

RELIGIOSITY EFFECT ANALYSIS OF CONSUMER BEHAVIOR AND CONSUMER INTENTION ON ONLINE SHOPPING: EAST JAVA COMMUNITY CASE STUDY

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ABSTRACT

Cultural phenomenon has become very important in the study of consumer behavior concepts. Religion is a cultural element that encompasses every aspect of society and permeates the lives of individuals whether someone believes or does not believe. The purpose of this study was to determine the effect of religiosity towards consumer behavior and consumer intention in online shopping in East Java community case studies. This type of research is quantitative research (explanatory). Researchers use software IBM SPSS Statistics 16 and Path Analysis as one means of data processing. The sample in this study of 120 respondents. The result showed that the variables Religiosity significant effect on Consumer Behavior. Based on the test results found that the gender variable was not able to moderate relationship of religiosity variable toward consumer behavior, in other words there is no difference between men and women in improving consumer behavior in online purchasing in East Java community. While test results from SPSS can be concluded that consumer behavior variables has significant effect toward purchase intention.

Keywords: Religiosity, consumer behavior, purchase intention

INTRODUCTION

The growth of the Internet in recent years has really considered as extraordinary events. The Internet has become an important role on the paradigm of business operations associated with the development of a platform for trade, distribute and sell products through electronic trading systems. The development of commercial trade over the Internet has surprisingly changed the retail vista in the world economy. As a result, the expansion of online shopping trends for convenience, many companies and organizations who see it as an opportunity to compete with rivals in the world.

Cultural phenomenon has become very important in the study of consumer behavior concepts. There is an assumption that there is a complex relationship between culture with human behavior (Schiffman & Kanuk, 2010). Cultural variations seem to have a significant impact on the way people view the world and eventually affect their daily behavior (Manstead, 1997). Culture is considered as a set of values, norms, rituals, beliefs and symbols associated with patterns of behavior, learning response, basic assumptions, habits and ways of thinking which is owned by a group of people (Shweder, 1991). Marketing phenomenon in the values of Islam constitute a new and separate discipline has attracted the attention of academics and practitioners, or both of Islam and non-Islam (Wilson & Liu, 2011). Muslim consumer behavior is a major cultural communities are becoming a necessity for marketers to understand Islam through a variety of consumer views of Muslims. Islamic Perspective

provides a solid foundation in the study of consumer behavior for five terms (Saeed, Ahmed, and Mukhtar, 2001), namely: Growth in the number of Muslim consumers, economic status Increased investment from Muslim countries, the expansion of trade blocs, and encourage the implementation of the law , Exploration Islam marketing opportunities in the elements of the sub-culture with their beliefs, values and certain habits.

Religion is a cultural element that encompasses every aspect of society and permeates the lives of individuals whether one believes or does not believe. Dimensional culture is very dynamic in society, but religious teachings form the pillars of a stable and static society. Once the basics of religion has held, global marketers can be confident they will not change very often. Religion is not a trend that can be dismissed by marketers as a short-term change, but it is a long-term phenomenon, therefore, be regarded as valuable in understanding the constructs of consumers (Kim et al., 2004). Religion is a cultural factor that is important to study because it is one of the most universal social institution and the effect that has significant influence on attitudes, values and behavior at both the individual and society.

From a marketing perspective implies the need to base potential of religion as a basis for marketing strategy (Delener, 1990a). This is because a lot of information about the typical consumer is in a state of flux, ie, the relevance of certain characteristics to individuals or groups can change depending on the time and situation. In fact, marketers cannot rely on the implications with regard to basic consumer demographics such as income, educational attainment, age and employment status, these characteristics change over time and from one generation to the next, thus hampering the market segmentation to maximum (McDaniel and Burnett, 1990)

For a marketer needs to identify how consumer behavior is influenced by factors of religiosity they are essential to the success of marketers, especially for those who operate in the multi-religious country like Indonesia. Perhaps the main challenge for them is to understand the differences and similarities that characterize consumer behavior across different religious groups. Although marketers can use a standard approach by focusing on the basic needs common to all consumers, they may underestimate the enormous influence of the religious differences among consumers in their shopping behavior and choice. Thus, the advantage of this approach is difficult to be obtained if consumers with cultural backgrounds and different religious diversity is forced to standard marketing efforts. Therefore, for marketers need for developing an effective marketing strategy for a particular culture, in particular about the effect of consumer spending decisions are influenced by the values of religiosity.

