

Sustainable Marketing Strategy: The Psychological Factors of Consumer

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Abstract

The purpose of this study is to discuss the concept of consumer psychological factors in selecting products, services or assessing the company's brand. The study was conducted qualitatively by comparing previous theoretical studies, as well as analysis to find the concept of psychological factors. The results of the study said that psychological factors were the internal behaviour of consumers that influenced consumers' behaviour which was assessed from several dimensions, namely motivation, cognition, perception, learning, belief, and attitude. However, in studying the psychological factors it needs to be adjusted to the objectives of the marketer because they have different measurements. This research is useful as initial information for marketers to determine the marketing strategy so that the achievement of marketing performance can be easier and supports the sustainable performance of the company.

Keywords

Marketing Strategy, Psychological, Consumer.

1. Introduction

There are more and more studies on consumer behavior, the purpose of understanding consumer behavior is of course to find the wants and needs of consumers so that they are able to offer products and services (Gatti et al., 2012). There are several factors that influence consumer behavior including cultural factors, social factors, personal factors, and psychological factors (Stringer et al., 2011). Marketers begin to study consumer behavior by assessing what is in the internal consumer, this is known as internal factors (Huang, 2016). Internal factors are related to what consumers think before choosing a product (Park & Ghauri, 2015). Internal factors are basically derived from psychological factors (Doni Purnama Alamsyah et al., 2020; Doni Purnama Alamsyah & Syarifuddin, 2017; Durmaz, 2014). Consumer psychology is very impactful and can change consumer behavior in choosing a product (D P Alamsyah, Aryanto, et al., 2021; D P Alamsyah, Othman, et al., 2021; Stringer et al., 2011). Based on the phenomenon of internal factors for consumers, it is important to understand psychological factors from behavior of consumers. The purpose of this study is to determine the development of consumer psychological factors so that they can provide products according to consumer wants and needs. The marketing department will find it easier to achieve market performance if the products offered are in accordance with the conditions of consumers, so that they are able to support the sustainable performance of the company (Chen, 2020; Hasan et al., 2018; Okumus et al., 2018).

Contemporary psychological theories analyze consumer behavior from three categories, namely motivation, cognition, and learning (Chen, 2020; Hasan et al., 2018; Okumus et al., 2018). Motivation as something that controls the interest of consumers in behavior, many things can motivate consumers so that their behavior can be identified based on their wants and needs (Doni Purnama Alamsyah et al., 2021; Chen, 2020). Cognition is a mental area of consumers in behavior such as in assessing, perceiving, remembering, and thinking (Gajjar, 2013).

Indirectly, cognition gives choices to consumers regarding what they like or don't like, and the mental area of consumers is integrated with each other in choosing their behavior. Learning leads to behavior that is conveyed on the support of external consumers who stimulate it (Okumus et al., 2018). There are many changes that occur in the consumer's environment, so that consumers continue to learn and assess to make preferences in behavior (Chen, 2020). All problems in consumer behavior are interrelated and affect company consumer behavior. In understanding psychological factors from consumers, it means that it is necessary to collaborate on three categories in analyzing consumer behavior (Onofri & Nunes, 2014; Yuen et al., 2020), so that each behavior that emerges from the internal consumer is known to the background that controls it. The task of marketers is to adjust the marketing strategy according to what controls consumer behavior (Joshi & Rahman, 2019). Based on the preliminary study, it is explained that the focus of this research is only to examine psychological factors of consumer behavior. This research has important information for marketers before determining a marketing strategy.

2. Methods

This research was conducted with a descriptive type of research, namely describing the phenomena that occur in consumer behavior and expressing it in the narrative to find arguments against these phenomena. Research studies by comparing theories that have been presented by previous experts published in research books and journals. The source of the study is based on literature studies that have been studied either theoretically or empirically, to find conclusions on the support of previous theories. Because this research uses descriptive analysis and theoretical study, the stages of the research are carried out more concisely, starting with determining the problem, conducting a literature study, determining the object of research, preliminary studies, and at the end of the study a research analysis is carried out (Creswell & Creswell, 2013). As for the measurement test of the dimensions of the research variables through quantitative factor analysis with surveys on consumers. The goal is to examine the truth of the theory. This study only examines one problem, namely psychological factors from consumers, based on a preliminary study there are theories and dimensions that can form psychological factors. This becomes the focus in discussing research problems.

