

A LITERATURE ANALYSIS OF MOODS AS ANTECEDENTS OF ATTITUDE I-COMMERCE SHOPPING OF GENERATION X

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ABSTRACT

This literature analysis is based on product trading activities in social media Facebook with a research framework stimulus-organism-response model. Mood is the variable that influence shopping attitude generation X. The result of this analysis is an impulse purchase model that occurs on Facebook.

Keywords: Literature analysis; Mood,; Facebook Commerce Shopping Attitude, Social media, Facebook

INTRODUCTION

Attitude is a positive or negative feeling of a person toward a behavior or an object (Tan & Thompson, 2000). Schiffman & Kanuk (2010) defines attitudes as the feelings of someone who reflects something is good or not good (eg about brand or service). Attitude is the belief of a person about the reaction or opinion of another person or group about whether a person should, should, or should not engage in a behavior, and motivate that person to follow the other person's opinion (Michener & Delamater & Myers, 2004). Engel, Blackwell & Miniard (1995) argue that attitudes show what consumers like or dislike. Attitude is an inner feeling that reflects whether someone likes or dislikes, likes or dislikes, agrees or disagrees with an object (Schiffman & Kanuk, 2008). Sumarwan (2015: 166-168) suggests there are several characteristics of attitude, namely: the attitude of having an object; consistency of attitude; positive, negative, and neutral attitudes; intensity of attitude; attitude resistance; persistence of attitude; belief attitude; and attitudes & situations. This attitude is influenced by many factors, including such as Moods.

Mood is a general feeling condition and does not refer to a particular object and does not last long or just a moment, but mood can affect the purchasing decision-making process by consumers (Gardner, 1985; Swinyard, 1993; Puccinelli et. al., 2009). Consumers at shopping have a positive or negative mood, where positive moods are more likely to spend a lot of money to buy products and trigger impulsive purchases (Youn & Faber, 2000; Muray et.al., 2010).

LITERATURE REVIEW

Facebook Commerce Shopping Attitude

Attitude is the influence that someone has on an object (Thurstone, 1993). Attitude is a mental and a condition related to the readiness to respond and organize through experience and have a direct or dynamic influence on behavior (Gordon & Alport, 2000). Attitude is a person's positive or negative feelings towards a behavior or object (Tan & Thompson, 2000). According to Mowen & Minor (2004) the word Attitude (attitude) comes from the Latin language *aptus*, which means compatibility or suitability. Attitude is the process of organizing motivating, emotion, perception and cognitive that are long-term and related to the surrounding environmental aspects (Hawkins, 2004). Schiffman & Kanuk (2010) define attitudes as someone's feelings that reflect something that is good or not good (for example about a brand or service). Attitude is the trust of someone about the reactions or opinions of other people or other groups about whether individuals need, must, or should not do a behavior, and motivate individuals to follow the opinions of others (Michener & Delamater & Myers, 2004). Engel, Blackwell & Miniard (1995) suggested that attitude shows what consumers like or dislike. Attitude is an expression of feeling (inner feeling) that reflects whether someone is happy or not happy, likes or dislikes, agrees or disagrees with an object (Schiffman & Kanuk, 2008). Sumarwan (2015: 166-168) suggests that there are several characteristics of attitude, namely: the attitude of having an object; consistency of attitude; positive, negative and neutral attitudes; attitude intensity; attitude resistance; persistence of attitude; attitude beliefs; and attitude & situation.

Attitude determines consumer behavior. In deciding on the brand of product to be purchased or the store/supermarket that will be used as a subscription, consumers specifically choose the most profitable brand or shop. Attitudes also illustrate trust in a product, brand or place where consumers will carry out their consumption activities.

Moods

The situation of consumers is part of the consumer environment. The situation is not the physical environment or characteristics of the social environment, which arise from factors related to time and place that are not dependent on consumers and object characteristics, in this case the product or brand (Sumarwan, 2014: 325). Mood or mood is a general feeling condition and does not refer to a particular object and does not last long or just for a moment (Gardner, 1985; Swinyard, 1993).

