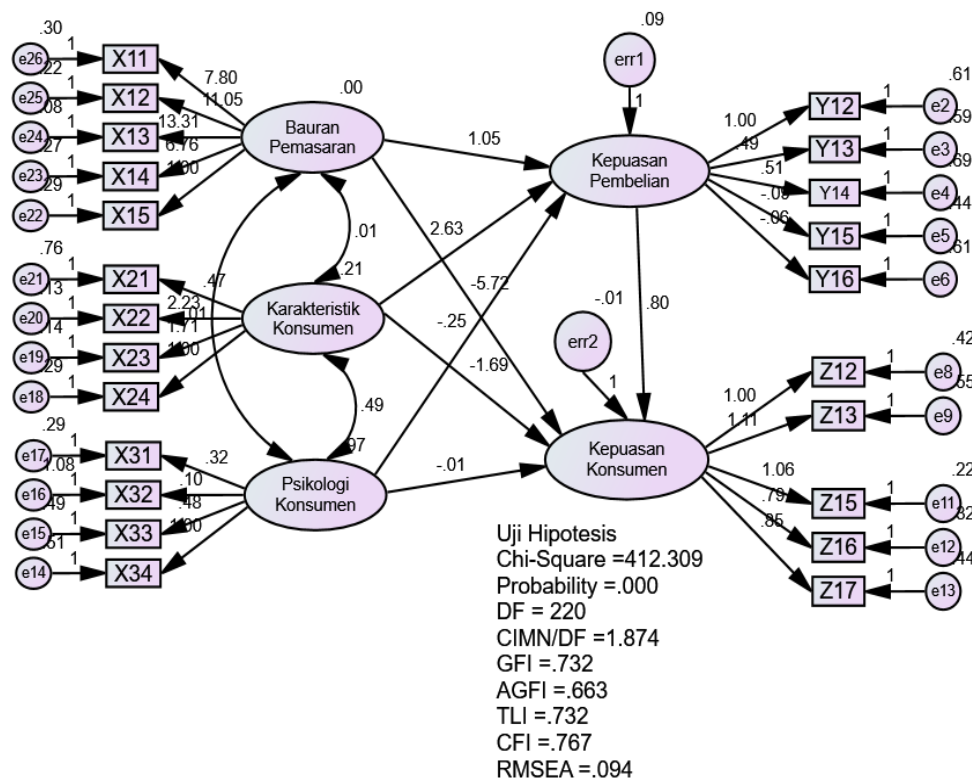


Fig 1

A. Effect of Marketing Mix on Purchasing Decisions

Every use of the internet as a marketing medium is certainly expected to improve purchasing decisions made by consumers. Empirical research has shown that purchasing decisions are strongly influenced by marketing strategies. Marketing strategies are formulated through the marketing mix. Hypothesis test results from this study prove the marketing mix has a positive and not significant effect on purchasing decisions. Previous studies have shown that consumer characteristics (Diah and Eljalina, 2017), service quality (Daffiq, 2016), consumer psychology (Amelia et al, 2013), are other variables that influence purchasing decisions.

B. Influence of Consumer Characteristics on Purchasing Decisions

Cultural, social, and personal characteristics are components of consumer characteristics that have an important role that is felt by consumers in the decision to

choose a product. Hypothesis test results from this study prove the characteristics of consumers have a positive and significant effect on purchasing decisions. The results of this study are in line with the opinion of Kotler & Amstron (2016) which states that consumer behavior towards purchasing decisions is strongly influenced by consumer characteristics (Kotler & Amstron, 2016: 70). The research results are also in line with previous studies, such as Gilang (2015); Riska (2018) which proves that consumer characteristics have a positive and significant influence on purchasing decisions.

C. The Effect of Consumer Psychology on Purchasing Decisions Consumer

behavior is centered on how a consumer makes a decision to utilize their available resources (time, money, effort) to buy products related to consumption through social media (Leon Schiffman and Leslie Lazar Kanuk, 2004: 6). The results of hypothesis testing prove that

consumer psychology has a positive and significant effect on purchasing decisions. The results of the study are in line with the opinion expressed by Kotler and Keller (2012) which states that consumer psychology is one of the factors that influence consumer behavior and is the determining basis in making purchasing decisions. The results of this study are in line with several previous studies. Research results from Gilang (2015); Riska (2018); Schiffman & Kanuk (2010) prove that consumer psychology has a positive and significant influence on repurchase decisions. The results of research from Arthur (2014) prove that perceptions, attitudes, and hedonic motivation have a positive and significant effect on the decision to purchase fashion products online.

