

Analysis Buying Motive in Indonesia Football Merchandise Store

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ABSTRACT

Football has become a popular sport all over the world, even its popularity far superior to other sports such as basketball and volleyball. Things like that used by everyone to earn income from this field of football, including selling football merchandise from start selling clothes, scarves, jersey, and other accessories. The sale of a football merchandise in Europe has been an influential source of income for the life of a club. This phenomenon is being started by some clubs in Indonesia to earn more revenue than selling merchandise. With a fairly large football support base in Indonesia, researchers want to analyze a person's purchasing motifs from hedonic motifs and utilitarian motives that affect a person's drive to buy and visit merchandise football stores in Indonesia. This study aims to determine whether these two motives can affect the impulse purchase and which motives tend to stronger influence the impulse purchase of someone. The research method used is descriptive statistical analysis, regression, and ANOVA using SPSS 22 to determine the effect of both motives to impulse buying.

Keywords

Buying motives, Football merchandise, hedonic motive, impulse buying, utilitarian motive

1. INTRODUCTION

1.1 Background

Football is one of the popular by various parties, among the high as low as football into branches favorite sport worldwide. If someone has the potential and aptitude for playing football, of course, this can be opportunities for enhancing a career and his or her lives. Football offers opportunities in humans to escape from worries and anxiety about the state of the economy, for hire and facilities given to the worldwide comfortable and high [1]. In contrast to someone who see in terms of business, into the football who promises to provide the opportunity to business for football lovers in the world achieved 3,5 billion people, unlike sports, a basketball has a fan of about 400 million people with volleyball of 900 million people [2].

Therefore many business people are willing to spend a lot of money to buy a club or sponsor a football club. The profits derived from the football business are also utilized by various football clubs in the world, the benefits can be achieved from starting to attract sponsors, selling match tickets, broadcasting rights, and also selling merchandise. One of the club's income abroad besides selling broadcasting rights and tickets is revenue from selling merchandises. Merchandise is the activity of procuring goods in accordance with the business of

the shop (food-based products, clothing, home items, general products, etc., or combination) to be provided in-store at the amount, time and price suitable for reach the store or retailer company [3]. In the world of football, merchandise is a source of income for professional clubs, especially in Europe. No wonder, if a large club willing to spend big funds to buy star players in order to get revenue from the merchandise sales. Manchester United is one example of a club that managed to get big profits from selling various merchandise. This fact is seen in the case that occurred in 2016, Machester United managed to sell the jersey as much as 2.85 million and changeup 40% from the previous year [4].

This phenomenon that eventually spread to the football business in Indonesia which began to revive the sales of football team merchandise in Indonesia by opening a grand official store and make it convenient to visit like a store located in Europe or other countries. For example, now the team of Bali United and Persib Bandung has opened an official merchandise store in every city. The impact of creating an official store is what will help the financial club and also reduce the number of sales of non-original products (kw), along with the increasing number of people who also visit official stores. This is what will be the new trend of people in shopping for football goods in stores with various goals and buying motives. According Assauri

(2004) buying motive is the motive that encourages a consumer to make a purchase of goods and services. In buying motive there are two groups, that is emotional and rational, emotional character is based on passion of someone who peak when shopping, this is becoming the emergence of hedonic characteristic of a person, while the character of rational based on the needs of someone in buying a product or service, it is that the emergence of a utilitarian characteristic in which the need is adapted to its benefit, price, and service. So aspects like in-store comfort, delivering quality products, and good service can be reason for affecting impulse buying. [5].

1.2 Research Problems

Based on the above background, researchers want to learn more about how buying motive from football fans in Indonesia in every buys a merchandise football club. Judging from the phenomenon of people visiting the football merchandise store with various goals and motives purchased that is influenced by the attractiveness of the store.

1.3 Research Purposes

In general, this writing is done to find out how buying motive can affect the impulse buying in buying a football merchandise in Indonesia. Specifically, the objectives of this research are:

1. To describe the consumer motivation in buying football merchandise.
2. To know the impact of buying motif on impulse buying behavior.

2. LITERATURE REVIEW

2.1 Merchandise

Merchandise is a wide range of products sold in accordance with the business that the store undertakes to be provided with the amount, time, and price appropriate to reach the target store or retailer [6]. Merchandise is the main tool that emphasizes the inventory, price, quality, and benefits of products for consumers. So from these two conclusions can be concluded that the merchandise is a product made by the business in accordance with what he lived provided with the amount, time, and benefits of the product for consumers seen from the quality and price it provides to achieve the target store or retail company [7].

