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Original Research Article

Java Mataram Consumer Buying Behavior in Perspective Theory of Planned Behavior

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The economic growth and per capita income improvement will alter the consumer behavior. The implementation of the Theory of Planned Behavior is to explore consumer buying behavior Java Mataraman on furniture, the aim is to understand the factors that MOTIVATE the behavior. The phenomenological qualitative approach is utilized to investigate the behavior of the retail format choice through the implementation of the Theory of Planned Behavior. The research informants WHO are nine Javanese married women with children; The information selection process employed snowball approach. This research generates some useful propositions for the foundation to examine and for further research. The proposed model of consumer behavior is a Java Mataraman model, of which is not originated from the intention to behave but from the habits and past experience. Thus, it can identify the antecedents of attitude, of subjective norms, and perceived behavioral control Java Mataraman among consumer behavior. Social status became the background of the consumer buying behavior Java Mataraman on furniture.

Keywords Theory of Planned Behavior, Java Mataraman, Buying Behavior.

INTRODUCTION

Globalization that swept across the world today, will have an impact on the socio-cultural dimensions that influence consumer behavior. Changes in behavior are influenced by five factors: (1) the influence of the media, with the flow of images and communication; (2) the influence of ethnography, with many tourists, immigrants, workers and foreign students; (3) the effect of an idea or ideas, the influence of political ideas and ideology; (4) the impact of technology, with the development of technology; and (5) financial impact, increasing capital and money owned (Gupta, 2011).

By looking at the influence of the global flow, culture and lifestyle products in developed countries spread to developing countries. Which in turn has an impact on the changing buying behavior, both goods and services. This phenomenon has changed the structure of the culture, lifestyle and cultural rituals in which one will be adopted by other cultures. The development of the socioeconomic condition, and changes in the value system has brought changes to the pattern of life and the needs of consumers. Furthermore, we will have an impact on changing behavior in the purchase, both goods and services. To meet the desires and needs of consumers is by increasing the emergence of a sales offer that appeals to consumers. Gerand Belk (1996)

Stated that consumers in developing countries are trying to imitate the lifestyle and consumption patterns applied by

developed countries. Any attempt to imitate the lifestyle and consumption patterns occurring in developed countries by Java Mataraman consumers will result in consumers looking for quality, entertainment, and search for products related to lifestyle, as well as branded products at competitive prices. The desire to explore the behavior of consumers in the purchase of furniture products can be done by adopting the theory that is widely used in research attitude, the goal is to understand the factors that motivate the behavior.

Theory of Planned Behavior developed by Ajzen (1991) as an extension of the Theory of Reasoned Action (Fishbein and Ajzen, 1975 and 1980) has been widely used to predict the behavior. This theory explains that personal factors, social and behavioral information can influence beliefs, normative beliefs and believe that a behavior can be implemented. Based on this belief, it will bring up the attitude toward the behavior, subjective norm and perceived behavioral control capabilities. Next will stimulate one's intention to behave and choose to perform a particular behavior if he get support from others who are influential in his life.

The theory of Planned Behavior widely used in various studies in the United States and other Western countries, the empirical evidence of the application of this theory to other cultural groups still little done, especially Java Mataraman application to consumers in East Java as far as researchers

know it has never been done, let alone published. Therefore, empirical studies on the Theory of Planned Behavior applications on consumer behavior with the cultural background of Java Mataraman in East Java will be able to contribute to the study of consumer behavior with respect to the selection of retail formats to shop. This study aims to expand our knowledge in classifying and segmenting consumers in the context of Java Mataraman.

GUIDELINES FOR MANUSCRIPT PREPARATION

Theory of Planned Behavior

The theory of Planned Behavior is a further development of the Theory of Reasoned Action. Ajzen (1980) adds a variable that does not exist in the Theory of Reasoned Action, the perception of behavioral control (perceived behavioral control). This variable was added in an attempt to understand the limitations of the individual in order to perform certain behaviors (Chau and Hu, 2002).