#### *D. Effect of Marketing Mix on Consumer Satisfaction*

Building profitable relationships and creating customer satisfaction is part of a marketing strategy. Marketing strategies through social media using a particular web is the formulation of a marketing mix. Hypothesis test results from this study prove the marketing mix has a positive and not significant effect on consumer satisfaction. The results of this study indicate there are still other variables that influence consumer satisfaction that are not observed in the model. Previous studies have shown that customer satisfaction shopping online is also influenced by other factors, such as social factors (BT Thieu et al, 2014), service quality (Astuti, 2015). The results of this study are in line with the findings of Astuti (2015) which proves that price, promotion, place do not affect the level of consumer satisfaction. The results of this study also show that consumers prioritize service quality. However, the results of this study contradict the findings of Citra (2015); Bt Thieu et al. (2017) which proves that there is a positive and significant influence between the marketing mix (price, product, promotion, place of business and personalization) on the level of customer satisfaction.

#### *E. Influence of Consumer Characteristics on Consumer Satisfaction Consumer*

Characteristics are individual traits that act as attitude formation and are important clues about the values held by a consumer. Attitudes in determining product choices through social media are strongly influenced by consumer characteristics. Hypothesis test results from this study prove the characteristics of consumers have a positive and significant effect on customer satisfaction. The results of this study are in line with the opinion of Kotler and Keller (2016) which states that customer satisfaction is part of the purchasing decision process. The results of this study are in line with findings from Aristia (2017) which proves that the characteristics of consumers have a positive and significant effect on customer satisfaction. Satisfied consumers will create an interest in repurchasing.

#### *F. The Effect of Consumer Psychology on Consumer Satisfaction Consumers*

In making a purchasing decision are based on the existence of a strong drive to meet their needs to create satisfaction. Consumers before carrying out a purchase decision will go through information search which is part of

the purchase decision process. Hypothesis testing results prove that psychological consumers have a positive and significant effect on customer satisfaction. The results of this study are in line with the findings of Halim and Diah (2015). Research results from Boyd, Jr. et al, (2000: 132) prove that consumers will always remember the online shop on Instagram where they are more motivated to buy clothing products on accounts that have been trusted and many recommended before.

#### *G. Effect of Purchasing Decisions on Consumer Satisfaction Consumers*

In making purchases, both consciously and unconsciously consumers make a purchase decision process. Consumers make decisions based on efforts to get satisfaction. The results of hypothesis testing prove that purchasing decisions have a positive and significant effect on customer satisfaction. The results of this study are in line with findings from Rahmat (2015) which states that the right purchasing decision process can increase consumer satisfaction. Research results from Kim & Stoel (2004); Zhou et al. (2007) proves that consumers must be satisfied with the experience of buying online because if they are not satisfied, then they will not shop again on the same site or online store.

## **VII. FINDINGS**

- Hypothesis testing results prove that the marketing mix has a positive and not significant effect on online purchasing decisions. This shows that purchasing decisions can be influenced by other variables not observed in the model. Previous studies have shown that consumer characteristics (Diah and Eljalina, 2017), service quality (Daffiq, 2016), consumer psychology (Amelia et al, 2013), are other variables that influence purchasing decisions. Consumer perceptions that make purchases online show that the products offered online have less variety, the quality is still low, the design and packaging are not attractive, they lack a well-known brand, the price is less competitive, the price is less affordable, the price does not match the quality, the price does not match the benefits, vendors do not have a clear place of existence, vendors are less trusted, product catalogs and prices are incomplete, product catalogs are less updated, website designs are less attractive, website designs lack information, lack of discounts offered, and less interactive marketing system.
- The results of hypothesis testing prove that the marketing mix has a positive and not significant effect on customer satisfaction. This shows that consumer satisfaction can be influenced by other variables not observed in the model. Previous studies have shown that consumer satisfaction shopping online is also influenced by other factors, such as social factors (BT Thieu et al, 2014), and service quality (Astuti, 2015). The results of this study indicate that the indicators of the marketing mix do not have a meaningful meaning for the satisfaction of consumers who make purchases online. Consumers feel dissatisfied because the product

offered lacks variety, the quality is still low, the design and packaging are not attractive, lacks a well-known brand, the price is less competitive, the price is less affordable, the price does not match the quality, the price does not match the benefits, the vendor does not have a clear place of existence, less trusted vendors, product catalogs and prices that are incomplete, catalogs of products less updated, website designs are less attractive, website designs provide less information, lack of discounts offered, and less interactive marketing systems.

### VIII. RESEARCH LIMITATION

- Researchers only observe the behavior of consumers who make purchases online in the province of West Sulawesi.
- The measurement concept used in this study is only based on consumers' perceptions of the marketing mix, consumer characteristics, consumer psychology, purchasing decisions, and customer satisfaction.
- Data measurement instruments using money questionnaires enable the emergence of answers that are not objective, careless, and inaccurate answers, as well as the possibility of questions that are not understood by respondents, even though validity and reliability testing has been conducted.

### IX. CONCLUSION

The marketing mix partially has a positive and not significant effect on purchasing decisions and customer satisfaction. Consumer characteristics and consumer psychological partially positive and significant influence on purchasing decisions and consumer satisfaction.

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