

The Analysis of Consumer Decision in Buying Poor Rural Products

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ABSTRACT

Products that have social value or impact on the poor will increase consumer purchasing decisions. This study aims to determine the effect of altruism on consumer purchasing decisions on products from the poor's empowerment in Makassar. In this study, the subjects were 51 consumers who had bought products from the poor's empowerment in Makassar. They were selected using the Accidental Sampling technique. This study uses the Simple Linear Regression test. The results showed a positive influence of altruism on buying decisions ($p = 0.016$, $R\text{-square} = 0.113$). This research is useful for entrepreneurs to hold better and highlight the value or social impact of the products being marketed.

Keywords: *Buying decision, altruism, product, consumer*

1. INTRODUCTION

The rapid development of the business makes competition conditions more stringent. Consumers are faced with various types of product choices offered by each company to meet consumers' needs and desires. The marginal community empowerment model especially provides consumers with information that by buying products resulting from the empowerment of marginal communities, consumers indirectly help the economy of marginal communities. Purchasing decisions do not take place only once, but they occur continuously. Consumers decide to buy a product or brand through various stages, starting from the introduction of needs, information search, alternative evaluations, purchasing decisions, and post-purchase behavior [1] [2].

The purchase decision is the stage where the consumer decides to buy or not due to the consumer evaluation process of various choices. Buying decisions are influenced by various factors, both from outside and inside of consumers. A critical factor in purchasing decisions is motivation. There are two forms of motivation, which include intrinsic and extrinsic motivation. Intrinsic motivation arises without the need for external stimulation. It already exists in every individual, such as the desire to help or sacrifice for others' welfare. Furthermore, the altruism is an intrinsic factor [3] [4].

The definition of altruism is an individual motivation to help the welfare of the person being helped. In the

terminology of social psychology, altruism is known as an act of sacrifice for others without expecting anything [5]. Other references state that altruism is a desirable behavior to help others without expecting a profit. Altruism is the desire of individuals to help others, even though the helper suffered losses [6]. The altruism was beneficial for human behavior in terms of helping others without expecting a profit. Altruism is the desire of individuals to help others even though the helper suffered losses [7]. The relationship of altruism with human motivation is regarding the intention of benefit to others without reward. On the other hand, altruism is one's motivation to help for the welfare of other individuals or the actions for reasons of others' interest without mutual awareness (rewards).

Altruism would quickly occur with the following three aspects: social responsibility, distress, and Kins selection. The first aspect indicates that each person has a social responsibility to what is happening around him. Everyone is responsible for whatever is done by others, so when someone needs help, that person must help him. Secondly, personal satisfaction indicated that each people could control themselves internally. Thirdly, helping people with the same characteristics, such as family, neighbors, and friends.

The concept of sociopreneur, social entrepreneur, involves altruistic motivation (helping) consumers assuming that every consumer purchase helps the process of community empowerment in its application. Webster

state that altruism as the individual's social value feels strong. It happens if they can do or give something and consider the social impact of their buying behavior [8]. Information about the marginal community empowerment model (sociopreneur) obtained motivates consumers to make purchases. Furthermore, the effect of altruism on purchasing behavior is an important issue and a new topic in the consumer behavior literature.

The researcher conducted the initial surveys to find out the community's reason for buying the product. The research resulted that many of them purchased the products for housing needs and helped the marginal community's economy. Consumers help disseminate information about selling doormats through word of mouth and social media.

The purchasing decision is the process of deciding the purchase by an individual after going through a series of methods, namely, the introduction of needs, information seeking, alternative evaluation, purchasing decisions, and post-purchase behavior [9]. One factor that can determine purchasing decisions is motivation. Motivation becomes an essential factor in consumers deciding to buy a product. The individual motivation to help other people's welfare is one of altruistic motivation or the desire to help others. Altruistic motivation arises because there are internal reasons in individuals that produce positive feelings (empathy) and do not produce egoistic motivation (egocentrism).

2. METHOD

The population used in this study has bought at least one product purchased from the empowerment of the poor developed by the NGO Action Indonesia. This sample was chosen by accidental sampling technique, namely random sampling, without regard to strata in the population. The altruism scale used is a scale adapted from the Self Report Altruism Scale [10]. This scale used 20 scale items. This scale comes from the idea that some people have altruistic, or consistently altruistic, personalities. The altruism scale uses five alternative answers, namely, never, once, more than once, often, and very often. This research was conducted on June 22, 2016-5 September 2016.

3. RESULT AND DISCUSSION

The hypothetical mean and the standard deviation acquired from the research are respectively 51 and 11. The examined results convey that the lowest score is 17, while the highest score is 85. The categories for altruism level are high, average, and low. The percentage for each category respectively are 35%, 59%, and 6%. The percentage result shows that most consumers of the products of community empowerment as the research sample have a level of altruism in the moderate category.