2.2 Motivation

Motivation as a boost from within one's individual self and force him to act. Motivation refers to the process that causes them to behave as they do. That

is when the need arises and the concerned intend to satisfy it. [8]. Motivation as a reason to behave [9]. Meanwhile, motivation is a guiding circumstance or passion that encourages behavior toward the object of purpose [10].

From the definitions that have been put forward by experts, it can be concluded that motivation is something that comes from within a person which is the reason they behave to achieve the desired goals. The emergence of motivation comes from the needs that they want to be fulfilled. Needs are formed when a person experiences a gap between the actual state and the expected ideal state. Thus, motivation has a close relationship with needs.

2.3 Buying Motive

Every person in making purchasing decisions is always based on the motives behind it. The buying motive (buying motive) can be seen as a need arising, stimulation or passion. This motive applies as a force that stimulates the behavior shown to satisfy the needs arising. Some purchasing decisions are affected by more than one purchase motive [11]. The need to be motivated when the need is increased to a sufficient level of intensity that encourages a person to act [12]. Motivation has two directions, one chooses a goal above the other and the energy intensity that people use to drive the goal. Meanwhile, the buyers have purchasing motives that encourage them to make a purchase. About buying motive there are 3 kinds :

1. Primary Buying Motive: the motive to buy the actual.
2. Selective Buying Motive: the selection of goods based on rational buying motive or emotional buying motive or impulse buying.
3. Patronage Buying Motive: a motive or consideration that causes consumers to buy goods at a store or outlet that is influenced by superior service, selection, and competence of sales representative.

Of the three kinds of motives above, the motives are based on the psychological nature that arises when making a purchase that is hedonic and utilitarian. The hedonic nature of the brief is the nature that is influenced by the view that making a purchase is a pleasure or enjoyment obtained by someone. Utilitarians, in short, make a purchase based on a useful, useful and rationally beneficial value.

2.4 Hedonic Motive

The hedonic motive is the strength or drives from within a person to perform a particular activity or activity, the motive that then makes a person realize an action to achieve its goals and objectives satisfaction. Affectionate response raises the

shopper's hedonic motives. Feelings (the affective aspect) select the quality of the shopping environment from the enjoyment side (enjoyment) perceived, the visual interest of the eye (visual appeal) and the sense of relief (escapism). These feelings make a person happy or pleasure. The atmosphere where someone is happy, sought after because it is the need of each individual. Furthermore, the need for a happy atmosphere creates arousal, referring to the degree to which a person feels alert, excited, or active situation, a motif called a hedonic motif [13].

Hedonic value is an experience related to feelings, fantasies, pleasures, and senses, in which experience affects emotions. A person's emotions are related to the environment based on experience with the environment. Consumers who shop for recreation expect higher hedonic values. A high hedonic value affects the emotional satisfaction of consumers [13].

2.5 Motif Utilitarian

Utilitarian motives in shopping activities is a motive that arises with rational thinking in accordance with a person feel the benefits of a product he wants [13]. Utilitarian motives are the motives that encourage consumers to buy products because of the functional benefits and objective characteristics of the product, the effort to attract consumers who have utilitarian shopping motive then the company can provide a variety of daily needs based on product benefits is more varied, both in terms of price and choice, completeness of its products, and services. So the utilitarian motif can be summed up as the consumer's motivation to shop because it really needs or benefits from the product itself, the aspect of the utilitarian motive is the quality of the goods and the quality of the service [14].

2.6 Impulse Buying

Impulse buying is a quick and unplanned purchase, followed by emotional confidence and emotional impulse, the emotional impulse associated with a deep feeling that is shown by making a purchase because of the urge to buy a product immediately [15]. Impulse buying is a condition that occurs when the individual experiences a sudden, unresponsive feeling of urgency, this spontaneous buying tendency can generally result in a purchase when the consumer believes it is a thing reasonable [16]. Impulse buying is a purchasing activity related to the environment and limitations of time in shopping, this behavior is based on effective responses that are influenced by strong feelings. Impulse purchases occur when consumers buy unplanned products and or brands before entering a store, reading a mailing catalog, watching television shopping, playing the

internet, and so forth [17]. More explicitly, according to Rook (in Hausman, 2000), impulsive purchases occur when a consumer experiences something suddenly, often accompanied by a powerful impulse and forced to buy something immediately. Impulsive purchases also tend to occur regardless of or without regard to the consequences or consequences [18].