This study Examined the effects of religion on the orientation of consumer spending and is based on the proposition that adherence to religious beliefs Certain Significantly Affect the orientation on consumers shopping online shopping in East Java. Religious commitment, often called religiosity, is the extent to which the belief in a particular religious values and ideals that are owned and carried by an individual. This perspective is the main feature of this study to look into the influence of religion on shopping behavior. On the other hand, shopping orientation is cognitive and affective aspects of consumer behavior and this is closely related to various personality traits, similar to the concept of personality in psychology (Sproles and Kendall, 1986). In essence, sociologists have suggested that personality traits as one of the common factors that have a tremendous impact on a wide range of human behavior.

Based on the above background is interesting to examine the effect of religiosity on consumer behavior and consumer online shopping intention in East Java community case studies.

RELIGIOSITY

According Delener (1990), religiosity (the extent to which an individual is committed to a particular religious group) is one of the most important cultural force and a major influence on buyer behavior. This is because the purchase decision may be categorized according to how many consumers adhere to a particular faith. The implication is that marketers might consider using consumer religiosity as a valid segmentation variables for marketing their products and services. If the larger market segment based religiosity can be identified, marketing strategies can develop programs that will increase the importance of consumers in each market segment. Furthermore, the value orientation of consumers religion provide an important basis for product positioning and developing promotional strategies. Delener (1990b) further concluded that although consumers can vary in the criteria they use to evaluate products and services based on the values of their religion, more research is needed in the search for the implications.

Mokhlis (2009) analyzed the effect of religiosity on one aspect of consumer behavior - shopping orientation. This study aims to understand the relevance of religiosity on consumer behavior across different cultural settings, Islam, Buddhism, Hinduism and Christianity. Researchers used both religious affiliation and religious commitment to measuring religiosity. The findings suggest that the differences between the behavior of consumers in general are far more open to religiosity than for religious affiliation. This means that religiosity can serve as a predictor of potentially strong and determinant of consumer behavior.

Muslim with a high degree of religiosity will follow the rules more strict than the religious duty of Muslims to a lower level of religiosity. The first segment will buy fabric and sportswear in strict compliance requirements of Islam. For example, women are required to cover themselves completely except the face and hands, while men are required to cover the minimum between the navel and the knees (Khan, 2003). In addition, the clothing should be loose, thick, clean and decent (About.com: Islam, 2009). Thus, the purpose of this study was to analyze the effect of the level of religiosity on online shopping behavior on the people of East Java. Based on the above analysis it can be arranged hypothesis in this study as follows:

H1: the effect of religiosity on consumer behavior

H2: the effect of religiosity on consumer behavior with gender mediated

Consumer Behavior

Schiffman & Kanuk-up (2004) states that the consumer has three types of purchases are attempted purchase, repeat purchase and purchase with long-term commitment. Assael (2004) Also says that the intention to buy is the last stage as Mentioned Schiffman & Kanuk (2010) on a series of decisions the purchase process. Schiffman & Kanuk (2010) calls the decision making process through three phases: input, process stage and the output stage , The process according to Assael (2004) starting from the emergence of the need for a product or brand (need passion), consumer information processing and evaluating the purchase raises intent or intent to purchase. It can be seen that the intentions of consumers planning to buy a tendency to do the purchasing behavior of brand goods or services (Schiffman & Kanuk, 2010; Assael, 2004; Hawkins & Coney, 2004).

Customer purchase intention regarded as a predictor of their actual behavior (Billy et al ., 2008). Thus, it is important for businesses to understand their customers' purchasing intentions. Mansori Shaheen et al (2012) stated that the plans of consumers to buy products and services, which is expressed by the cognitive part, defined as purchase intent (Howard, 1969). According to (Guang, 2005) customer perceptions of website quality and satisfaction has a positive impact on their purchase intentions.

H3: influence consumer behavior towards purchase intention

FRAME WORK

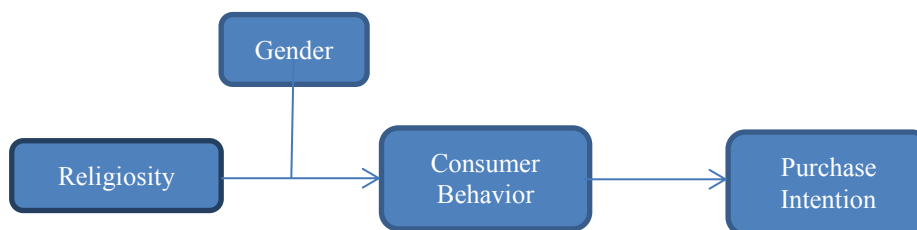


Figure 1. The framework research

TYPE AND DESIGN RESEARCH

This type of research is quantitative research to test hypotheses (explanatory). This research will explain about the causal relationship between the independent variables that influence religiosity while the dependent variable is consumer behavior and consumer intention to gender mediated. In this study, the measured data of the perception of respondents to the question or statement filed. To determine the value of the respondents' perception formed a questionnaire. With regard to the scale of measurement in the preparation of the questionnaire the researchers used a numerical scale (Numerical Scale) with a Likert scale of 1-5 alternative answers to measure respondents' attitudes. The population in this study are all people of East Java who make online purchases.

