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Utilitarian Motives Underlying Mall Shopping Behavior of Bugis Consumer in Makassar, Indonesia

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Abstract_ Bugis society in Makassar always put their rational attitude on priority. However, it is seen changed along with the growth of malls in Makassar city since 2000s until now (2015). Bugis society seems spend a lot of their time at mall, even on weekdays and holiday, thus the focus of this study is to find out how their actual behavior while in the mall. This research objective is to produce a study about shopping behavior of Bugis society who live in Makassar city. Results of the analysis using a qualitative approach, shows that the utilitarian motives underlying consumer choice make purchases at the mall, as follows: Their motive for looking a high quality product that proven to be halal. Furthermore, their behavior while in the mall is searching for comfort and to enjoy the mall complete facility, Bugis Consumers in Makassar City choose to mall because they do not require bargaining activity to get the appropriate price. The next factor that drives the mall, is to get the need for all family members. This is due to the complete product offered by the mall. The location is also a consideration to the mall, this is because the location of the mall is easily accessible from any region. The number of public transport, causing the location of the mall easy to reach. the final findings that also cause Bugis consumers in Makassar city prefer to the mall, that is at certain moments, there are promotional events for household products.

Keywords— Mall, Shopping Behavior, Utilitarian Motives, and Society Bugis

I. INTRODUCTION

The growth of shopping malls in Makassar city lately getting higher, ranging from traditional stores, medium, up to the largest and magnificent mall. Beginning with the advent of self-service store, Jameson, till the emerging of the major and swanky mall that rapidly grow in the 1990s to the present. Emerging phenomena is that shopping centers are never empty even on regular days and holiday, it is always swarming by visitors. This phenomenon is really different from a few years earlier, when there is no mall in Makassar, where stores and shopping centers are closed when holiday, accordance with the duration of the celebration. Such that behavior can provide an illustration that Bugis consumer nowadays make the shopping mall as one of the place for daily activity. In addition there is an opinion stating that the shopping center is one of means for recreation (¹Jin and Kim, 2003). This condition shows that there is something underlying so that these conditions occur.

According to ²Ahmed and Ghingold, (2007)), which examined the spending behavior of Malaysian students, stating that Malaysian students are motivated to visit the mall

mainly because the interior design of the mall; desired product, chance to socialize with friends, and onestop shopping. Other research by (³Dmitrovic and Vida, (2007) stating that there is demographic and economic influence on shopping behavior. Other research entitled "University business students'perceptions of retail shopping behavior" by comparing between Canada and the Estonian state, which is done by ⁴McKenzie, (2008), the findings are differences shopping behavior between the two countries. For the residents of Canada, their shopping behavior affected by the service, and the perception of quality per dimension, while the citizens of Estonia are affected by overall service. This means that there are differences in shopping behavior caused by the difference of culture / country. Meanwhile, ⁵Koo, (2003) explained that Korean consumers shopping behavior is determined by the store atmosphere. Research ⁶Hsu, et al., (2010), ⁷Chang and Luan, (2010) and Martineau, (1958) in Hsu, et al., (2010) found that the behavior of the intensity of shopping determined by the image of the store (store image), other factors are the products, services, advertising, and the attention of the store.

Thus, beside being concern to the motive of shopping, in managing retail companies, we need to understand other cultures or behavior in other countries. According to ¹Jin and Kim, (2003) quoting Hofstede (1980), that understanding local consumer perception to the retail format is very important; The perception is susceptible to cultural differences. In countries with different cultures, tastes, and habits of life, international service companies need to be aware and adaptive to local needs.

Based on that, then it becomes interesting to know clearly the Mall Shopping Behaviour of Bugis Consumer in Makassar, just like the previous explanation that consumer choice can be for reasons of hedonic and utilitarian, and the perception of local consumers to the mall. Decision for location in Makassar, considering in this city there are many shopping centers (malls), discount stores and so on, that are growing rapidly since the 1990s. Phenomena seen, where both mini market or even big malls are always full with visitors even from far outside Makassar.