2.7 Research Model

From the literature review that has been described, researchers create a research model that will be used as a reference to conduct research on the analysis of purchasing motives conducted by the fans of Indonesian football club in buying a football club merchandise.

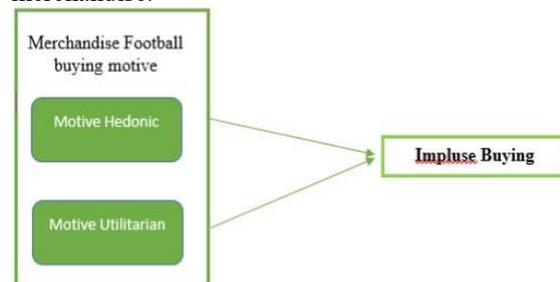


Figure 1. Research Model.

2.8 Hypotheses

Hypothesis is a statement about the relationship between one variable with another variable, which will be tested empirically in a study [19]. Here is a hypothesis used in the study of buying motive analysis at Indonesian football merchandise store toward impulse buying.

H1 : There is a positive and significant influence of the hedonic motive variable on impulse buying.

H2 : There is a positive and significant influence of the utilitarian motive variable on impulse buying.

3. RESEARCH METHOD

This research method is designed with descriptive research approach. Descriptive research is a research method that seeks to collect data, critically analyze the data and infer based on the facts at the time of the research [20]. Data to be used in this research consist of primary data and secondary data. The research data was collected through a questionnaire distributed to the football supporters who had bought Indonesian football club merchandises in the stores available either at the club's official merchandise stores or non-official stores. With the aim to know the motive of purchasing done in deciding the purchase that is seen from the hedonic and utilitarian buying motive.

The sampling techniques used in this study researcher convenience selected sampling. Through this method, the questionnaire will be distributed to the target respondents in this study, the target is the local football club supporters scattered throughout Indonesia and who had bought club merchandise. Researchers targeting a minimum of distributing questionnaires to 382 respondents, this is based on the number of supporters spread in Indonesia with the number of 24.3 million people and with the margin of error of 5% [21]. The method of data analysis used in this study is descriptive analysis, regression, and ANOVA test.

4. DATA ANALYSIS

Data analysis is the process of searching and compiling systematically the data obtained from interviews, field notes, and documentation by organizing data into categories describing to units, synthesizing, arranging into patterns, choosing which ones are important and which will be studied and make conclusions so easily understood by yourself and others [22]. The results of the data will be analyzed to find out the hedonic and utilitarian motives that affect the impulse buying of every shopping in football merchandise located in Indonesia.

Table 1. Demographic data of respondents

		Freque ncy	Percenta on	
Gender	Man	274	71,7%	
	Woman	108	28,3%	
Profession	Employee	45	11,8 %	
	Student	264	69,1 %	
	Entrepreneur	13	3,4 %	
	Another	60	15,7%	
Income	< Rp 1.000.000	186	48,7 %	
	Rp 1.000.000 – Rp 3.000.000	107	28,0 %	
	Rp 3.000.000 – Rp 5.000.000	60	15,7 %	
	> Rp 5.000.000	29	7,6 %	
	N = 382			

From the results of demographic data in the table can be concluded from all respondents who have filled the questionnaire that is as many as 382 people, there is a significant difference between the number of

male respondents as much as 71.7% or 247 people and for women 28,3% or 108 people ladder. This is possible because the sport of football is quite familiar among men.

In the category of work of the survey results obtained, also shows that the data were done by students as much as 69.1% or 264 respondents, then 15.7% or 60 other respondents who work from various jobs, 11.8% or 45 respondents work as employees, and the number of 3.4% or 13 respondents work as entrepreneurs. The above data yields data of conformity obtained from previous results, where the data as a whole stand in the respondents' profession as students. Furthermore, for the monthly income data obtained, most of the respondents were with income <Rp1.000.000 that is 48.7% or 186 respondents, 28.0% or 107 respondents with income between Rp1.000.000 - Rp3.000.000, 15, 7% or 60 respondents who reported Rp3.000.000 - Rp5.000.000, and some 7.6% or 29 respondents who have income > Rp5.000.000. This is in accordance with the previous data. The number of respondents from the respondent's place of origin is the person who does not have a job yet.

