



THE EFFECTS OF PRODUCT KNOWLEDGE AND RATIONAL MOTIVATION ON CONSUMER DECISION TO PURCHASE EIGER PRODUCTS

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Abstract - This study aims to investigate the effects of product knowledge and rational motives on consumer's decision to purchase Eiger products. The sample in this study was taken as many as 45 respondents using non-probability sampling technique. To collect data, this study employed various methods including observation, interviews, and questionnaires distributed online through google forms. Multiple linear regression analysis was used to test the proposed hypotheses. The results showed that two independent variables, namely product knowledge and rational motives, proved to have a positive and significant effect simultaneously and partially on purchasing decisions.

Keywords - product knowledge, rational motives, purchasing decisions

I. INTRODUCTION

Knowledge is the result of "knowing" and this occurs after people have sensed a certain object. Good knowledge will encourage consumers to feel confidence in a product, where this trust will lead to their decision to purchase. Therefore, a positive attitude towards a product often reflects consumer knowledge of a product. Peter and Olson said that product knowledge is categorized into three, namely knowledge of attributes, benefits, and satisfaction[1]. In addition to product knowledge, rational motives are also one of the determining factors in consumer decision making. The consumer decision process in buying and consuming goods and services consists of several stages, namely the introduction of needs,

information search, evaluation of alternatives, buying interest, and consumer satisfaction. The motivation of consumers is very influential on the decisions to be taken. When viewed from this, the motivation of consumers can be broadly divided into two major groups, including motivation based on rational and motivation based on emotional[2].

Motivation based on rational, consumers will determine the choice of a product by thinking carefully and considering first to buy the product. While motivation based on emotional, consumers seem to be in a hurry to buy a product by not considering the possibilities that will occur in the long term[3].

The existence of rational motives in consumers who are said to be motives based on reality. Rational motives arise due to considerations of logical and useful reasons such as economic factors, durability, quality and accountability.[4] These factors will later be considered in making a consumer's purchase decision related to the decision to choose or use an item or service, so if it is rational to the Eiger product, the decision tends to the Eiger product.

Purchase decisions regarding these products greatly affect consumer reactions to a product. For this reason, product attributes must be able to create their own characteristics or uniqueness that can attract attention, generate desires, and become an action or basis for making purchasing decisions.

PT. Eigerindo Multi Produk Industri or better known as Eiger is an Indonesian company that is well-known in the field of product manufacture and sales of adventure equipment. The company engaged in the adventure equipment business with a specialty

store retail business, there is competition from other companies including: Alpina, The Northface, Tracker, Rei, Consina, Bodypack and other outdoor equipment companies. Adventure activities this time have become a new lifestyle and are emerging in various social media, this fact is a business opportunity for business people. With activities like this, it becomes the main attraction for every prospective buyer and creates a deeper curiosity about information to make their choice based on what prospective buyers know to make a purchase decision. Eiger's growing business, the shop which initially focused on selling bag products, now Eiger is further developing its products for complete outdoor equipment, such as clothes, shoes, sandals, watches, and other equipment accessories.

Eiger as one of the outdoor equipment that is quite large in Palu City which has a large selection of products, it becomes an attraction for tourists and also the local community. The trend of traveling and outdoor in the community that is starting to develop accompanied by many events that show the beauty of nature and paragliding competitions, makes outdoor activities one of the attractions in Palu City. Many factors influence consumer behavior in purchasing decisions of goods and services. Studying and analyzing consumer knowledge in purchasing decisions is important. Because with a good knowledge and basis on consumer behavior, it will provide meaningful input for the company's strategic planning to survive and develop, a company needs to understand consumer behavior in order to be able to make purchasing decisions. Please do not give the page number in the header or footer.