By linking some of the concepts included in previous studies, and by linking the phenomenon of shopping behavior of Bugis Consumer in Makassar, so this study will examine about how the Bugis consumer shopping behavior while at the mall. This study subject is taken because there is no study yet on shopping behavior of Bugis Consumer (Mall Shopping behavior).This research aim are to develop the

concept about Bugis consumer shopping behavior and knowing the cultural values behind the purchase.

II. LITERATURE REVIEW

A. Consumer Shopping Behavior

The number of shopping centers or malls in major cities, caused changes in consumer behavior. They have many options in a shopping activity in an effort to meet everyday needs. The urge to shop is inseparable from the motives behind the decision to shop at a place. Consumer shopping motive is defined as "the drivers of behavior that bring consumers to the marketplace to satisfy their internal needs" (Jin and Kim, (2003) this opinion is defined as a boost that directed consumer behavior to the market to satisfy their internal needs. Consumer shopping motives also become a significant predictor for some consumer behavior constructs, such as retail options and retail preferences (⁸Dawson, et al., 1990), the frequency of purchase (Park, 2004), and consumer loyalty (Noble, et al., 2006) in ⁸Pali, (2007).

According to Tauber (1972), as quoted by Ahmed and Ghingold, (2007), that consumer behavior is consist of three different activities namely shopping, purchase, and consume. Tauber stated that there has been a lot of definition about the purchase behavior dimensions, yet there is not many explanation about the determinants in determining consumption and consumer shopping behavior. Meanwhile, according to Assael, 1987 (⁹Tauber 1972), that shopping behavior is a typical form of consumer behavior. Context for consumer behavior is more common such as shopping for groceries and other household purposes. Meanwhile shopping behavior have a more specific context, that is a clear motive and behavior, where shopping for gifts is not the same as when shopping for groceries. For example, the motive and the individual consumer behavior in shopping often have more variation.

B. Buying Motives

The consumer has purchasing motives that drive them to make the purchase, that is primer purchase motive, selective purchase motive, and patronage purchase motive (Alma 1998). When a person will shop based on a truly rational idea, and prioritize the benefits and quality of a product, then the person is shopping based on utilitarian motives.

Related to the quality, there are two qualities that are considered by the consumers of the quality of products and service quality (¹⁰Hartono, 2012). The quality of the product is related to the product's ability to perform its functions, while the quality of service is an effort to fulfill customer's need and desire.

⁸Consumers high on utilitarian motives, for instance, seek convenience, good prices, and are predominantly interested in goal-oriented activities such as purchasing products or gaining product knowledge, market information, or being able to make price level comparisons in an efficient and timely manner (¹¹Kasnaeny and Sudiro, 2013).

C. Mall Shopping Behavior

Mall shopping behavior is a form of consumer shopping behavior, which refers to the purchasing behavior of end consumers and households in the mall or shopping center. Research Bloch et al., 1994 in ¹²Nugraha The, (2013), states

that there are seven dimensions of mall shopping behavior: (1). Aesthetic, stating that the physical form (architecture) of the mall and the surrounding environment, affect shopping behavior. (2). Escape, Mall chosen as a resting place for consumer from the daily routine. (3). Flow, includes when consumers in the mall they feel like being elsewhere, do not realize the time passed, and did not realize it was already dark when leaving the mall. (4). Exploration, which cites the opinion of Wakefield and Baker (1998 in ¹²Nugraha), states that various stores or malls offers many new product or promotion, (5). Role Enactment, According to (9), measurement of these items include, consumers consider themselves to be wise buyers when comparing prices between shops, and consider shopping as the activity of housewives. (6). Social, Mal can be a meeting place with friends. Measurement for this item is the feeling of pleasure when visiting the mall with friends, and sellers who are responsive and friendly, (7). Convenience, According to Kauffman (1996) cited by Arpitha (2011) in Nugraha The (2013), the open time and the operating time greatly influence consumers in choosing mall.

