

Customer Decision Making Style, Based On Bugis –Makassar Culture in Indonesia

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ABSTRACT: *This research aims to describe the style of consumer decision-making philosophy based on the application of behavior derived from culture Bugis in Makassar. The importance of knowing the style of the customer purchased decision because there are many companies offering the same services, so that consumers are free to choose and move from one company to another. Thus the only company capable of doing the best approach to consumers, which is able to survive and successfully won a loyal customer.*

This article tries to explore ways or approaches that can be done to reach consumers in accordance with the cultural characteristics and desires of consumers, for the writing of this is based on searches done through scholarly writings and non-scientific (derived from magazines and newspapers on line and non on line) in Makassar.

KEYWORDS: *Customer, Decision making, Bugis-Makassar, Culture, Purchase*

I. INTRODUCTION

People do consumption because of motivation. Motivation is an impulse that drives behavior in a certain direction¹. Motivation is an internal factor or factors derived from someone who encourages, directs, and integrate the behavior in making the decision to do something. Based on these opinions, the behavior of consumers in making purchasing decisions are driven by the desire and the specific purposes of consumers to meet their needs. But the advent of the internal drive is not separated from the information obtained by consumers about products / services, or of the place where the product is bought and sold, which would then be screened to determine where they will buy and what to buy. The amount of information is to encourage potential customers to try, if appropriate then they will behave to buy.

Research on consumer decision-making has traditionally focused to find out about how the alternatives combined to obtain the final decision (Bettman, Johnson & Payne, 1991 in²Leong, 1993). In addition to an analysis of consumer behavior in making decisions, it can be known factors that influence consumers in their purchasing decisions. By knowing these factors, the company can use it as a basis for policy in connection with the marketing of the product so that it can be a superior product in the market.

The underlying determinant of variation in the decision-making process are (1). Effect of Environment, (2). Individual Differences and Influence, and (3) The process of psychology. It can be said, the environment participated affect the values of the consumer in choosing a product or shopping. The values are obtained from generation to generation, which in turn they practiced in his life now. Differences environment where consumers are going to lead to differences in product selection or decision of where to shop (Engel, et al, 1994). Based on the opinions Engel, et al. , then marketers need to approach based on environmental effects, one of which is through the cultural approach adopted by consumers.

According³Dmitrovic and Vida (2007) someone shopping due to demographic and economic influence on shopping behavior. This means that the decision of the people to choose (either places or products) while shopping, influenced by age, gender, occupation, etc., while the more well established in economic conditions, the rate of visits to shopping centers is also high. Understanding the perceptions of local customers to the retail format / shop is very important; The perception susceptible to cultural differences (⁴Jim and Kim, 2003). In countries with different cultures, tastes, and habits of life, international service companies need to be aware and adaptive to local needs (⁵Hofstede, 1980). Based on these explanations, it can be interpreted that consumers respond to marketing efforts in many ways, one of them through culture.

Several studies have shown the influence of culture on consumer purchasing decisions, which some authors claim that cultural factors influence the most extensive and in consumer behavior, and culture is the most fundamental cause of desire and behavior of people in the act either to buy or the other. Marketers need to know the role that comes from culture, subculture and social class buyers (Lehman, 1997 in⁶Kamaruddin, 2009, ⁷Walsh and Wayne-Mitchell (2001), ⁸Kavkani and Saadeghvaziri (2011), the researchers examine the decision-making model in their respective countries to refer to the decision-making model of Sporles and Kendall (1986)

to be tested, the result shows, there are some differences and there are also similarities between the countries and other countries.

Values prevailing in a country is not necessarily valid in the other country or even the opposite of the values prevailing in the other countries. As in Indonesia, the culture of people living on the island of Java is different from the culture in South Sulawesi. Even for South Sulawesi who has a variety of tribes, each tribe has its own culture. Thus the background of consumer decision making can certainly be different, although the authors do not find the results of research on this

As is the case in South Sulawesi, individuals from various cultures come to Makassar town as the provincial capital, by bringing their unique culture and subculture them or their ethnicity. Members of the ethnic groups share a set of beliefs, religion, and experiences that distinguish them from others in the community. Religious beliefs will be considered in choosing a product, for example, when we ask someone "why they chose these products" then they will answer "because this is a product that should they choose" good or bad about the product is based on belief.