Based on interviews from several Eiger consumers, they said that although Eiger products are quite expensive, Eiger always uses quality materials that are durable and comfortable in all their products, have long durability for the next 4-5 years, the stitches of Eiger products are always neat and strong, and have other advantages. Eiger products that are in great demand by the public are bags, shoes, sandals, clothes, hats, sling bags, tents and other outdoor accessories. It is undeniable that all Eiger products are known to have very good quality. Until now, Eiger products remain a favorite and trusted by the people of Indonesia.

Viewed from situations and phenomena that occur in the city of Palu, that the products Eiger is still very attractive to most people, while prices of products Eiger fairly expensive. Besides that, the quality of the Eiger products is unquestionable.

Products from Eiger are not only in demand from young people, but also from adults. The factors that consumers in Palu City consider in choosing Eiger products compared to other products are in terms of the durability of the Eiger product itself. This encourages researchers to take a study related to product knowledge and rational motives.

Based on the description of the background, the research questions are as follows: (1). Do product knowledge and rational motives simultaneously have a significant effect on purchasing decisions for Eiger products in Palu City? (2). Does product knowledge have a significant effect on purchasing decisions for Eiger products in Palu City? (3). Do rational motives have a significant effect on purchasing decisions for Eiger products in Palu City?.

II. LITERATURE REVIEW

A. Product Knowledge

According to Brucks states that product knowledge is based on memories or known knowledge from consumers[4]. Based on a definition of Brucks about product knowledge, it can be divided into three major categories: subjective knowledge, objective knowledge, and experience-based knowledge. The definition states that product knowledge is based on memory or known knowledge from consumers. Based on Brucks's definition of product knowledge, it can be divided into three main categories: subjective knowledge, objective knowledge, and experience-based knowledge.

Lin & Chan [5] argue that consumers with the high product knowledge are capable of achieving product associated responsibilities and have general earlier knowledge on product usage, types and purchasing data. The definition states that, Consumers with high product knowledge are able to achieve product related responsibilities and have prior general knowledge on product usage, type and purchase data.

Furthermore, Peter and Olson maintain that product knowledge is consumer knowledge related to knowledge of product characteristics, consequences of using the product and value (level) of satisfaction to be achieved the product[1]. Product knowledge can be a factor that influences consumer buying attitudes and behavior. Knowledge definitively refers to the expertise and skills acquired by a person through theoretical or practical understanding of a subject.

B. Rational Motive

According to Schiffman, rational motives are motives based on facts as shown by a product to consumers[6]. Factors considered such as quality, price, service, availability of goods, form, efficiency in use, durability, reliability, time constraints on the consumer, cleanliness, and efficiency.

Stanton that rational motives (impulses in consumer which arise on the basis of logical analysis and proper evaluation[1]. The buyer makes rational decision after chief evaluation of the purpose, alternatives available, cost benefit, and such valid reasons). A motive is that drive or urge for which an individual seeks satisfaction. The definition states that, Rational Motives (consumer urges that arise on the basis of logical analysis and proper evaluation. Buyers make rational decisions after evaluation of objectives, available alternatives, cost benefits, and such valid reasons). His motive is the urge or impulse a person wants to find satisfaction.

Furthermore Schiffman & Kanuk suggest that rational motives are motivations that are based on facts whose purchase objectives are based on all objective criteria such as size, weight, price, or packaging size[6]. Consumers act rationally when carefully determining all alternatives and choices against a product that provides the greatest benefit to him. In the context of marketing, this motivation occurs when consumers choose.

C. Purchase Decisions

Purchase decisions are parts that are influenced by economics, finance, technology, politics, culture, products, prices, locations, promotions, physical evidence, people and processes so as to form an attitude on consumers to manage all information and draw conclusions in the form of responses that appear what products are needed will be purchased [6].

According to Kotler & Keller purchasing decisions are "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[7]." which means that purchasing decisions are the study of how individuals, groups, and organizations select, buy, use, and deliver goods, services, ideas or experiences to satisfy their needs and wants.

