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Rational buying motive and emotional buying motive of consumers in the era of Covid-19 pandemic

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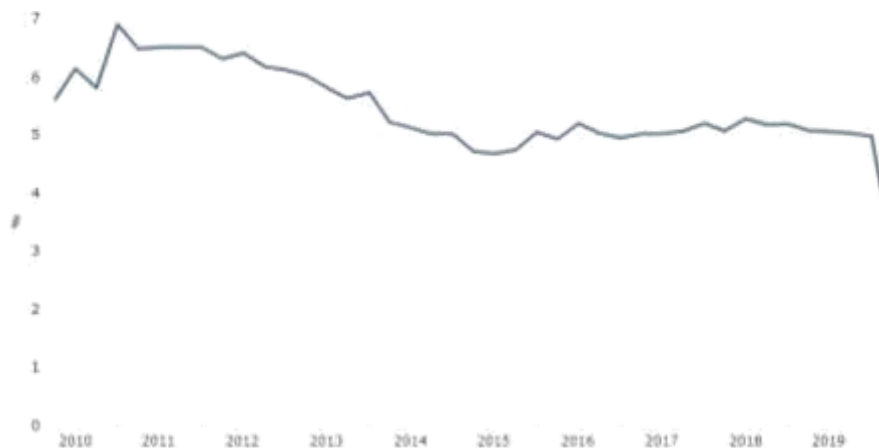
Abstract. Currently, the world is experiencing a Covid-19 pandemic outbreak, including Indonesia. Since March 2020 the number of Indonesia's population who has been confirmed positive has increased sharply. This has an impact on changes in the social, cultural, economic and religious structures. The biggest impact was seen in the economic sector, where many companies suffered losses due to decreased purchasing power. People experience consumption behaviour changes during a pandemic, namely panic buying for certain goods-medical equipment and necessities. This research aims to analyse the effect of rational buying motive and emotional buying motive on purchase intention of consumer goods products during the Covid 19 pandemic. This study uses a quantitative method using multiple linear regression. This study found that rational buying motive positively affects purchase intention of products of convenience goods, while emotional buying motive does not affect. In general, people in urban areas still have a rational buying motive in purchasing daily necessities during the pandemic era.

Keywords. rational motive buying, emotional motive buying, purchase intention

Preliminary

The Covid-19 outbreak has forced changes in social, cultural, economic and religious activities. The government has made calls to work, study, worship at home since mid-March 2020. Activities that used to be in various places are now centred only in the house. The pandemic also changed the lifestyle of Indonesians towards technology. The Covid-19 pandemic could build on the acceleration of technological inclusion more broadly to citizens' smallest community.

The Covid-19 pandemic impact on the economy can be seen from the realisation of Indonesia's economic growth in the first quarter of 2020, only around 2.97 per cent (YoY) (see figure 2). The economic growth in the first quarter of 2020 was lower than the first quarter of 2019, which was 5.07% YoY and the fourth quarter of 2019, which was recorded at 4.97% YoY. Far from the target of about 5 per cent, it is likely that it will be even smaller in the 2nd and 3rd quarters. Even the worst scenario, according to Sri Mulyani, Indonesia's economic growth in 2020 could reach a figure below 0 per cent (minus).



Indonesian economic growth

Source: Central Bureau of Statistics, BPS

The condition of the COVID-19 corona pandemic, which was followed by *social distancing*, gave rise to new consumer behaviour. In this situation, many companies hold their marketing activities for a while. Some even hold back on the activity until the situation starts to get normal and under control. This has resulted in reduced marketing activity in general. Actually, this situation can form new habits, and change the communication and sales channels to the digital space. <https://ekonomi.bisnis.com/read/20200414/12/1227101/begini-perubahan-perilaku-konsumen-gara-gara-corona>

Since the outbreak of the Covid-19 virus in Indonesia, there have been several panic buying periods for daily necessities (convenience Goods). Since the outbreak of the Covid-19 virus in Indonesia there have been several periods of panic buying (As of March 2020): First, on March 2, 2020, the first time President Jokowi announced two positive corona cases in Indonesia. Second, panic buying on March 14, 2020, when there is an appeal for work at home and learning activities, cancelled for two weeks. Third, on March 19, when the announcement of positive corona cases in Indonesia reached 308 cases, 25 people died. <https://www.cnbcindonesia.com/news/20200320104453-4-146366/peritel-blak-blakan-ada-3-kali-panic-buying-gegara-corona>. The negative impact of panic buying, including an increase in the price of goods, scarcity of goods, waste and very burdensome to the lower middle class.