D. Bugis Consumers

Bugis tribe, is one of the major ethnic groups in South Sulawesi in Indonesia. According to ¹³Said, (2004), they dominated in number as well as has a large area in which they live, so they become the most influential ethnic groups in economic and political activities in the area. Other ethnic groups in the province is Makassar, Mandar and Toraja, so with dominance in the Makassar city. Meanwhile, according to the Central Bureau of Statistics, the Bugis are the largest tribe in eastern Indonesia and the 7th largest tribe in Indonesia.

Bugis people are known to have a good motivation in promoting a better life, backed with fertile land, enabling them to develop an important role, create and join the diversity not only at the provincial level but also in the eastern part of Indonesia. But nowadays there are many cultural values that has been shifted both in understanding and implementing the concept and principles of the tradition and culture of the real Bugis. Siri culture 'that should be adhered to and enforced in positive values, has now faded. When in fact for Bugis-Makassar, siri 'is the principal element and the most valuable to be defended and preserved. Siri' is a sacred value for bugis society just like value of Islam, because that is interpretation of the real Bugis. So actually a bugis people is a society that keeping hold the principles, traditional values and teachings of Islam in running their lives, as well as pang'ade'reng (customs) attached to their personality.

III. RESEARCH METHODE

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A. Research Approach

This study was designed to use qualitative research methods. Qualitative Research Methods is a research method that is based on the post positivist philosophy, which is used for to examine the object of nature, where the researcher is a key instrument, and the results of qualitative research more emphasis on meaning rather than generalization, a research procedure that uses descriptive data in the form of written words or the answers of people and observed behavior (¹⁴Sugiyono 2013). this study used a phenomenological

qualitative approach based on the Scheler and Weber models. The choice on the phenomenology caused Scheler and Weber purpose of this research is to understand and make sense of what individual actions which will be portrayed. According to Fatchan (2011) in ¹⁵Kasnaeny (2014) view of Weber actually related to the concept of rational action. To understand the motives and the meaning of human actions that must be related to causality, because the meaning is itself a causal component of an action.

B. Informants Research

Research subjects or informants determined by the snowball technique and purposive. These criteria are determined by the researchers, which are chose Bugis tribes whose living in the Makassar city, regardless of sex, visiting the mall or other shopping centers at least 2 times a month, in addition they are also willing to become informants.

C. Data Collection and Analysis Technique

The data obtained in the study was obtained through in-depth interviews and unstructured. The data collected in the form of: (1) data of words (verbal) and behavioral (non-verbal) of the study subjects. (2). Photographic data. This data helps provide depictions of behavioral situations, and (3). Statistics. This data is additional data that can be used to provide a picture of the research problem.

The data analysis technique used is descriptive narrative, according to Miles and Huberman (2009) in Kasnaeny (2014), descriptive narrative is data reduction, data presentation, and conclusion.

IV. RESULTS AND DISCUSSION

Data analysis was performed through a data reduction process of thousands of words uttered by informants when collecting data. Data reduction is done by summarizing words have the same meaning. For further analysis, conducted texture description. Description of the texture associated with the behavior, thoughts, feelings and experiences of informants, the results show the different behavior between the informant, who adapted to the purpose of the visit to the mall.

The development of malls in Makassar very rapidly, and the phenomenon that appears is that the mall has become a place to meet the needs of society, and as a new means for people to channel their consumerism behavior. Currently, in the city of Makassar, the mall is a place visited by many people, even originating from areas in South Sulawesi, Indonesia. Malls in Makassar never quiet, even on a weekday.

There are two things involved in mall, namely as a means of shopping and as a means of consumption (consumerism). To combine these two concepts, can be traced through the explanation Jean Baudrillard, 1989 in ¹⁶Azwar (2014) about the role of shopping centers in the growth of consumer culture. Baudrillard recognizes that shopping centers increasingly similar to Disneyland, where all available, ranging from groceries, food, entertainment, beauty salon, to sports facilities and art performances, a fertile ground for the growth of consumer culture (in ¹⁷Eisenring, 2007).