On the Theory of Planned Behavior, Ajzen (2005) added a background of individual factors (background factors), such as age, gender, ethnicity, socioeconomic status, mood, personality traits, and knowledge influencing the attitudes and behaviors of individuals to something. Background factor is basically a nature that is present in a person. Ajzen background includes three factors: factors of personal, social, and information. Personal factors are the general attitude of someone against something, personality traits, the value of life (values), emotions, and intellect. Social factors include age, gender, ethnicity, education, income, and religion. Information factor are experience, knowledge and exposure to the media.

Factors behavior or behavioral belief, beliefs are all things that are believed by the individual about a behavior of the positive and negative aspects, attitudes toward behavioral or affective tendency to react to a behavior, in the form of likes or dislikes on the behavior. While the normative beliefs are all things that are directly related to environmental influences. According to Ajzen, social environmental factors, especially those that affect the lives of individuals (significant others) can affect an individual's decision. This normative belief will create subjective norms (subjective norm), namely the extent to which a person has the motivation to follow the view of the behavior of people who would do (normative belief). If people feel it is a personal right to decide what he would do, is not determined by other people around him, then he will ignore the perception of behavior that will be done.

Fishbein and Ajzen (1975) uses the term motivation to comply to describe this phenomenon, namely, whether individuals adhere to the views of others who influence his life or not. The belief that a behavior can be done (control beliefs) is obtained from a variety of things, the first is the experience of doing the same behavior or experience gained from seeing others (e.g. friends, family close) implement the behavior that he has confidence that the behavior can be done. In addition to the knowledge, skills, and experience, individual beliefs about the behavior will be implemented, is determined by the availability of time to implement such behavior, the availability of facilities to carry it out, and have the ability to overcome any difficulties that impede the implementation of behavior.

Perception of behavioral control (perceived behavioral control), a belief (beliefs) that individuals have conducted or never perform certain behaviors, individuals has the facilities and time to perform the behavior, then estimated the ability of the individual himself whether he has the ability or no ability to carry out the behavior. Ajzen call this condition the perception

of behavioral control (perceived behavioral control). Behavioral intention (intention) is the tendency of a person to choose to do or not to do a behavior. This intentions are determined by the extent to which the individual has a positive attitude to a certain behavior, and the extent to which, if he chooses to do the behavior she has the support of others who are influential in his life. The Theory of Planned Behavior concluded that the destination is a dominant factor in determining the decision to act or not, and all the factors that could influence actual behavior is a manifestation of indirect influence on behavioral goals.

Consumers Java Mataraman

Consumers in this study are a Java Mataraman consumers who live in different regions in the Indonesian region, include among others stay in East Java. Cultures were initially grown and developed in The Kingdom of Mataram, then spread to various regions. Mataraman cultural regions in East Java include Madiun, Ngawi, Pacitan, Magetan, Kediri, Nganjuk, Tulungagung, Blitar, Terri, Tuban, Lamongan and Bojonegoro (Sutarto, 2004).

Java Mataraman community instills cultural values to their children from childhood. Cultural values transformed from generation to generation a very smooth manner, so the effect is almost unconscious. According to Geertz (1983) family is a place where personalities, cultural, emotional, and well-being are formed. The family is a moral world with strict levels, which should be directed to the principle of solidarity (Mulder, 2001). Parents guide and direct the child while the obligation is to follow and receive (obey). Socially and daily activities having the interaction with other people, the Javanese have two very basic values upheld namely: (1) The value of the pillars, the goal is to maintain a harmonious society, harmony, peace and quiet without dispute (Geertz, 1983).

In effect, a harmonious society's major goal is in dealing with others (Mulder, 2001). Javanese people must be "ngêli", should not disrupt the social equilibrium of interests and personal ambitions. (2) The value of respect, namely how to speak and carry themselves always showed respect for others, according to the degree and position (Suseno, 2001). This view expects a well-organized social order, where everyone knows their place and their respective duties. In social life, the important thing is how to please others first. For the fun of others will arose inner satisfaction and will culminate in a harmony. Both the base value is the guidance that they profess to behave, including consumer behavior and shopping. The relationship between marketers and consumers will be based on the values that are believed and practiced for generations.