1.1. RESEARCH GAP

Based on the above and previous studies, there is a gap that can be done to further research developed from previous studies, mainly from the four previous researchers. as follows:

- a. ⁹El-Adly (2007), the research concluded that motivation based shopping mall to mall attractiveness, the research need to do further research to different regions and cities, and to test and explore the psychometric variables in addition to factors of convenience and luxury.
- b. Research Kamaruddin (2009), focused on the desire to know the model of consumer decision-making behavior based on Malaysian culture with reference to the instruments proposed by Sporales and Kendall's (1986) the Consumer Styles Inventory (CSI) but Kamaruddin more focused on religious and ethnic dimensions . Research results show that the religious and ethnic dimensions of the factors considered Malaysians in making purchasing decisions. Kamaruddin advise to do research by considering and doing a comparison between races based on ethnic and religious dimensions, and also add some dimension for example based on geographic and demographic in the country.
- c. ⁷Walsh, et al., 2001, who were investigating the purchase decision-making model in Germany stated that not all models of decision-making that is referenced by Sporales and Kendall applies to all countries. Thus necessary to test for different countries. Decision-making is influenced by culture, is also supported by research Balqiah and Hapsari (2009) that the cultural influenced to consumers in viewpoint towards himself and others, and therefore influence the behavior. Therefore, culture affect to consumers react or behave towards certain products or innovations.

Under these conditions, the study of decision making based on local wisdom is very important, as it aims to explore models of consumer decision-making behavior with local wisdom background of ethnic Bugis / Makassar, which so far have not found any information about the model, both of literature or from previous studies. In addition, knowing the factors considered in the decision making process of consumers in the purchase, will help marketers to bring the company's products to the consumers, marketers will be more specific to know what the needs of consumers. To that end, the manager must know the factors that influence consumer decision in choosing a product, considering the number of similar companies that offer a variety of choices, and the consumer has the right freely to choose a product that is felt most profitable. This is consistent with the statement ¹⁰Kotler and Keller(2012) that the one that needs to be considered in the development of the business idea is to identify consumers in decision making purchases of goods and services.

II. LITERATURE REVIEW

2.1. DECISION MAKING AND CULTURE

Many studies have been done on the relationship of culture with product purchasing decisions, both of which examined the overall (culture) without looking at the indicator, as well as research based subculture(ethnic). Some research on consumer decision-making model based culture has been done by some previous researchers, such as those conducted by Kamaruddin (2009) who studied the culture of Malaysia and Decision Making Model.¹¹Walsh and Wayne-Mitchell (2001), conducted a similar study with the title "German Consumer Decision-Making Styles", where they research also refer to the models of Customer Style Inventory by Sporales and Kendall, they concluded that out of eight factors that are considered by consumers decisions become a model CSI , there are only six factors corresponding namely: (factor 1) Brand Consciousness (factor 2) perfectionism (factor 3) Recreational / Hedonism (factor 4) Confused by Over choice (factor 5) impulsiveness and (factor 6) Novelty-Fashion Consciousness, then the new factor is revealed in their study are (factor 7) Variety Seeking, different models, namely CSI Habitual, brand-loyal orientation toward consumption and Price and "Value for money" shopping consciousness is not a factor to be considered German society.

Therefore, cultural factors also influence on consumer shopping behavior. Culture is considered as the most fundamental cause of desire and behavior of a person to buy or determine where they will buy. It is important for marketers to know the role that comes from culture, subculture and social class buyers. It is associated with the statement Heine and Lehman (1997) in Kamaruddin (2009), namely; Cultural beliefs and values intervene in the economic decision of consumers. Cultural values imply a widely held belief that has been internalized by individuals as well as a general guide for some set of activities and behavior rules for them.

The meaning of the statement ¹²Heine and Lehman (1997) is that the beliefs and cultural values to be considered in making economic decisions of consumers. Cultural values widely believed to give confidence to individuals as a general guide to the activities and behavior. The existence of a culture, have an impact on changes in consumer behavior, because they will learn from the environment in which they reside. Therefore, by understanding the cultural forms that exist in the community, will assist the company in predicting what is desired by consumers when shopping.