Even though it only lasts for a moment, but the mood can influence the process of purchasing decisions made by consumers (Puccinelli et.al., 2009). Mood is in the concept of emotion, but unlike emotion, mood only lasts for a moment (Gardner, 1985; Swinyard, 1993). Consumers who when shopping have a positive mood are more likely to spend a lot of money to buy products (Muray et al., 2010). Mood can lead to consumer reactions and behavior towards marketing activities (Meng & Sirakaya Turk, 2010). Mood can be used as a situational influence because it can change and is easily influenced by the stimulus that exists in every situation of impulsive buying (Abdolvand et.al, 2011). In addition, consumers who have a positive mood are more likely to remember a lot of information when compared to consumers who have a negative mood (Schiffman & Kanuk, 2004: 553). Furthermore, a positive and negative mood triggers impulsive buying (Youn & Faber, 2000).

Generation X

According to Mannheim (1952) generation is a social construct in which there is a group of people who share the same age and historical experience. Ryder (1965) states that generation is an aggregate of a group of individuals who experience the same events in the same time period. Howe &

Strauss (1991,2000) divides the generation based on the similarity of the time span of birth and the similarity of historical events. Kopperschmidt's (2000) says that generation is a group of individuals who identify their groups based on the similarity of years of birth, age, location, and events in the lives of those groups of individuals who have a significant influence on their growth phase.

In this study there are three generations of consumers that will be discussed, namely the Generation of consumers X, Y, and Z. The division of the time generation of consumers is based on the opinion of Oblinger & Oblinger (2005) which divides consumers into five generations, namely: Matures (<1946), Baby Boomers (1947 - 1964), Generation Xers (1965 - 1980), Gen - Y / NetGen (1981 - 1995), Generation Z / Post Millennials (1995 - present).

The Xers generation are individuals born in the period 1965 - 1980. This generation prefers risk and mature decision making due to parenting from the previous generation, Baby Boomers (1947-1964). This generation was born during the Cold War, Vietnam War, fall of the Berlin Wall. In addition to liking risk and mature decision making, the Xers generation is more tolerant, accepting differences. In addition, in terms of information technology, this generation began to recognize the name computer, so that this generation began to think innovatively. Generation Y (Gen - Y / NetGen) are individuals born in the period 1981-1995.

METHODOLOGY

The method used for this review literature is Systematic literature review or often abbreviated as SLR. SLR is a literature review method that identifies, assesses, and interprets all findings on a research topic, to answer research questions that have been previously determined (Kitchenham & Charters, 2007). The SLR method is carried out systematically by following the stages and protocols that allow the literature review process to avoid bias and subjective understanding from the researchers. The stages in Systematic Literature Review are: 1. Planning is a stage to identify review needs, make a review protocol, and evaluate the review protocol; 2. Conducting is the stage of searching for previous research, selecting previous research that is relevant, extracting data from previous research, assessing the quality of previous research, and synthesizing data; 3. Reporting is the stage of reporting the results of the previous stages.

1. Planning

Step 1: Identify Review Needs

This literature review aims to determine the factors that influence the online purchase of Facebook social media users.

Step 2 and 3: Make and Evaluate a Review Protocol

The research questions (RQ) were specified to keep the review focused. They were designed with the help of the Population, Intervention, Comparison, Outcomes, and Context (PICOC) criteria (Kitchenham and Charters 2007). Table 1 shows the (PICOC) structure of the research questions.

Table 2 Summary of PICOC

Population	Online shopping
Intervention	Consumer behavior on online shopping, social media, Facebook
Comparison	E-commerce for X consumer generation
Outcomes	Model of Facebook shopping attitude
Context	X Users of Facebook in Serang City Banten

The research questions and motivations addressed by this literature review are shown in Table 3.

Table 3. Research Questions on Literature Review

ID	Research Questions	Motivation
RQ1	Which journal is the most significant Facebook-Commerce Shopping Attitude journal?	Identification the most significant journals in the Facebook-Commerce Shopping Attitude field.
RQ2	What kind of methods are used for Facebook-Commerce shopping attitude?	Identify opportunities and trends for Facebook-Commerce shopping attitude.
RQ3	What kinds of population and sample are most used for Facebook-Commerce shopping attitude?	Identify the most population and sample are used for Facebook-Commerce shopping attitude.
RQ4	What kind of frameworks are proposed for Facebook-Commerce shopping attitude?	Identify the most proposed framework for Facebook-Commerce shopping attitude.
RQ5	What kind of variables are most used for Facebook-Commerce shopping attitude?	Identify the most used variable for Facebook-Commerce shopping attitude.