METHOD

The research was conducted in Madiun, Magetan and Ngawi, using an interpretive approach. This paradigm is based on the belief that human beings are social creatures and symbolic form and maintain their own reality. Thus, this study will produce descriptions, views and explanations of consumer behavior in the selection of retail formats to shop based on their own reality. This study was conducted by interviewing nine Java Mataraman women, who are married and have children, with the establishment of informants using snowball approach. The number of informants is a small group and an acceptable amount of qualitative research to gain an understanding of consumer behavior Java (Sugiyono, 2009). Interviews were conducted individually and lasted for

approximately one to two hours for ten days. In this study, interviews were recorded with the consent of the informant and was given a letter of protection and rights are protected. The analysis in this study aims to apply the Theory of Planned Behavior on consumer behavior Java Mataraman on the purchase of furniture products. Interpretation of attitude, subjective norm and perceived behavioral control will shape consumer behavior patterns in Mataraman Java.

RESULT AND DISCUSSION

Attitudes Toward Purchase Furniture Product

Kanuk (2000) defines attitude as an initial disposition learned to behave in a manner consistent in like or dislike on an object. Attitudes towards the behavior is proportional to the level of trust. In general, the preferred stance is formed when people connect with the desired consequences of such behavior.

Consumers Mataraman Java is unique in the purchasing behavior of furniture products. The quality and durability of furniture products become a major consideration in the purchase decision. Consumers value of this attribute is important because furniture products are expected to be used in the long term.

The more the quality and strength of furniture products, the higher the value. This was confirmed by the results of the study (Susanti, 2008), that more than 50 percent of consumers in Indonesia expressed that the durability of furniture products is one indicator of the quality of a product. Personality affects consumer attitudes towards an object. The results of this study showed that a furniture owned by a person can show the social class of their owners. Individuals who are aggressive, are more likely to be involved in competition and will buy the most expensive furnitures in an attempt not to emulate others.

With the increasing number of "new aristocracy" in the social structure of the Java Mataraman community, the consumer of this social class seeks to further demonstrate its existence, in this case in determining the retailer where the product of furniture will be purchased. Consumption is also a tool to distinguish between social class and lifestyle (culture of living). What one eats, will show from the social classes where people came from, into the legitimacy of their existence to be part of the social classes. The tendency of the differences in consumer behavior in various social classes can be seen also in the selection of a variety of clothing, fashion, shopping, use of leisure time, spending, saving, and credit cards; as well as the communication medium.

By purchasing at a reputable retailer, upscale consumers are aiming to maintain their self-image consistency. By doing so, they will differentiate themselves with a lower social class and try to express a sense of social identity that is unique and avoids a "mixing" (e.g. with "grassroots"). P1: Personality, retailer reputation and quality products Java Mataraman determine consumer attitudes on the purchase of furniture products.

Subjective Norms

In collectivist cultures, individual attitude is not an important predictor of behavior because people classify their desire to determine norms. Adjust with other members and formed a harmony is the key to respect ourselves. According to Gregory and Munch (1997), individuals in collectivist cultures find it very important to adjust the collective purpose, such as family, tribe, or a particular social group. A more collectivist society like to participate in group activities, pay more attention to the interest

in the group, and feel it is important to adjust with others. In other words, collectivists have a sense of each other and adjust with other members in the group. Due to these requirements, they are more affected by other members in the group, bringing a sense of "shyness" in his behavior.