Several studies have shown the influence of culture on consumer purchasing decisions, which some authors claim that cultural factors influence the most extensive and in consumer behavior, and culture is the most fundamental cause of desire and behavior of people in the act either to buy or the other. Marketers need to know the role that comes from culture, subculture and social class buyers (Lehman, 1997, Kamaruddin, 2009, ⁷Walsh and Wayne-Mitchell (2001), ⁸Kavkani and Saadeghvaziri (2011), they were examine the decision-making model in their respective countries and referred to the decision-making model of Sporles and Kendall (1986) to be tested, which then shows there are some differences and there are also similarities between the countries and other countries.

Understanding some of the cultural forms of society, can help marketers predict consumer acceptance of a product. Cultural influences can affect people . Cultural influences are very natural and automatic so that its influence on behavior is often taken for granted. When we asked why we do something, we will automatically answer, as it was already supposed to be like that for generations. Answer it has the form of an automatic response that shows the influence of culture in our behavior. When one is dealing with people who have a culture, values and beliefs that are different from them, then they realized that the culture has formed a person's behavior.

Cultural influence consumers in viewpoint towards himself and others, and thus affect the behavior. Therefore, culture affect how consumers react or behave towards certain products or innovations. One form of culture is a tradition, where tradition is symbolic activity that is repetitive behavior, where people do from birth until they die. For example, the tradition of marriage has the difference between one region to another. The difference it will cause the demand of different products. The difference will be the product caused the public will behave in accordance with the culture they receive, this means that before doing something the public will be considerate about the merits and suitability of the product to be used, where the decision-making process takes place. Thus it is suitable to say that culture is a factor that most considered by customers when deciding to buy a product.

Based culture, consumers have a difference in response to cues marketing done by marketers. So it becomes interesting to examine on consumer decision-making based on their culture, because Indonesia consists of a culturally diverse tribes. This also in accordance with the opinion of Kotler and Keller (2012) that the culture is the basic determinant of a person's desire and behavior. Culture is a way of life that is owned for generations from one generation to the next. Culture is made up of many elements, such as religion, customs, which are complex, abstract and very spacious.

Meanwhile, according to ¹³Solomon (2011: 568), culture is a society's personality. It includes both abstract ideas, such as values and ethics, and material objects and service, such as automobiles, clothing, food, art, and sports a society producer. Put another way, it's the accumulation of shared meanings, ritual, norms, and traditions among the members of organization or society. Much research has been done on the relationship of culture with product purchasing decisions, both of which examined the overall (culture) without seeing the indicator, as well as research based subcultures (ethnic) culture.

Thus, the value of the force in a country is not necessarily valid or even be the opposite of the values prevailing in the other countries. As in Indonesia, the culture of people living on the island of Java is different from the culture in South Sulawesi. Even for South Sulawesi who has a diverse ethnic, tribal also have cultural differences. With such a background in consumer decision making can certainly differ, although the authors do not find the results of research on this. As in the city of Makassar, which is predominately derived from Bugis, is likely to have behavioral differences with other tribes in the city of Makassar as example Mandar and Tator

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and ethnic dimensions. His Research results show that the religious and ethnic dimensions of the factors considered Malaysians in making purchasing decisions. Kamaruddin advise to do research by considering and doing a comparison between races based on ethnic and religious dimensions, and also add some dimension for example based on geographic and demographic in the country.

There have been many studies that examined the effect of cultural differences in decision-making for fashion (¹⁴Hiu, Siu, Wang & Chang, 2001; ¹⁵Lysonski, Durvasula & Zotos, 1996, ¹⁶Hafstrom, Chae and Chung, 1992), although not yet No studies of the effects on the purchase of products in general. In addition to some researchers, the study compared the two cultures was also done by ¹⁷Leo, Bennet and Hartel (2005) with the title of "Cross Cultural Difference in Consumer Decision-Making Styles" to keep the CSI model, filed eight hypotheses regarding the comparison of eight factors were taken into consideration CSI. The result is that there is no difference in consideration of cultural factors Quality Consciousness between Australia and Singapore, nor no difference in decision-making for Brand Loyalty factor between Australia and Singapore culture. While Impulse Buying factors and Price Conscious factors excluded from the study because of an invalid, so that there are only four factors that show the differences between the cultures of Australia and Singapore in decision-making, namely: Brand Conscious be considered by the Australian society than Singapore, Innovative factors into consideration Singaporeans than Australia, Recreation factor more into consideration in Australian society, as well as the factors Confused Overchoice. Based on the conclusion of these studies, suggest to conduct similar studies in different regions.