Step 4 and 5: Search and Select Primary Studies

The search process consists of some activities, such as selecting digital libraries, defining the search string, executing a pilot research, refining the search string and retrieving an initial list of primary studies from digital libraries matching the search string. Here are the list of the digital database searched:

- Proquest (<http://search.proquest.com>).
- EBSCO (<http://search.ebscohost.com/>).
- Cengage (<http://infotrac.galegroup.com/>).
- Booksc (<https://booksc.org/>)

2. Conducting

Step 6, 7, and 8: Extract Data, Asses quality, and Sythesized Data

The selected primary studies are extracted to collect the data that contribute to addressing the search questions concerned in this review. The data extraction form was design to collect data from the primary studies needed to answer the research questions. The study quality assessment can be used to guide the interpretation of the synthesis findings and ti define the strength of the elaborated inferences. The goal of data synthesis is to aggregate evidence from the selected studies for answering the research questions.

RESULT AND DISCUSSION

There are two main studies which are references in this literature review, namely research conducted by Chan, Cheung & Lee (2017) and Muruganatham & Bhakat (2013) as well as research conducted by Leong, Jaafar & Ainin (2018), in addition to approximately 50 other research that researchers have reviewed. Research conducted by Muruganatham & Bhakat (2013) makes a framework of factors that influence impulse buying in purchases both online and offline. Chan, Cheung & Lee (2017) examined 109 results of previous studies which categorized the research into the frame

work Stimulus - Organism - Response (SOR). The study population was dominated by college students. The equation with the research model that researchers want to develop is impulsive buying. But there are some differences with previous research, namely:

1. The study was conducted on generations of X consumers who were considered to have different characteristics with different situations and environments;
2. Research is conducted on Facebook users with diverse populations;
3. Incorporate personality and mood elements into the research model.

From the results of the literature review of a number of previous studies, the following research models are arranged:

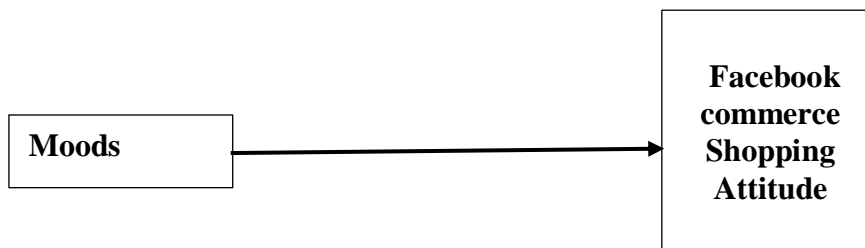


Figure 1. Research Model Proposed

Moods is a common feeling condition and does not refer to a particular object and does not last long or just a moment. Although it only lasts a moment, but the mood can affect the purchasing decision-making process undertaken by consumers. Moods are in the concept of emotion, but unlike emotions, moods only last a moment. Consumers who at the time of shopping have a positive mood are more likely to spend a lot of money to buy the product. In addition, consumers who have a positive mood are more likely to recall information when compared with consumers who have a negative mood. Furthermore, a positive and negative mood trigger impulsive purchases.

While Facebook consumer shopping attitude is the attitude of consumers to external and internal stimulus. This attitude reflects the consumer's evaluation of the stimuli he receives which then gives a strong impulse to make an impulsive online purchase on Facebook. This strong impulse makes the affective aspect more dominant than the cognitive aspect. It is on this premise that Moods through positive mood dimensions and negative moods can shape Facebook commerce shopping attitude of X (1965-1980) which has cognitive and affective dimensions.

Finally, This research aims to determine the factors whether Facebook Commerce shopping attitude is influenced by Moods. Mood is variabel that proposed for the model in Facebook commerce.

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