Before testing the relationship between independent and dependent variables, the authors must test the reliability and validity first. From the results of reliability tests conducted, it is found that all instruments in this study reliable because it has a value of Cronbach's alpha above 0.8 both on the motive hedonic and utilitarian motives. This shows that the overall factor is consistent to be tested in the research undertaken [23]. Another requirement is the validity test obtained that all items below the cut-off value are less than 0.05 so that each item is declared valid.

4.1 Result of Descriptive Statistical Analysis

The descriptive statistical analysis was conducted to know the general opinion of respondents to the questions raised during the survey conducted.

Table 2. The result of descriptive statistical analysis

	N	Min	Max	Mean	Std. Dev
Motif_ Hedonic	382	1.00	5.00	3.49	0.737
Motif_ Utilitarian	382	1.40	5.00	3.69	0.738
Impluse_ Buying	382	1.00	5.00	3.04	0.847
Valid N (listwise)	382				

In the above table it can be seen that hedonic variables have an average value of 3.49 and a

standard deviation of 7.37 with the number of respondents who fill 382 respondents, while for utilitarian motif has an average value of 3.69 and standard deviation of 7.38. It identifies that the average consumer generally responds to a choice between the numbers 3 and 4 on the Likert scale present in the questionnaire that has been disseminated. So from the results of statistical analysis can be known if the utilitarian motif that affects consumers in buying football merchandise in Indonesia.

Table 3. Descriptive Statistics analysis utilitarian motive

Indicator	N	Min	Max	Mean	Std. Deviation
Location motive	382	1	5	3.25	1.104
Convenience-seeking	382	1	5	3.74	.915
Variety seeking	382	1	5	3.90	.928
Reasonable price rate	382	1	5	3.37	1.021
Searching for quality of merchandise	382	1	5	4.19	.857
Valid N (listwise)	382				

From the descriptive table above explains each indicator of utilitarian motive, where this variable has five indicators. Of all the indicators that have been tested, it can be seen that the highest indicator of the utilitarian motive is the indicator of variety seeking with an average value of 3.90, indicating that each consumer is motivated to buy football merchandise by looking at the diversity of available products. As for indicators with a low number of location motive indicator with an average value of 3.25, this shows that the location of merchandise football business in some places in Indonesia is still less strategic.

Table 4.4. Descriptive Statistics analysis Hedonic motive

Indikator	N	Minimum	Maximum	Mean	Std. Deviation
Adventure motive.	382	1	5	3.42	1.086
Habitual buying motive	382	1	5	3.23	1.097
Emotional and Familial relationships	382	1	5	3.47	1.016
Gratification motive	382	1	5	3.99	1.049
Socialization motive	382	1	5	3.59	1.118
Idea Motive	382	1	5	3.27	1.169
Value Shopping	382	1	5	3.51	1.039
Valid N (listwise)	382				

From the hedonic descriptive table above describes each hedonic motive indicator, where this variable has seven indicators. Of all the indicators that have been tested, it can be seen that the highest indicator of hedonic motif is the indicator of gratification motive with an average value of 3.99, this indicates that every consumer is motivated to buy football merchandise because the products that consumers

want is always available and consumers can buy according to the desired product. As for indicators with low number of indicators of habitual buying motive with an average value of 3.23, this indicates that the WOM of some consumers about merchandise store is still said to be lacking.

4.2 Regression

Table 5. Regression

Model	Koefisien (B)	Sig.
Constant	0.743	0.000
Motif Hedonic	0.306	0.000
Motif Utilitarian	0.332	0.000
R Square	0.259	

To identify how hedonic motifs and utilitarian motives affect impulse buying, the above table informs us of the value of R Square (0.259) indicating the total contribution of hedonic motives and utilitarian motives (independent variables) to impulse buying (dependent variable). R Square values show that hedonic motifs and utilitarian motifs in football merchandise shopping in Indonesia affect the impulse buying of an individual by 25.9%. While the remaining 74.1% influenced by other factors outside the study. Based on the above table it can be concluded that the values of B (beta) and t (significance) show the influence of independent variables on the dependent variable partially. Because of the sig value below the cut-off value of 0.05, it can be said that H1 is received or in other words, hedonic motifs and utilitarian motives have a significant effect on impulse buying. From the coefficient column which means that each increase of one variable unit of hedonic motive is 0,306 to impulse buying with a condition if another variable is neutral, otherwise if ratio each increase one-unit utilitarian variable 0,332 to impulse buying condition other variables must be neutral.