The difference of culture it will cause the demand of different products. The difference will be the product caused the public will behave in accordance with the culture they receive, this means that before doing something the public will be considerate about the merits and suitability of the product to be used, where the decision-making process takes place. It is accurate to say that culture is a factor that most considered by consumers when deciding to purchase a product. Based culture, consumers have a difference in response to cues marketing done by marketers. So it becomes interesting to examine on consumer decision-making based on the values of local wisdom gained from their culture, since Indonesia consists of a culturally diverse tribes.

Looking at some of these studies indicate that, public spending behavior Bugis and Makassar must also be influenced by the environment in which they live, but there are no studies that specifically address their shopping behavior. This opinion is based that the public Bugis / Makassar known upholds religious values are reflected in the philosophy of life which is believed. Thus, understanding the consumer decision process is very difficult, due to the many differences between the consumer with another consumer. This difference is due to demographic factors (eg, age, education, marital status, region), values and attitudes, self-concept, and culture. Just as it was said by Kotler and Keller (2012) that, one of which should be considered in the development of business thinking is to identify consumers in decision making purchases of goods and services. Understanding consumer needs and buying process is the foundation of successful marketing.

2.2. BUGIS AND MAKASSAR'S CULTURE

Bugis, is one of the major ethnic groups of South Sulawesi in Indonesia. According to ¹⁸Said (2004), Bugis is the largest population dominates in the number as well as a large area in which they live. It makes this tribe became the most influential ethnic relating to economic and political activities in this area. Other ethnic groups in this province is Makassar, Mandar and Toraja. Meanwhile, according to the Central Bureau of Statistics, Bugis is the largest tribe in eastern Indonesia and is the 7th largest tribe in Indonesia.

The Bugis are known to have a good motivation in to run and introduce a better life. This situation is supported by the fertile land, enabling them to develop important role coloring local activities not only at the provincial level but also in the eastern part of Indonesia. Ancient Bugis people think their ancestors were natives who had visited a direct incarnation of the "upper world" who "fell" (*Manurung*) or from the "underworld" that "up" (*Tompo*) to bring the norms and social rules to earth (¹⁹Pelras, 2006). Generally Bugis people are believed to things *To Manurung*. For this opinion, among the historians do not happen much disagreement about this history. So that every person who is an ethnic Bugis, of knowing the origin of the existence of the community who came from *To Manurung*.

The word "Bugis" comes from the word *To Ugi*, which means the Bugis. "*Ugi*" refers to the first king of the kingdom of China (not the Chinese state, but which are in South Sulawesi peninsula precisely District of Pammana Wajo today) is *La Sattumpugi*. When the people of *La Sattumpugi* calling itself, they refer to their king. They called him as *Ugi* or people / followers of *La Sattumpugi*. He is the father of *Sattumpugi*, We 'Cudai and siblings with *Batara Lattu'*, father of *Sawerigading*. *Sawerigading* itself is the husband of We 'Cudai and gave birth to several children, including *La Galigo* that make the greatest literary works. *SawerigadingOpunna Ware* '(the Di Ware) is a story set in the literature *La Galigo* in Bugis society tradition. (Source: id.wikipedia.org/wiki/Suku_Bugis).

Bugis society upholds the culture *Siri* ', but the Culture *siri*' that should be adhered to and enforced in positive values, now has begun to fade. When in fact in life, whether at work or socialize, and others, *siri* 'is the principal element of the most valuable thing to do, defended and preserved. Value *siri* 'is a sacred value Bugis society as well as the teachings of Islam, because that is a human interpretation of the real Bugis. So that is actually Bugis man full of principles and customary values and the teachings of Islam in running their lives, as well as the nature *pang'ade'reng* (customs) attached to their personal.

They are able to uphold these principles is a reflection of a Bugis man who fell from the top of the earth (*To Manurung*) to provide exemplary in bringing social norms and rules on earth. This also reinforced the confidence that comes from Islam. For the Bugis people, Islam has become a fundamental aspect of their culture. The Bugis-Makassar uphold principles of *Siri*', so *Siri*' is the core culture of South Sulawesi, which became the inspiration of every activity the people of Bugis-Makassar whenever and wherever they are and appear in character and personality. '*Siri* could mean honor, dignity or honor. As a personal honor, *siri*' shows the value of a human. This means that every person has the honor since they were born. The higher the social status, the more respected. This means that people who have a high social status in certain Bugis society, will be protected from a desire to do something that might challenge his dignity as a highly respected by members of the public. In addition, he must try to keep his behavior in order not to do anything that may damage it or respect it (Said, 2004).

