



Consumer Decision Analysis In The Utilization Of E-Marketing For Agricultural Product Purchases

ANALISIS KEPUTUSAN
KONSUMEN DALAM PEMANFAATAN E-
MARKETING
UNTUK PEMBELIAN PRODUK
PERTANIAN

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≡ INTRODUCTION



1. ADVANCEMENTS IN INFORMATION TECHNOLOGY IN ESPECIALLY THE INTERNET HAVE AFFECTED ALL ECONOMIC ACTIVITIES, INCLUDING BUSINESS ACTIVITIES AND TRADING OF AGRICULTURAL PRODUCTS
2. THIS OPENS NEW OPPORTUNITIES FOR MARKETING OF AGRICULTURAL PRODUCTS AS WELL AS THE CHALLENGES FACED BECAUSE THE CHARACTERISTICS OF AGRICULTURAL PRODUCTS ARE BROKEN AND DON'T DURABLE
3. PRICES OF AGRICULTURAL PRODUCTS ALSO TEND TO FLUCTUATE SO THIS AFFECTS CONSUMER DECISIONS TO ONLINE PURCHASE OF AGRICULTURAL PRODUCTS

≡ INTRODUCTION

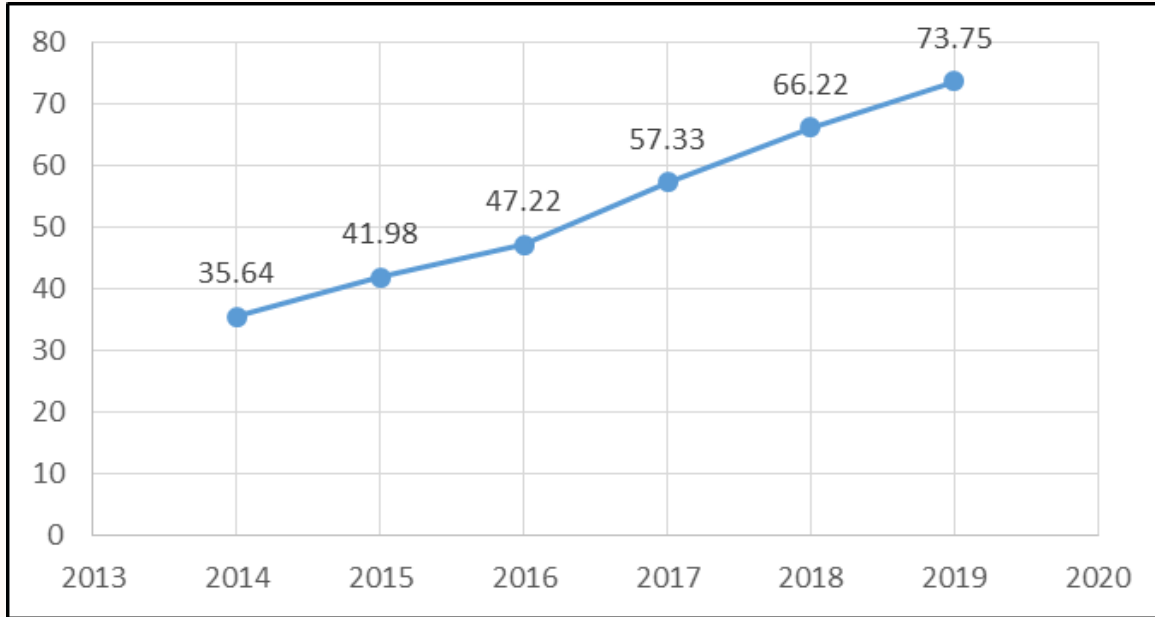


Figure.1 Percentage of households accessing the internet in Indonesia in 2014-2019

And then technological developments require a new marketing strategy for agricultural products need to be introduced