Table 1. Data Reduction From Internet

No	Reduction Data Behavior	Tabulation
1	Quality of Product and Halal: - The urge to seek halal product and quality - Products at the Mall is more complete than in the traditional market - Motif for searching uniqueness of the product	25 10 11 4
2	Comfort and Complete Facilities - The motive of seeking comfort place - Complete Facilities	18 9 9
3	No need to do the bargaining	14
4	The Family needs motives - Suddenly condition in shopping - Motif for getting the children's needs - Motif for getting the family's needs (not for children)	11 1 5 5
5	Location	11
6	Promotional Mix	9

^a. Results of data processing

That table shows that motives underlying mall shopping behavior of Bugis Consumer are utilitarian motives. Utilitarian motives are shopping motives based on a desire to meet the needs rationally, which are related to price, benefits, and product quality.

Based on the results of reduction, shows that the meaning of the findings of this study, has some similarities with previous studies. Nonetheless, there is also the novelty of the findings related to customers Bugis Makassar culture. If seen the reference value results from the transcript of the interview, the theme of "Quality Products", was the theme of the most widely spoken by informants. This means that the theme of public spending behavior to the mall looking for a quality product. A quality product means that the product quality is a halal guaranteed, as well as kosher (if food), products in the mall complete so many options, and the products sold in the mall is unique. This variable even be the theme of the most widely described by informants as their current behavior to the mall.

Here is an explanation of the utilitarian motives underlying mall shopping behavior by Bugis tribes in Indonesia:

1. Mall Shopping Behavior of Bugis people are looking for a quality product and has a value of halal.

Motive underlying Mall shopping behavior for customers Bugis Makassar are looking for products that have value as a reliable product quality, security guarantees in terms of health and religion, the product has the durability and is available in various options (many varieties), as well as the uniqueness of the product is not shared by the other stores outside the mall. In addition, it is also based on the belief that the products offered at the mall, have a much better quality than products sold in traditional markets, also the belief that

the mall is definitely provide a quality product as well as kosher in terms of religion.

¹⁸Hui, et al, (2001), in the journal entitled *An Investigation of Decision-Making Style of Consumers in China*, citing the of Darden and Ashton, 1974, stating that there is some type of a person purchases, one of which is Quality Shopper. Quality Shopper is the buyers who shops based on the quality of products.

If associated with life philosophy Bugis, activities to the mall to look for products that are halal, related to the principle that all activities (including shopping) is based on man's relationship with God. In terms Bugis called with "*Mappesona Ri Dewata Seuwa*". According to Said, (2004); "*Mappesona ri dewata seuwae* is the principle of religiosity in which every human being has to submit himself or herself to the will of God. This principle implies that humankind has to subject everything concerning his life to the will of God. The implication of this principle is that every Bugis should have a religion and therefore should always follow the teaching of the religion".

2. Mall shopping behavior of Bugis are looking for convenience and completeness of malls facility

According to the interviews, it can be concluded that mall shopping behavior of Bugis are looking for coolness, freed from the heat as when shopping at traditional markets. Also in the mall has available all the needs, both goods and services, so that customers do not have to move the location (one stop buying), as proposed by Ahmed and Ghingold, (2007b), especially with the condition of big cities like Makassar which the traffic is often jammed. This is consistent with the results of the study ¹⁹El-Adly, (2007) that one of the reasons people visit the mall is the convenience factor, and also determined by the environment of the store and facilities of store (²⁰Chen-Yu, Hong, and Seock, 2010) and also by the variety of products supplied (²¹Martin, 2004).