The estimation method used in this study is the Maximum Likelihood, where at least 5 (five) respondents per variable observed to be sufficient for normal distribution (Bentler and Chou, 1987 in Wijanto, 2008). According to Hair (2006), the sample size is recommended and generally accepted to obtain results that correspond to the use of Maximum Likelihood is 100-200 samples. Based on the above, and to avoid the respondent data is incomplete, then the number of samples in this study was 120 respondents. In this study, researchers used software IBM SPSS Statistics 16 and Path Analysis as one means of data processing.

RESULTS AND DISCUSSION

Data were collected from questionnaires filled out by respondents. It provides an overview of respondents by gender, age, education and their working lives.

Based on the above demographic data by gender is known that the number of female respondents (69%) more in comparison with male respondents (51%), respondents by income get that number of respondents earning <Rp 1.5 jt (32%) , Rp1,5- Rp 2.000.000, - (24%), Rp 2-3000000, - (18%) and> Rp 3.000.000, - (26%). Respondents age <20 years were 21%, 38% of 21-30 years, 31-40 years of as much as 28%, and age> 41 years as much as 14%. Respondents based high school education as much as 32%, 50% S1 and S2, S3 as much as 18%. While respondents based jobs do not work as much as 2%, school / college as much as 31%, PNS as much as 11%, 29% and private entrepreneurs as much as 37%

Table 1. Characteristics of respondents

Characteristics of respondents	Total	
	respondent	%
Respondents by sex		
<input type="checkbox"/> Man	51	51 %
<input type="checkbox"/> Woman	69	69 %
Respondents by income		
<input type="checkbox"/> < 1.500.000,-	38	32 %
<input type="checkbox"/> 1,5- 2.000.000,-	29	24 %
<input type="checkbox"/> 2-3.000.000,-	22	18 %
<input type="checkbox"/> >3.000.000	31	26 %
Respondents by age		
<input type="checkbox"/> <20	25	21 %
<input type="checkbox"/> 21-30	45	38 %
<input type="checkbox"/> 31-40	34	28 %
<input type="checkbox"/> Age >41	16	14 %
Respondents by education		
<input type="checkbox"/> Senior High School	38	32 %
<input type="checkbox"/> Bachelor	60	50 %
<input type="checkbox"/> Master, Philosophy of Doctoral	22	18 %
Respondents by Occupation		
Unemployment	2	2%
Student	37	31%
Government Employees	13	11%
Private	35	29%
Entrepreneur	33	27%

Religiosity Influence on Consumer Behavior

Based on test results on Consumer Behavior between Religiosity obtained the following results:

Model	Coefficients ^a					
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.802	1.221		3.932	.000
	total X1	.668	.078	.621	8.612	.000

a. Dependent Variable: total x2 Source: Processed SPSS Version 16

Based on data from the regression equation above is shown with Coefficients Standardized value, as follows:

$$Y_1 = 0,621X_1$$

From the multiple linear regression equation above show that:

Regression coefficients for the variables of religiosity shows a positive value that is equal to 0.621 and 0.000 significance means that if the level of religiosity increases, increased levels of Consumer Behavior. Based on these test results can be concluded that it is able to accept the first hypothesis, so the allegations and the influence of religiosity on Consumer Behavior proven or acceptable. It is supported by the view Delener (1994) states there are at least three

reasons to examine the potential relationship between religion and consumer behavior. First, religion is a central part of the value of a person's life embraced thus play an important role in developing the concept of consumption. Second, religion is the most basic element of the individual's cognitive element inherent in human beings and serves to provide a set of guidelines for social behavior. Thirdly, religion has stability over time and characteristics that can be observed from many elements that can be used as a social segmentation variables. Thus, it can be expected that individuals who apply religious values tend to translate their religious beliefs into their internal self-external activities of consumer behavior.