3. Result and Discussions

The basis of consumer behavior comes from human needs, psychologically human needs need to be met in various ways (Arnold & Valentin, 2013). The impact of human needs raises various behavioral actions from consumers, starting from what they think about to doing what they think (Durmaz, 2014). One problem of human needs based on Maslow's theory is the most basic and very natural needs to be met (Chegini et al., 2016; McGuire, 1976). Fulfillment of these needs is carried out with three psychological criteria, namely affectional needs, ego-bolstering needs and ego-defensive needs (Bayton, 1958). These psychological criteria make it difficult for marketers, because they need to collaborate on the three to find the basic needs of consumers.

In theory, it is said that the psychological needs of consumers have an impact on consumer behavior related to sustainable purchasing behavior (Joshi & Rahman, 2019). The importance of consumer psychological factors so that the basic concept of psychological factors is examined by comparing them from the previous theory.

3.1. The Concept of Psychological Factors

Psychological factors come from internal consumers (Wen et al., 2011), these factors influence consumers in evaluating products or services. Psychological factors emerge and motivate consumers to do what they want (Durmaz, 2014). It can be said that consumer motivation is an internal factor derived from psychological factors (Onofri & Nunes, 2014). The basic theory of consumer psychological factors is said to be a scientific study in understanding the factors that can control individual consumer behavior in assessing products, services or companies (Chen, 2020; Okumus et al., 2018; Schwenk & Tang, 1989; Yuen et al., 2020). Psychological factors arise when consumers receive information and process it, thereby giving rise to stimulus, exposure, attention and perception (Bayton, 1958; Durmaz, 2014). Information received by consumers is stored in memory as cognition and learning (Bayton, 1958). Another theory explains that psychological factors are factors that affect internal consumers who come from the environment in which they live and live at the present time without neglecting the influence of the past and its anticipation for the future (Gobena & Van Dijke, 2016). This means that there is a belief that is considered by consumers regarding psychological factors based on consumer experience.

Psychologically, the factors that are able to influence consumer behavior can be described, predicted and influenced, because all are related to the perceptions assessed by consumers (Chen, 2020). Of course, all influencing factors must be considered valuable and unique that consumers are able to pay attention to. However, the results of the consumer's actions receiving the psychological impact are active and passive, depending on the orientation and stability of the consumers in receiving the stimulus (Joshi & Rahman, 2019; Liu et al., 2017).

3.2. Dimension of Psychological Factors

In strategic marketing science, it is said that consumer psychology is related to consumer perceptions, attention and interpretations that are processed and have an impact on consumer behavior (Gobena & Van Dijke, 2016). In assessing the psychology of consumers on a basis, it can be done by paying attention to motivation, cognition and learning (Bayton, 1958). These three dimensions are commonly used in knowing what consumers consider internally. The development of psychological factors comes from internal, personally influencing purchasing behavior, where the determining factors are perceptions, learning, beliefs and attitudes (Durmaz, 2014). In contrast to research that focuses on technology and the internet, it is said that psychological factors are basically derived from self-control and self-esteem (Hasan et al., 2018). In health sciences, psychological factors greatly affect the way consumers perceive and influence consumer immune, including those related to perception, emotions, coping behavior and social factors (Yuen et al., 2020). It is interesting for a special study to examine consumers who care about the environment, where psychological factors are assessed from environmental responsibility, spirituality, perceived effectiveness, sustainable purchasing, perceived marketplaces and consumer knowledge (Joshi & Rahman, 2019). Based on literature review from several studies with a different focus in the field of science, it is clear that psychological factors from consumers have different dimensions. However, it is generally known that psychological factors have the following dimensions, namely motivation, cognition, perceptions, learning, beliefs and attitudes.

The importance of understanding psychological factors from consumers in choosing products, the goal is that marketers know the implementation of marketing strategies according to market conditions (Liu et al., 2017; Onofri & Nunes, 2014; Schwenk & Tang, 1989; Yuen et al., 2020). Psychological factors have a major impact on sustainable purchasing behavior (Joshi & Rahman, 2019; Nagyová et al., 2021; Wen et al., 2011), so understanding consumer psychology benefits marketers. The information in this study is studied in theory and has benefits for companies to better understand consumer behavior, because it is indirectly able to support the achievement of sustainable performance of the company.