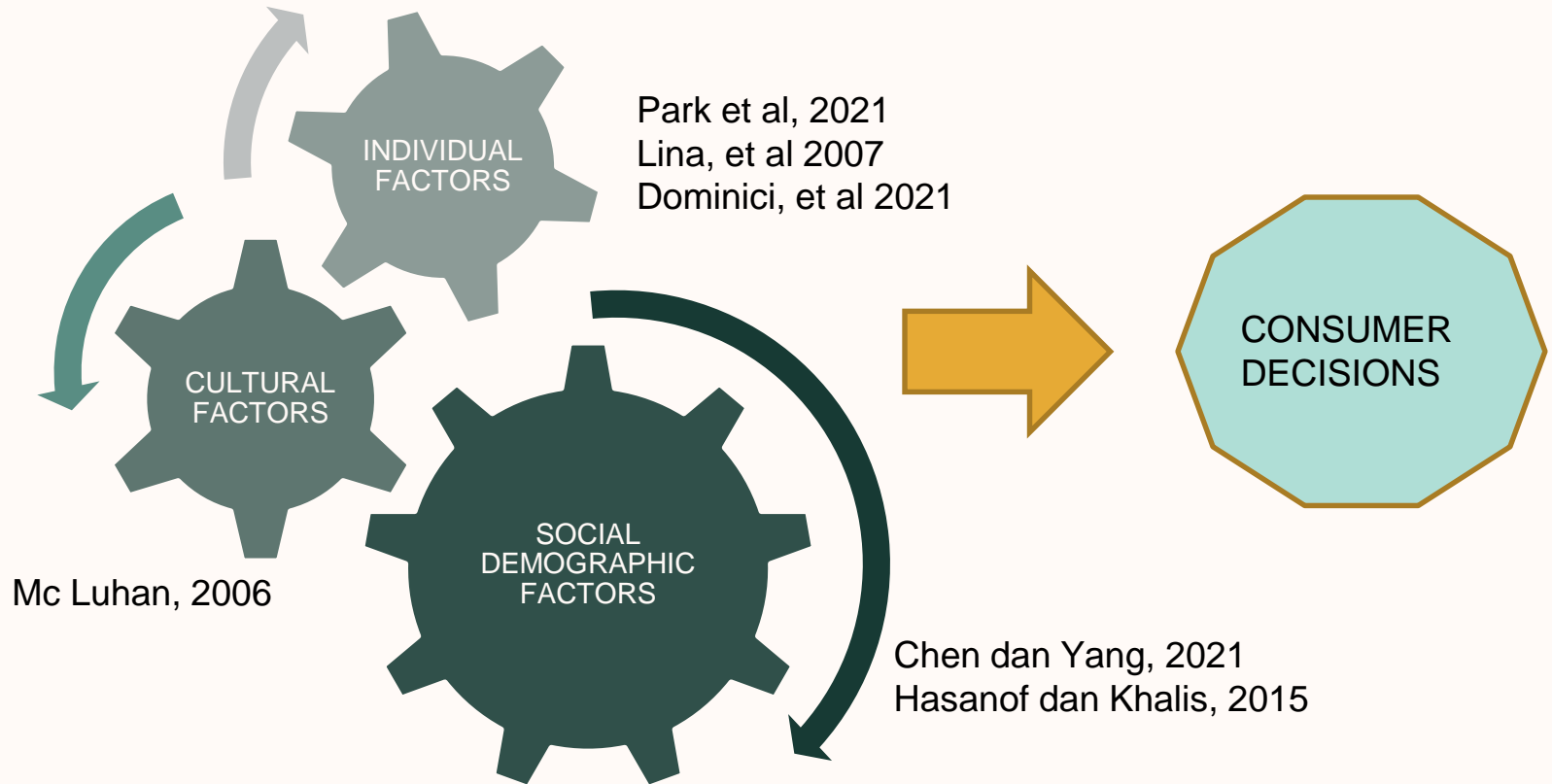
RESEARCH PURPOSES

analyze the factors that influence consumer decisions in the use of e-marketing to purchase agricultural products.





RESEARCH HYPOTHESIS



RESEARCH METHODS

Sample: Survey 200 responden in all distric / city in West Sumatera

Analysis data

To analyze the factors that influence consumer decisions in the use of e-marketing to purchase agricultural products, Logit analysis is carried out with the following equation:

$$Y_i = \frac{e^{(\alpha + \beta_1 + \beta_2 x_2 + \beta_3 + \dots + \beta_n)}}{1 + e^{(\alpha + \beta_1 + \beta_2 + \beta_3 + \dots + \beta_n)}}$$

VARIABLE USED IN ANALYSIS

Y	consumer	Y=1 e-marketing customer; 0 else
X1	gender	1 if women; 0 else
X2	age	Number of ages
X3	job	1 if office worker; 0 else
X4	income	1 low, 2 middle, 3 high, 4 very high
X5	Working hours	1 equal 8 hours a day; 0 else
X6	education	Number of formal education
X7	trust	1 based on testimonial; 0 else
X8	reference	1 family; 2 friend; 3 neighbor; 4 else
X9	Number of family	Number of family
X10	digital	1 digital life style; 0 else



RESULTS AND DISCUSSION

Y	consumer	Coef	Odds Ratio	z	P > z	Ket
X1	gender	3.01	20.39	1.35	0.177	
X2	age	0.24	0.78	-2.47	0.014	significant
X3	job	3.70	40.48	0.94	0.349	
X4	revenue	-0.11	0.90	-0.38	0.706	
X5	income	-0.26	1.30	0.16	0.875	
X6	education	-0.42	0.65	-1.19	0.233	
X7	trust	47.5	4.27	6.68	0.000	significant
X8	reference	13.68	8.6	8.00	0.000	significant
X9	Number of family	0.16	1.17	0.29	0.772	
X10	digital	2.54	12.59	1.41	0.157	

Number of obs = 200
Pseudo R^2 = 0.7534
Prob >chi2 = 0.000

This model has $R^2 = 73.29$ meaning that the ability of the independent variable in explaining the diversity of the dependent variable are 73.29% and the rest is influenced by other factors outside the model.