Convenience Goods are widely distributed and often used by the community because they are daily necessities, so they are stapled goods—for example, rice, soap, toothpaste, sugar, oil and others. Because convenience goods are a primary need for the community, the increase in prices due to panic buying is a waste and detrimental to the community. The impact of panic buying is felt by people in Surabaya, the second-largest city in Indonesia. The prices of rice, sugar, oil, hand sanitisers, hand soap, masks during the Covid era in Surabaya increased compared to normal conditions.

Panic buying is very much affected by anxious psychological conditions because the information is not clear and intact. According to Kotler (2011), consumer behaviour in purchasing goods and services is influenced by four factors, namely: cultural, social, personal, and psychological. Psychological factors greatly influence motivation and purchasing decisions for goods and services. Motivation to purchase by consumers can be rational or irrational, which is driven by emotional factors. Rational motives occur because consumers choose based on objective criteria, while feelings strongly influence emotional motives. Based

on this description, this study will analyse the influence of rational buying motive and emotional buying motive on purchase intention (purchase intention) of conventional goods products. convenience goods (daily necessities)

The objectives of this study were to: (1) analyse the influence of the rational buying motive on the purchase intention of convenience goods for the people of Surabaya during the Covid 19 pandemic; (2) Analyse the effect of emotional buying motive on purchase intention of consumer goods convenience products for Surabaya people during the Covid 19 pandemic.

Metode research

Types and Research Design

This study uses quantitative research methods to determine the influence between variables. The data collection method used field research, namely by distributing questionnaires, observations, interviews. The population in this study were consumers of staple goods (convenience goods) in Surabaya. This study's population is residents of Surabaya who are required to have a KTP, which is 2,325,509 (<http://dispendukcapil.surabaya.go.id/berita/483-jotal-penduduk-kota-surabaya>). The sample in this study was determined using the Slovin formula ($e = 10\%$), and the sample in this study was 100 respondents. This study's sources of data are primary data sources by distributing questionnaires to consumers in Surabaya with sampling techniques using purposive sampling.

The data analysis technique used in this study is the multiple linear regression. The multiple linear regression model can be mathematically formulated as follows:

Where:

$y = \text{purchasing intention}$

$a = \text{constant}$

$x_1 = \text{personal motive buying}$

$x_2 = \text{emotional motive buying}$

$\beta_1, \beta_2 = \text{pinned regression coefficient}$

Result and discussion

Based on the test results' validity, it can be concluded that the instrument of variable purchasing intention, personal buying motive and emotional buying motive valid for $r_{\text{count}} > r_{\text{table}}$. The reliability test results found that the Cronbach Alpha value was 0.679, which means that the questionnaire was reliable because the value was more than 0.5.

The classic assumption test in this study is normality multicollinearity test, autocorrelation test, and heteroscedasticity test. The normality test in this study used the Kolmogorov-Smirnov test with a significance value of 0.569. The value is greater than 0.05, so it can be concluded that the data is normally distributed. Multicollinearity can be seen from the tolerance value and variance inflation factor (VIF). Tolerance and VIF values are less than 0.1, and VIF values are less than 10, meaning that the data is free from the presence of multicollinearity. Durbin Watson's score is 1,895. The dl value (at $N = 100$ and $K = 2$) is 1.634 and the du value is 1.715. This value is between the value of du and $4 - du$, so it can be concluded that there is no autocorrelation. . The significance value of the Glejser Test for X1 and X2 is greater than the value 0.05 so that the data in this study are homogeneous or free from heteroscedasticity.

To determine the effect of the rational buying motive (X1) and Emotional Buying Motive (X2) variables on the purchase intention of the Surabaya people's convenience goods

during the Covid 19 pandemic, regression analysis was used. The t-test results of the regression can be seen in the table below:

T-test Result

| Variable | Unstandardised Coefficients | | Standardised Coefficients | t | Sig. |
|--------------------------------|-----------------------------|------------|---------------------------|-------|------|
| | B | Std. Error | Beta | | |
| (Constant) | 1,308 | .617 | | 2,121 | .036 |
| <i>Rational buying motive</i> | .417 | .152 | .273 | 2,752 | .007 |
| <i>Emotional buying motive</i> | .150 | .100 | .149 | 1,499 | .137 |

Source: processed data

The table shows that the rational buying motive (X1) variable has a positive effect on the purchase intention of convenience goods for Surabaya people during the Covid 19 pandemic. While the emotional buying motive variable (X2) does not affect purchasing decisions. The F test's significance value is 0.02 because $0.02 < 0.05$ rational buying motive and emotional buying motive simultaneously affect the purchase intention of convenience goods products for the people of Surabaya during the Covid 19 pandemic.