In this study, testing of the dimensions of consumer psychological factors was carried out, in which questionnaires were distributed to 58 consumers in the city of Bandung (Indonesia) randomly. The dimensions measured include the following: motivation, cognition, perception, learning, beliefs and attitudes. Furthermore, the results of the factor analysis test are presented in Table 2, where the results of the analysis show that all measurements are accepted with correlation values above 0.500 which appear in the "X" value. This value is also confirmed by the Correlation Matrix in Table 1 with the matrix value in line with expectations with the correlation value in 1-tailed. The results of the next study are reviewed from Table 3 to determine the KMO value, namely the Kaiser-Meyer-Olkin Measure, which is to assess whether all measurements of consumer psychological factors are appropriate in forming. Judging from the KMO results above 0.700, it means that all measurements are acceptable. With the acceptance of all measurements, it can be said that consumer psychological factors can be formed by motivation, cognition, perception, learning, beliefs and attitudes. The next step is to analyze which dimension has a priority scale based on the Communalities value in Table 4. It was found that the highest load values started from X5 (beliefs), X2 (cognition), X4 (learning), X6 (attitudes), X1 (motivation) and X3 (perception). Based on these findings, it is known which dimensions determine the formation of consumer psychological factors. This finding can be used as important information for companies in implementing marketing strategies with the consumer psychological factors approach.

Table 1. Correlation Matrix

		Correlation Matrix					
		X1	X2	X3	X4	X5	X6
Correlation	X1	1,000	,643	,521	,456	,249	,529
	X2	,643	1,000	,542	,343	,065	,592
	X3	,521	,542	1,000	,469	,291	,603
	X4	,456	,343	,469	1,000	,485	,202
	X5	,249	,065	,291	,485	1,000	,093
	X6	,529	,592	,603	,202	,093	1,000
Sig. (1-tailed)	X1		,000	,000	,000	,030	,000
	X2	,000		,000	,004	,315	,000
	X3	,000	,000		,000	,013	,000
	X4	,000	,004	,000		,000	,064
	X5	,030	,315	,013	,000		,243
	X6	,000	,000	,000	,064	,243	

Table 2. Correlation Values

		X1	X2	X3	X4	X5	X6	X
X1	Pearson Correlation	1	,643**	,521**	,456**	,249	,529**	,790**
	Sig. (2-tailed)		,000	,000	,000	,059	,000	,000
	N	58	58	58	58	58	58	58
X2	Pearson Correlation	,643**	1	,542**	,343**	,065	,592**	,744**
	Sig. (2-tailed)	,000		,000	,008	,630	,000	,000
	N	58	58	58	58	58	58	58
X3	Pearson Correlation	,521**	,542**	1	,469**	,291*	,603**	,807**
	Sig. (2-tailed)	,000	,000		,000	,027	,000	,000
	N	58	58	58	58	58	58	58
X4	Pearson Correlation	,456**	,343**	,469**	1	,485**	,202	,690**
	Sig. (2-tailed)	,000	,008	,000		,000	,128	,000
	N	58	58	58	58	58	58	58
X5	Pearson Correlation	,249	,065	,291*	,485**	1	,093	,508**
	Sig. (2-tailed)	,059	,630	,027	,000		,487	,000
	N	58	58	58	58	58	58	58
X6	Pearson Correlation	,529**	,592**	,603**	,202	,093	1	,722**
	Sig. (2-tailed)	,000	,000	,000	,128	,487		,000
	N	58	58	58	58	58	58	58
X	Pearson Correlation	,790**	,744**	,807**	,690**	,508**	,722**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	
	N	58	58	58	58	58	58	58

** . Correlation is significant at the 0.01 level (2-tailed).
 * . Correlation is significant at the 0.05 level (2-tailed).

Table 3. KMO and Barlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,766
Bartlett's Test of Sphericity	Approx. Chi-Square	124,808
	df	15
	Sig.	,000

Table 4. Communalities Values

Communalities		
	Initial	Extraction
X1	1,000	,677
X2	1,000	,747
X3	1,000	,671
X4	1,000	,725
X5	1,000	,788
X6	1,000	,721

Extraction Method: Principal Component Analysis.

4. Conclusions

Consumer behavior is very interesting, because it provides support for the implementation of the company's marketing strategy. Especially related to psychological factors from consumers which in fact can be described, predicted, and controlled by marketers. The concept of consumer psychology is basically three important things, namely motivation, cognition, and learning. Its development on psychological factors is known to have several dimensions that have an impact on consumer behavior, namely beliefs, cognition, learning, attitudes, motivation, dan perception. However, the implementation can be adjusted to the specific object of study, due to differences in consumer perspectives. This research is reviewed in theory by comparing previous research. So, it is suggested for further research to study empirically, and to measure the impact of consumer psychological factors on sustainable purchasing behavior.

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