Purchasing decisions cannot be separated from the nature of a consumer (consumer behavior) so that each consumer has different habits in making purchases. Kotler & Keller stated that purchasing

decisions have at least 5 dimensions: product choice, brand choice, dealer choice, amount of purchase, purchase timing, and payment method[7].

III. METHOD

A. Population and Sampling Techniques

In this study, the population used is all consumers who have bought and used Eiger products in Palu City. To determine the size of the sample, the researcher refers to Roscoe's theory, if the research will perform multivariate analysis (correlation or multiple regression for example), then the number of sample members is at least 10 times the number of variables studied (independent + dependent). The number of variables in the study were 3 variables consisting of 2 independent variables, namely product knowledge and rational motives and 1 dependent variable, namely purchasing decisions. Based on these considerations, the authors determined the number of samples with the provisions of 15×3 variables = 45 respondents, thus the sample of this study was 45 people.

Researchers use sampling techniques non probability sampling with purposive sampling technique. The criteria for respondents who were used as samples in the study were as follows: (1). Willing to fill out the questionnaire provided. (2). Have purchased and used Eiger products. (3). A minimum of 19 years old.

B. Data Collection Methods and Measure Used in this Study

To collect data, the researchers have distributed questionnaires through online surveys or Google form to respondents who had bought and used Eiger products in Palu City. Further, the study employs existing measurement put forward by previous scholars. To measure product knowledge, this research utilizes Peter and Olson's scale[1], consisting of attractive product design, brand is easy to recognize, have a special design, benefits perceived by consumers, have strong resistance, and useful in doing outdoor activities. The measurement of rational motives derived from Schiffman and Kanuk[6] consist of new product offer, variety of products, often gives promos, availability, product stock is always available, model/design, quality materials, comfortable and easy to use. In addition, the measurement of purchase decision was adopted from Kotler and Keller [7], consisting of need, product advantages and trusted brand. The following is a table of operational research variables.

Tabel 1: Operational Research Variables

N	Variable	Indicator
1.	Product Knowledge (X ₁) Paul & Olson (2014)	<ol style="list-style-type: none"> 1. Attractive product design 2. Brand is easy to recognize 3. Have a special design 4. Benefits perceived by consumers 5. Have strong resistance 6. Useful in doing outdoor activities
2.	Rational Motives (X ₂) Schiffman & Kanuk (2004)	<ol style="list-style-type: none"> 1. New product offer 2. Variety of products 3. Often gives promos 4. Availability 5. Product stock is always available 6. Model/design 7. Quality materials 8. Comfortable and easy to use
3	Purchase Decision (Y)Kotler & Keller (2016)	<ol style="list-style-type: none"> 1. Consisting Of Need 2. Product Advantages 3. Trusted Brand.

IV. RESULT

The results of the adjusted R Square determination test are 0.585. This value can be interpreted that product knowledge and rational motives have a joint contribution of 58.5% to the dependent variable, namely the decision to purchase Eiger products in Palu City. While the rest ($100\% - 58.5\% = 41.5\%$), influenced by other variables not examined in this study. Multiple R test results are 0.783. This value can be interpreted that product knowledge and rational motives have a close relationship of 78.3% to the dependent variable, namely the decision to purchase Eiger products in Palu City.

The first hypothesis test (H1) is used to determine whether product knowledge and rational motives simultaneously have a significant effect on purchasing decisions for Eiger products in Palu City. Based on the results of the study, the significance value of F was 0.000. This means that the value is smaller than the required value, namely = 0.05 with a 95% confidence level. Thus, it can be stated that the product knowledge and rational motive variables simultaneously have a significant effect on purchasing decisions for Eiger products in Palu City.

The results of the second test (H2) are used to determine whether product knowledge (X1) significantly influences purchasing decisions for Eiger products in Palu City. Based on the results of the study, it shows that the rational motive variable

(X1) has a significant effect of 0.003. That is, the value is less than the level indicated, namely = 0.05. Therefore, it can be concluded that product knowledge has a significant effect on purchasing decisions for Eiger products in Palu City.