Family positively influences the attitude towards the purchase and purchase purposes. There is a strong relationship between the attitudes of parents and children, the attitude of children's tendency toward an object is influenced by the attitude of the parents. The attitude of the parents is affected also by the attitude of a child or other family members. Peer or reference group is able to influence the buying behavior. Assael (2004) found that the peer group is more likely to influence attitudes and buying behavior than advertising. The findings in this study, that the peer group is able to influence the purchase of furniture products with regard to lifestyle. The influence of family and consumer reference group on Java Mataraman, a part that cannot be compared to people of other countries. In this context, the influence of opinion leaders is very large.

Reference group gives some influence, namely (1) the influence of informational (informational influence), the influence of the reference group in choosing items or brands. Advice from the reference group is followed as it has knowledge and better information. Mimicking the behavior is based on the opinions of the reference group that provides information both verbally and through live demonstrations. (2) The influence of normative (normative influence) that influence on a person through social norms to be observed and followed. This influence occurs when individuals follow the provisions of the reference group in order to obtain a reward or avoid punishment. (3) The effect of the expression-value (value expressive influence) that influence on a person through its function as a carrier of value expressions.

It occurs when individuals take ownership and shape the values and norms of a group. For example, a consumer will buy luxury furniture with the aim that others can view it as a success. Consumers feel that those who have the luxury of furniture will be appreciated and admired by others. In a culture that defines strength as greatness, everyone has a place in the social hierarchy, social status should be clear so that others can show respect. These results prove that to the consumers in the upper-class social groups, the purchase of products is understood also as a sign of social distinction. Symbolic dimension of consumption shows that consumer spending habits are indicators of class identification, a marker of social status, so that the items purchased must be exclusive.

For consumers Java Mataraman, buy an item in addition to having economic goals also has a social purpose. Tri and Is (1994) explains that in Asia, the social norms are relatively more important than attitudes in determining behavior. Mataraman Java Consumers tend to be more careful in the selection of retailers to buy goods and more willing to acquire social harmony and more afraid of losing face (shame). P2: Reference group and public perception will determine the behavior of the consumer purchases of furniture products Java Mataraman

Perception of Control Behavior

Perception of behavioral control refers to the individual estimating as to whether he has the ability and sufficient resources to perform a particular behavior. This belief can be derived from experience with the corresponding behavior in the past, may also be influenced by indirect information about the behavior, for example by looking at the experience of the

reference group, friend or other person who ever did it, may also be influenced by other factors that could reduce or increase the effect of difficulty to perform the behavior in question.

Shim et al. (2001) stated that the belief that behavior has a great influence in the decision to make a purchase. Although no major studies that used this belief to examine the behavior of consumer buying behavior Mataraman Java, the findings of this study indicate that the consumer experience, both derived from the stories of others as well as the experience itself is a determinant in the purchase of furniture products. In the purchasing behavior of furniture, consumer Mataraman Java will look for information about the type of furniture that will be bought through the experience of the reference group.

The more positive information received by the consumer confidence Mataraman Java will be the greater of the product. In the selection of furniture retailer to purchase products, consumer Mataraman Java will tend to choose a well known, it is because some people believe in the sense of "brother hood" and will continue to maintain its existence. P3: Experience and "fraternity" became the basis of the perception of consumer behavior control Java Mataraman

CONCLUSION

This study applies the Theory of Planned Behavior in the purchase of furniture for the consumer products Java Mataraman and produces some propositions to be tested further. This proposition can be used to test empirically whether the Theory of Planned Behavior is able to explain consumer behavior in the Java Mataraman purchase of furniture products. The background on which the consumer purchasing behavior of furniture products are social status. This study proves that consumers Java Mataramans still maintain social status, as well as the findings of the research Burton and Susan (2011). Selection of furniture retailer to purchase products into discriminate or social status differences and can also form social bonds.

LIMITATIONS AND FURTHER RESEARCH

Prudence and less openness shown some informants led to the observation that do not run optimally. This is caused by the determination of the samples using a relational connection circle (circle of relational connection). This study can not represent consumers in various social strata in the Java Mataraman community. Future research can be done by considering the existence of social strata and income consumers. The findings of this study can be used as a basis for testing and further research.

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