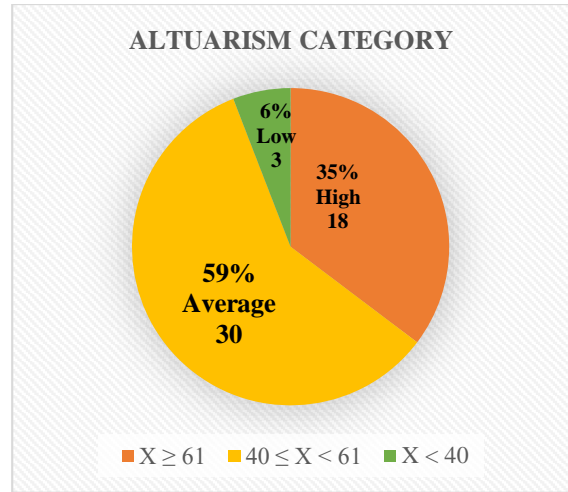


Figure 1 Categorization of Altruism

The figure proclaims a big gap between subjects with a low level of altruism and with the average level. Out of 51 subjects, 30 subjects are categorized at an average level of altruism. Meanwhile, only three subjects are detected at a low level. In contrast, the rest of the subjects are in a high level of altruism.

Consumers who have purchased products from poor empowerment have moderate levels of altruism. It is due to the formation of their experiences and daily habits, which tend to have a high desire to help others and form altruistic personalities [10]. Because the possibility of a person's genes will be inherited in the next generation, altruism, based on genetics theory, can be inherited either. Helping becomes part of human biological inheritance. Each item on the altruism scale reveals consumers' consistency in helping others without any interest, such as charity activities, volunteering, and helping people around. So, it can be said that consumers of empowered products have moderate altruistic personalities.

The hypothesis testing results using simple regression analysis techniques showed that altruism influence value on consumer purchasing decisions from the empowerment products is 0.366. It was quite sufficient for the significance value of 0.016 ($p < 0.05$). This value indicates a significant and positive influence between altruism and the decision to buy empowerment products. These results explain that the higher the consumer's altruism, the higher their decision to purchase products from poor empowerment in Makassar.

The R Square figure, 0.113, means that consumer altruism has an 11.3% effect on purchasing product decisions from Makassar's product empowerment. On the other hand, 88.7% of consumers' decisions are influenced by other variables, such as attributes or values attached to the product. The factors that influence consumer purchasing decisions are external or environmental. Characteristics or values are inherent in product quality and character and internal factors or influences from

within consumers. The decisive factors of the product encourage consumers to decide to buy the product. According to a survey of consumers conducted by researchers when taking data on a scale. The better the quality of the product, the higher the intention of consumers to buy the product.

Many factors are thought to be forming the purchase decision, such as demographics, psychographics, and personality. The personality covered inducement, intelligence, perspective, beliefs, and feelings. One of the factors is personality. Consumers tend to choose products that fit the consumer's personality. Consumers who have altruistic characters and know information about empowering the poor will purchase without thinking about the benefits for themselves. As individuals social value, altruism feels very strong when they can do or give something and appraise their buying manner's social leverage. Information about the marginal community empowerment model (sociopreneur) obtained motivates consumers to make purchases.

Another reason for buying decision-related is local product characteristics. The consumer attitudes towards local brand products have a significant relationship to the buying decisions. The attitude is positive, so the more positive the product value to consumers, the higher the consumer purchasing decisions. The results showed that consumers' positive attitude towards the products resulted from the empowerment of the poor. It influences the consumer's decision to buy because of the products from communities or local handicraft products.

The process of consumer's judgment in buying products can take place in several phases. Firstly, attention—consumers pay distinct amounts of consideration to the diverse aspects of the information. Secondly, encoding and comprehension consumers to clarify the previous information. Thirdly, inference—Consumers frequently conclude the possibility that an assertion is right or the number with which a specific case has happened. Meantime, they believe the possibility that a case will occur in what lies ahead, or that a particular state of events did or did happen. They frequently conclude that an object possesses a specific trait, or might assess it as either likable or unlikeable. In other events, they compare various objects or cases along with a stated feature. They might determine a proclivity after comparing it to other products. In the last stage, response processes—consumers modify their decision intentions into a clear perception or behavioral judgment [11].

Simultaneously, the empowerment product growth is supported by the “one village, one product” policy. Shaanxi, a province in China, develops its agriculture product and integrates the components of agricultural materials. The community and e-commerce appreciated the centralization, scale, and agricultural outgrowth. The government pushed the community to create a different current agricultural label, which substantially impacts the

progress of rural economy management and enhances farmers' earnings [12].

4. CONCLUSION

The conclusion states that altruism alters the decision to buy the empowerment products. The study illustrates that the higher the value of altruism in consumers, the higher the consumer purchasing decisions to buy the empowerment product.

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