The results of testing the third hypothesis (H3) are used to determine whether rational motives (X2) have a significant effect on purchasing decisions for Eiger products in Palu City. Based on the results of the study, it shows that the rational motive variable (X2) has a significant effect of 0.001. That is, the value is less than the level indicated, namely =

0.05. Therefore, it can be concluded that rational motives have a significant effect on purchasing decisions for Eiger products in Palu City

V. CONCLUSION

A. The Effect of Product Knowledge on Eiger Product Purchase Decisions in Palu City

Based on the results of the study, it can be interpreted that in general, respondents acknowledge that the product knowledge variable is one of the factors in deciding to buy. This is evidenced by the attractive design of the Eiger product and has a special design that makes it different from other brands. In addition, the Eiger brand is easily recognizable. This is evidenced by the highest mean result that respondents agree that the Eiger brand is easy to recognize. Furthermore, Eiger products have benefits that can be felt by consumers, are useful in carrying out outdoor activities, and have strong resilience. This shows that Eiger products have many benefits that can be felt by all groups from children to adults.

This is in line with research conducted by [2], which states that product knowledge has a positive and significant effect on purchasing decisions. Product knowledge plays an important role in purchasing decisions, because good knowledge will encourage consumers to have confidence in Eiger products, where this trust will lead to feelings of love that will make consumers decide to buy.

B. The Influence of Rational Motives on Eiger Product Purchase Decisions in Palu City

Based on the results of the study, it can be interpreted that in general respondents admit that the rational motive variable is one of the factors in deciding to buy. The results showed that based on the rational motive variable, it can be seen the factors that encourage someone to decide to buy Eiger products including the Eiger company offering the latest products, varied and always updated models. This is evidenced by the results of research which

explains that respondents agree with the indicators of the latest product offerings, variations, and models that are always updated from the Eiger company. In addition, Eiger often provides promos on certain products. This shows that the promos carried out by the Eiger company can attract consumers to buy Eiger products. Then, Eiger products have quality materials, are not easily damaged, and have comfort and convenience when used. This shows that the higher the quality of the Eiger material, the more it encourages someone to choose and buy Eiger products. Then the last indicator is Eiger products according to purchasing power, the price level of Eiger products according to product benefits, prices according to quality. This shows that although the price of the Eiger is quite expensive, the Eiger has guaranteed quality and has strong resistance.

This is in line with research conducted by [8][9], which states that rational motives have a positive and significant effect on purchasing decisions. Rational motives play an important role in purchasing decisions, because rational motives are one of the variables that determine consumer decisions to make purchases.

C. Conclusion

Based on the results of the analysis and discussion that has been carried out in this study, conclusions are obtained regarding the effect of product knowledge and rational motives on purchasing decisions for Eiger products in Palu City: (1). This study shows that simultaneously product knowledge and rational motives have a positive and significant effect on purchasing decisions for Eiger products in Palu City. (2). This study shows that product knowledge has a positive and significant effect on purchasing decisions for Eiger products in Palu City. (3). This study shows that rational motives have a positive and significant effect on purchasing decisions for Eiger products in Palu City.

D. Recommendation

Based on the conclusions that have been described previously, the appropriate suggestions regarding the usefulness of this research can be described as follows: (1). PT Eigerindo Multi Product Industry should continue to provide different designs and provide more varied models and types because these aspects are very dominant factors in influencing consumers after making a purchase decision. (2). Company needs to prioritize their promotions so that consumers are more familiar and familiar with the Eiger products that will be offered, especially to ordinary consumers. (3). Companies must continue to maintain products by prioritizing quality standards and good quality when

they are about to be marketed. (4). The researcher realizes that this research still has many shortcomings. The variables studied only focused on product knowledge, rational motives, and purchasing decisions. While there are many other variables that are still related to each other. Researchers hope that future researchers can try to research with other variables, so that in the future it will be more interesting research to study

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