Comfort and comprehensive facilities in the mall, including entertainment facilities, making the mall into a comfortable place to refresh yourself or with family and friends. These findings as stated by ²²Tjiptono, 2005, that anyone who visits the shopping center is not always meant to buy goods or services. Sometimes, he/she just wants to look around (window shopping) with based on one or more of the following motivations:

- a. recreation and fill his spare time.
 - b. Socialize with others, both with acquaintances and strangers (eg, salespeople and other consumers).
 - c. Obtain a certain social status.
 - d. Perform self-gratification, ie entertain yourself or treat yourself special.
 - e. Finding information about new things and new trends in the market, especially for lovers of books, music, movies, software, electronics, fashion, and automotive.
3. Bugis Behavior when shopping in the Mal is no need to bargain when buying product

This finding is the novelty of this study, caused no similar studies that describe the behavior of other shopping malls research. When shopping at traditional markets, all the goods do not have a price tag. For that, the buyer must make a bargain, until the price agreement. Although there has been

a price agreement, but sometimes for different people get different prices, so for some people consider that they have been manipulated by traders in traditional markets. This situation is in contrast to the situation in the mall, where the buyer no longer make a bargain, but just look at the price tag attached to the product.

Bugis customers prefer shopping to the mall, because they needn't to spend time with price bargaining. Customers Bugis found listed price is the price in accordance with the conditions of the product, so it is believed to be the actual price. Bugis customer believes that the price listed on the product has described the quality of the product, while such conviction is not obtained when shopping at traditional markets. In the traditional markets, customers sometimes pay a high price for a low quality product. This happens because not all prospective buyers know the characteristics of a quality product, they are only based on the words of the seller only. This is consistent with the philosophy of Bugis "The Lempuk". According to Said (2004), Lempuk is the principle of action in which one should always do right. He or she should try to avoid doing something that is not true. This principle entails an obligation for everyone in the Bugis community to be true in both words and action.

4. the motive behind the Bugis society to the mall is the desire to meet the needs of families, especially children. The full range of products available at the mall makes it not necessary for customers to move from one location to another. The mall became a "one stop shopping" place.

⁵ According to some informants, that they prefer to shop to the mall because the location of the mall adjacent to their office. While other informants stated "although the location of the mall is remote but can be accessed by various public transport, so it is very easy to move from the mall to other locations to be visited, for example to banks, to government offices, and others "

6. Customers are encouraged to make a visit to the mall, because at certain times there is a price discount primarily related to the needs of the household. One customer stated: "*I like to go to the mall because sometimes there are discounts for milk and cooking oil, quite frugal if there is a discount price*". The existence of discounts or promotions in the form of "buy one get two" to make the consumer, especially housewives motivated to the mall than to the traditional market. Promotion program is one of the company's activities aimed to form store image. According to Ghosh, 1994 (in ²³Bloemer, J and Odekerke 2002), the store's ideals consist of eight elements of marketing mix; location, merchandise, store environment, service, price, advertising, personal selling, and sales incentive program. (²⁴Cardoso and Pinto 2010) stated that customers who shop based on interest in promotional programs are called "Value shopping" involved looking for discounts, low prices and sales ". In addition, this opinion reinforces that the behavior to the mall is the result of a sales promotion program conducted, which in addition aims to get price discounts, as well as to obtain additional information relating to a healthy living or working procedures of a product. Shopper. Quality Shopper is the buyers who shops based on the quality of products

V. CONCLUSION

Based on the focus of the research, results and discussion, it can be concluded that mall shopping behavior of Bugis in Makassar city are: (1). Mall Shopping Behavior of Bugis people are looking for a quality product and has a value of halal, (2). Mall shopping behavior of Bugis are looking for convenience and completeness of malls facility, (3). Bugis Behavior when in the Mall is no need to bargain, and (4). Mall Shopping Behavior of Bugis is looking for family needs (5). Customers prefer shop to the mall because the location of the mall adjacent to their office or Customers Bugis motivated to the mall because the location of the mall easy to reach by using public transportation, as well as close to other business centers. (6). Bugis customers motivated to the mall because of the program promotional mix, where one form of promotion that is a discount price

This research is only centralized to find out the utilitarian motives of customers Bugis, Indonesia when shopping to the mall, so there has not seen a study on whether the shopping behavior of consumer Bugis also based on the hedonic motive. Thus the next researcher can examine it. In addition, it can conduct replication research with other tribal objects in Indonesia.

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