The Effect of Rational Buying Motives on Purchase Intention

Purchase intention is a behaviour that appears in response to objects that indicate a consumer's desire to make a purchase (Kotler and Keller, 2011). The results showed that the rational buying motive (X1) variable had a positive effect on the purchase intention of convenience goods for Surabaya people during the Covid 19 pandemic. This means that the people of Surabaya in the process of purchasing convenience goods are still rational.

Consumers' rational nature in making purchases of goods will usually consider price, function, quality, durability (expiration period), and warranty (quality assurance). High and low prices will affect consumer decisions (people of Surabaya), consumers will be more motivated to buy goods (convenience goods) when the price is lower, this is following the law of demand (the higher the price, the demand will decrease, and vice versa the lower the price, then demand will increase). Apart from the price factor, the function of the goods and services to be purchased is also a major consideration for rational consumers. The function of the goods to be purchased is adjusted to the needs of consumers.

Consumers of consumer goods in Surabaya consider the quality of the goods to be consumed. It is rational if consumer preferences are higher for goods with better quality goods and services because it will satisfy consumers in carrying out their consumption activities. The good condition of the goods and the longer expiration period will determine the purchase intention of consumers. Besides the quality, the quality assurance of the manufacturer of the goods sold could increase interest in consumers' purchase (purchase intention), who will ultimately bring the trust of consumers.

Interest in the purchase, which is based on the rationale that consumers will choose a product with the ill-advised to decide first to buy the product. According to Schiffman and Kanuk in Yusa (2015), rational motives occur because consumers choose based on objective

criteria such as size, weight, and price. Dimensions of rational buying motive include price, quality, service, location (Dibyantoro et al., 2013). Manning and Reece in Yusa (2015) describe rational motives in indicators: price, function, quality, durability, warranty. Previous research, from Calista, and Suparna (2015), Yusa (2015) and Nurhayati (2017) found that rational buying motive affects purchase intention.

The Effect of Emotional Buying Motives on Purchase Intention

The results showed that the emotional buying motive (X2) variable did not affect the purchase intention of convenience goods for Surabaya people during the Covid 19 pandemic. Emotional buying motive indicators include appearance, pride, and pleasure. This means that the consumer convenience goods in Surabaya purchasing convenience goods did not address the emotional factors and put forward rational factors.

In general, emotional factors can determine interest and purchasing decisions for goods and services, when someone feels happy and satisfied in buying goods or services, it will strengthen interest in buying; otherwise, dissatisfaction will usually eliminate interest. However, Surabaya consumers of convenience goods prioritise function, quality, durability (expiration period), warranty (quality assurance) and do not consider the appearance, pride, and pleasure. This is evidenced by the research results that are not significant for the emotional buying motive variable and significant for the rational buying motive variable.

Previous research, Calista, and Suparna (2015), Yusa (2015) and Nurhayati (2017) found that emotional buying motive has a positive effect on purchase intention. The findings of this study differ from the findings of previous studies. The difference in these findings is most likely due to the different types of items studied. The types of goods from previous studies have something to do with the lifestyle (lifestyle), while this research is the goods of daily necessities (convenience goods). Of course, different types and characters of goods will determine different purchase intention responses.

Conclusion

Based on the results and discussion, it can be concluded that: (1) Rational buying motive (X1) has a positive effect on the purchase intention of convenience goods for the people of Surabaya during the Covid 19 pandemic. The people of Surabaya in the process of purchasing convenience goods still rational. Consumers' rational nature in purchasing goods will usually consider price, function, quality, durability (expiration period), and warranty (quality assurance). (2). Emotional buying motive (X2) has no effect on purchase intention of convenience goods products for Surabaya people during the Covid 19 pandemic. Consumers of convenience goods in Surabaya do not prioritise emotional factors and prioritise rational factors.

The conclusion above found that the rational buying motive positively affects purchase intention of convenience goods, while the emotional buying motive does not affect. This means that people in Surabaya are rational in buying goods for their daily needs. Producers of convenience goods should pay close attention to various rational buying motive indicators, including price, function, quality, durability (expiration period), competitive guarantee (quality assurance) so that the purchase interest of their goods/products is maintained.

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