4.3 Anova

Table 6. ANOVA

Var	Faktor	Homogeneity of Variances		ANOVA	
		Levene Statistic	Sig.	F	Sig
Impulse buying	Pendapatan	0,412	0,744	0,346	0,792

Hypothesis:

H0 : There is no difference in perceptions on Impulse buying based on income ($\mu_1 = \mu_2$)

H1 : There is a difference of perceptions on the impulse buying based on income ($\mu_1 \neq \mu_2$)

The table above shows that the level of significance of one's income is 0.744, which is greater than the 0.05 cut-off value indicates that there is no difference in impulse buying variable to the income of the respondents. Therefore, the assumption of homogeneity of variance in the ANOVA test is met. Based on the results of the above ANOVA shows the value of F of 0.346 with a significance level of 0.792 (<cut off value 0.05), which shows the difference between the mean value of the impulse buying variable and the income group tested. H₀ which states no difference between age groups is rejected, that means H₁ is accepted. So it can be concluded that the income group does not give a significant difference to the perception of impulse buying.

5. DISCUSSION

5.1 The consumer motivation in buying football merchandise.

Based on the results that have been found, it is known that the consumer's motivation in buying football merchandise product which is seen from two aspects, namely hedonic and utilitarian refers to the descriptive statistical analysis test which has been done can be seen that the utilitarian motive becomes the superior aspect, it is seen from the number obtained is equal to 3.69 compared with hedonic motive that get the value 3.49. Can be known if this shows that the average Indonesian consumers in buying football merchandise more selective. However, from several utilitarian indicators that have been tested, the location motive indicator becomes the lowest value indicator with a mean of 3.25. In this case the indicator refers to the location of a merchandise store in Indonesia which can be said the location of a store is not yet fully strategic. Placement of a strategic location should be the main thing to note, according to Kotler (2008: 51) one key to success is the location, the location begins by choosing the community. This decision relies heavily on the potential for economic growth and stability, competition, the political climate, and so on. For example, from interviews conducted by researchers at three official Persib merchandise outlets located in Bandung, each outlet has an intensity number of visitors who come vary and the intensity of most visitors come to the store, which is in stores located in Alun- alun city of Bandung, this refers to the location that is located in the center of the city where many tourists in the country and abroad came. Therefore, the placement of a location to be the main thing to be noticed because the placement of the right location can be able to make an impact of buying motive on impulse buying behavior [24].

5.2 The impact of buying motif on impulse buying behavior.

From the results of research to determine the effect of buying motive on impulse buying, researchers refer to the results of the regression that has been tested. From the results of the regression that has been tested, it can be seen that the effect of buying motive on impulse buying only amounted to 25.9%, where the results of this test can be said if the effect of buying motive on impulse buying is not too strong in encouraging the purchase of someone. Therefore, in order to buy motive can increase the strong influence on impulse buying, things that must be done by football store merchandise merchandise in Indonesia is to improve some weaknesses that can be used as a reference to increase the impulse of such purchases that is making the store look more attractive, being in a strategic location, creating events such as meet and great or other events involving the team's football players concerned, in order to create WOM against others.

5.3 Research Outcome

Obtaining the results of this study and how the conclusions, and from the utilitarian motives that are more likely to influence, it is from each of these utilitarian indicators that should be improved in order to encourage impulse purchases. Of the several utilitarian indicators studied, the location indicator is the smallest indicator compared with other utilitarian indicators. Therefore, the researcher made an outline of strategic location recommendation for merchandise football store in Indonesia. Strategic location recommendation for football merchandise entrepreneurs in Indonesia that is with the location near the ball stadium. The nearby business location near the stadium refers to a survey reported by sport.detik.com (2018) that the average supporter in Indonesia is watching directly to the stadium totaling 19 thousand people. With an average this number adds to the possibility that consumers who visit the store can be more increased. That's the reason to recommend business locations for merchandise football sellers near the stadium. As a reference, some football clubs in Europe have used this location system.

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