Furthermore, Said (2014) stated that, from the perspective of '*siri*', there are several concepts of culture is considered as an integral part of the culture Bugis. This concept has been considered as a starting point with regard to how to respond to others. Implementation *siri* 'in social life of Bugis people everyday embodied in the five ethical principles:

1. *Ada' Tongeng* (words correctly)
2. *Lempuk* (honesty)
3. *Getteng* (firmness)
4. *Sipakatau* (respect)
5. *Mappesonari Dewata seuwae* (submission to the will of God).

Ada' Tongeng or correct words, the meaning that the Bugis and Makassar upholds the words spoken either by himself or others. Thus, as marketers have to advertise their products correctly, ie in accordance with the performance of their products. This is related to the value of honesty (*lempuk*), that is more faithful to the Bugis community of people who are honest and telling the truth.

Community Bugis and Makassar, have strong principles for what he believes in. This attitude is reflected in the philosophy of *Getteng* (firmness), so if they are feel comfort with what they get, they will remain on what they have chosen. In addition to honesty, Bugis and Makassar society upholds mutual respect (*sipakatau*) If associated with marketing activities, so marketers need to build this culture with its customers, namely mutual respect in bargaining activities. Marketers also does not differentiate services based on social status of customers and value their opinions if there are suggestions for the development and improvement of its products.

Finally, any behavior that is shown, the public Bugis and Makassar very trusting relationship with his Lord creatures. Grounding them in the move are the values of their religion (*Mappesonari Dewa Seuwae*). This means that the product purchased is a product that is believed to be lawful and does not contain elements which made unlawful by the teachings of their religion. In addition, the community of Bugis and Makassar get teaching about honesty, dependability and respect of the family. In behave the Bugis and Makassar will be very respectful of the message that is given by the family, even to decide something will be discussed with their family.

III. DISCUSSION

The study of consumer decision-making model of cultural backgrounds, it is important to know by marketers, especially related to the preparation of product marketing strategy in a region or area. This is because each region has its own characteristics that influence their decision-making in everyday life. Based on the results of a literature review, the Bugis community in the city of Makassar make purchases based on local wisdom derived from religious teachings and culture. There are five underlying philosophy of all the behavior of the Bugis community, namely (1). *Ada' Tongeng* (words correctly), (2). *Lempuk* (honesty), (3) *Getteng* (firmness), (4). *Sipakatau* (respect), (5). *Mappesonari Dewata seuwae* (submission to the will of God).

Marketers in promoting their products would have to say the right things about its products, and so too must mention the weaknesses of their products if any. This is in accordance with the principle of "words Correctly" and "honesty" underlying consumer purchasing decisions. Consumers will buy if they believe that marketers have been telling the truth, but if in the future, it turns out the product is not in accordance with what was said by the marketers, they will not make another purchase, it will even spread their disappointment to his relatives or his family. Consumers will be faithful and keep the decision to continue to make purchases with not switch brands if they believe that the product is really good quality. Firmness or their loyalty to a brand is

strongly associated with the word Correctly principles and honesty before. Thus, marketing must maintain the trust given to them by consumers.

Besides, between the seller and the buyer should keep a respectful manner, in which the seller should not sell the products of their religion may not (haram) for consumption by the consumer. It is also related to their belief in God (Submission to the will of God). Bugis community very concerned about what they consume associated with their religion and their belief in God.

Therefore, marketers need to know the daily habits of prospective customers, and need to know what are the cultural factors that most influence their decision-making, because of the culture, they learn about everything. To ensure a high-quality product, diagrams and lettering MUST be either computer-drafted or drawn using India ink.

IV. CONCLUSION

Search results based on the theoretical study shows that culture greatly affects everything associated with activities against any decision making in public life, even in buying decision making. Similarly, the Bugis Makassar society in the act to follow customs and five *Siri* principle "which is passed down from generation to generation, namely: *Ada' Tongeng* (words correctly), *Lempuk* (honesty), *Getteng* (firmness), *Sipakatau* (respect), *Mappesonari Dewata seuwae* (submission to the will of God).

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