Religiosity Influence on Consumer Behavior with gender mediated

Based on test results between Religiosity on Consumer Behavior with gender in mediation obtained the following results:

Model	Coefficients ^a				
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	5.158	1.378		3.744	.000
1 total X1	.673	.078	.626	8.599	.000
gender	-.322	.569	-.041	-.565	.573

a. Dependent Variable: total x2, Source: Processed SPSS Version 16

Based on data from the regression equation above is shown with Coefficients Standardized value, as follows:

$$X1 Y 1 = 0.626 - 0.041$$

From the multiple linear regression equation above show that:

Regression coefficients for the variables gender showed significant value of 0.573 > 0.05. Based on the test results found that the gender variable was not able to moderate religiosity variable relationship with the level of consumer behavior, in other words there is no difference between men and women in improving consumer behavior in online purchasing in East Java community. This is contrary to the view (Khan, 2003) for example, women are required to cover themselves completely except the face and hands, while men are required to minimally cover between the navel and the knees addition, the clothing should be loose, thick, clean and decent (About.com: Islam, 2009). Thus, the purpose of this study was to analyze the effect of the level of religiosity on online shopping behavior on the people of East Java.

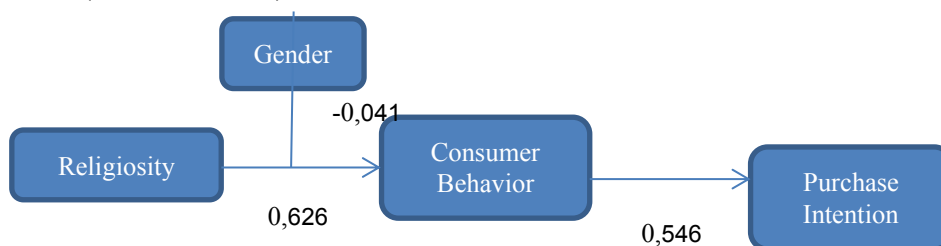
Influence Consumer Behavior on Purchase Intention

Based on test results between consumer behavior towards purchase intention obtained the following results:

Model	Coefficients ^a				
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	7.206	1.211		5.950	.000
1 total x2	.553	.078	.546	7.079	.000

a. Dependent Variable: total x3, Source: Processed SPSS Version 16

Regression coefficients for the variables consumer behavior towards purchase intention shows a positive value that is equal to 0.546 and 0.000 significance means that if consumer behavior increases the rate of increase purchase intention. Based on these test results can be concluded that it is able to accept the third hypothesis, so the allegations and the influence of consumer behavior on purchase intention is proven or acceptable. It is supported by (Korzaan, 2003) Attitudes influence online consumer intentions to buy. Lim and Dubinsky (2005) states that consumer attitudes toward online shopping affects if consumers have the intention to buy online. Hansen et al. (2004) concluded that consumer attitudes toward online shopping is a predictor of online shopping. Consumer attitudes toward online shopping behavior is the determinant of behavioral intention (Hansen et al., 2004). In order for online purchase intention no consumer should feel the benefits of shopping online rather than in a physical store (So et al., 2005).



SPSS output above provide standardized beta values religiosity in equation (1) amounted to 0.626 and 0.000, which means significant at religiosity affects Consumer Behavior. Standardized beta coefficient value 0.626 is the value of the path or paths p1. In the regression equation SPSS output provides standardized beta values Consumer Behavior in equation (2) of 0.546 and 0.000, which means significant in affecting Purchase Intention Consumer Behavior. Standardized beta coefficient value 0.546 is the value of the path or paths p2. Beta coefficient for gender variables showed significant value sebesar $0,573 > 0.05$. Based on the test results found that the gender variable was not able to moderate religiosity variable relationship with the level of consumer behavior, in other words there is no difference between men and women in improving consumer behavior in online purchasing in East Java community.

CONCLUSION

Based on the above analysis and discussion on get that variable Religiosity significant effect on Consumer Behavior. It is supported by the view Delener (1994) there is a relationship between religion and consumer behavior. Regression coefficients for the variables gender showed significant value of $0.573 > 0.05$. Based on the test results found that the gender variable was not able to moderate religiosity variable relationship with the level of consumer behavior, in other words there is no difference between men and women in improving consumer behavior in online purchasing in East Java community. While test results from SPSS can be concluded that consumer behavior variables significantly influence purchase intention proven or acceptable.

SUGGESTION

Religion is a cultural element that encompasses every aspect of society and permeates the lives of individuals whether one believes or does not believe. Religion is a cultural factor that is important to study because it is one of the most universal social institution and the effect that has significant influence on attitudes, values and behavior at both the individual and society. For that to a marketer needs to identify how consumer behavior is influenced by

factors of religiosity they are essential to the success of marketers, especially for those who operate in the multi-religious country like Indonesia.

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