RESULTS AND DISCUSSION

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The results showed that the significant factors that influence consumer decisions to buy agricultural products using e-marketing are millennial age, references group and consumer confidence based on buyer testimonials

≡ RESULTS AND DISCUSSION

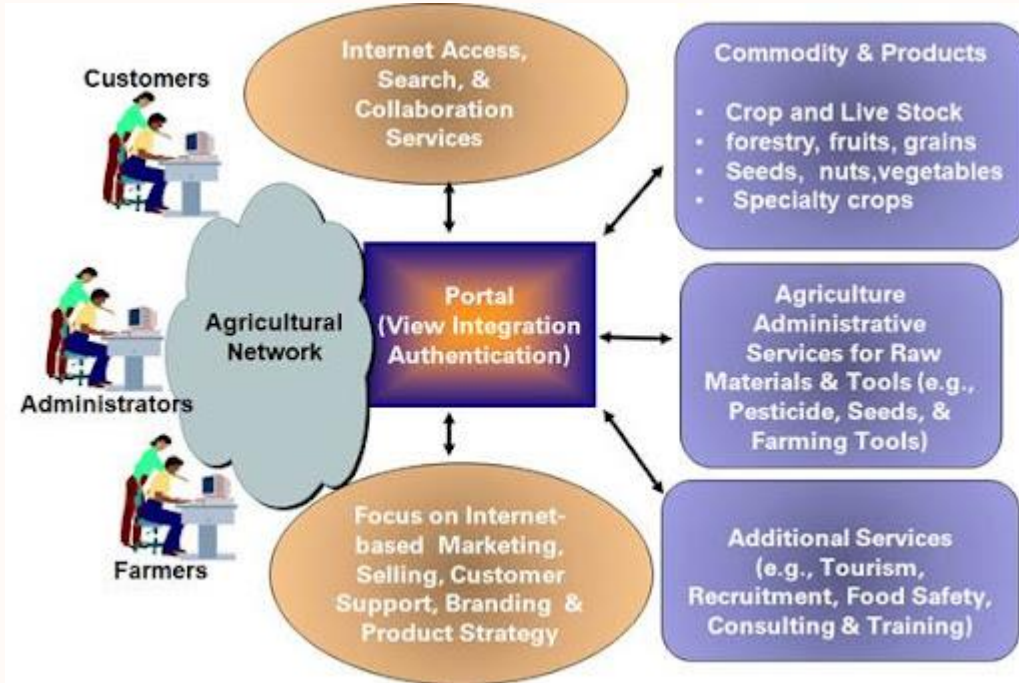


The results of this study are in line with the findings of **Chen and Yang (2021)** that the **experiences of other people** such as friends or relatives who have made online purchases have an effect on consumer purchasing decisions.

The research results of **Park et al (2021)** also show that reviews or other **consumer testimonials** as well as information on product images affect consumer confidence in making purchasing decisions.



RESULTS AND DISCUSSION



The results of this study are also in line with the findings of **Dominici et al (2021)** showing that millennials and educated people relatively like shopping for products online because they are considered more efficient.



CONCLUSION & RECOMENDATION

The results showed that the use of e-marketing was significantly influenced by the millennial group, trust and consumer beliefs from buyer testimonials, while gender, income, education level, and number of family had no significant effect.

This study recommends the need for a strategy for the expansion of the millennial group as an important digital marketing target as well as a testimonial strategy to influence purchasing decisions.



THANK
YOU !!



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Adalah benar penulis dengan judul naskah "*Analysis of Consumer Behaviour in Purchasing Agricultural Online Product*", dengan informasi sebagai berikut:

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Naskah memberi kontribusi sangat berharga bagi bidang riset perilaku pembelian konsumen bidang pertanian. Dari sisi metode, studi menggunakan teknik analisis yang relatif jarang digunakan di Indonesia. Penelaah sangat merekomendasikan menerbitkan naskah dari hasil studi ini pada Jurnal Liquidity.

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