

## **PSYCOGRAPHIC ANALYSIS FOR POTENTIAL CUSTOMERS OF GRANITE TILES**

**<sup>1</sup>Mohammad Djaelani, <sup>2</sup>Rahayu Mardikaningsih**

<sup>1</sup>Universitas of Sunan Giri Surabaya, <sup>2</sup>University of Mayjen Sungkono Mojokerto

### **ABSTRACT**

Efforts to choose a floor material is one important part that will determine the appearance and use of the house in the long term. Property owner preferences are influenced by various things including psychographic elements. Granite tiles are one type of flooring material that has a certain segment in the market. This study intends to determine the psychographic contribution of consumers to the buying behavior of granite tiles. This associative research conducted observations at the DEPO Building in Sidoarjo. The number of samples is 100 respondents. The analysis tool is regression. The results showed that the independent variable, namely consumer psychographic variables consisting of activities, interests, opinions had a significant influence on buying interest in granite tiles.

Keywords: flooring materials, granite tiles, consumer psychographics, purchasing decisions.

### **Introduction**

The floor is a ground cover in the room and around the house. There are several types of floors, but their function is as a footrest so as to provide comfort when walking on it. The floor can also give the aesthetic value of a house so that it can add to the selling value of the house. One type of flooring material that is commonly used is granite tiles.

Granite tiles are made of granite rock which is a natural rock made from magma that has cooled and been under extreme pressure over many years. There are two types of granite tiles, namely; granite tile, with a complicated man-made process, and natural granite with a simpler man-made process. Granite tiles are arguably one of the oldest building materials because they have been used for hundreds of years. Granite tiles are suitable to be installed at home or in office buildings. The properties of granite tiles are strong, anti-scratch, anti-stain and anti-slip. The advantages of tiles made of granite give the impression of luxury in homes and office buildings, add value to the selling price of the property, are not easy to fade and are durable.

The drawback is that it is very heavy, requires the help of construction experts to install it and needs to be regularly polished.

In addition to granite tiles, there are also other types, namely tile, terrazzo, ceramic, marble, and wooden floors. All these tile products are available in the market from various manufacturers. Consumers as the final target of product users are faced with many choices of products and brands. It is necessary to observe the determinants of the choice of a product. Granite tiles that have the characteristics mentioned in the previous section have reasons for consumers to choose. Based on product characteristics, consumer psychographic factors are thought to have a role in purchasing decisions (Mardikaningsih, 2017).

According to Blackwell et al. (2001), psychographics is the main technique used by consumer researchers as an operational measure of lifestyle. Psychographics provide quantitative measurements with large samples as opposed to soft or qualitative research techniques such as focus group interviews or in-depth interviews. Psychographics move beyond consumer views expressed in demographic, behavioral, and socioeconomic measures. Mowen and Minor (2012); Schiffman and Kanuk (2015); and Hawkins and Mothersbaugh (2016) say that psychographic factors actually focus on measuring consumer activities, interests, and opinions (AIO) which can be measured as a way to construct consumer psychographic profiles. In its general form, the AIO psychographic study uses a series of statements (psychographic statement lists) designed to identify relevant aspects of a consumer's personality, buying motives, interests, attitudes, beliefs, and values. The purpose of psychological research is usually for basic applications i.e., psychological studies are used by market researchers to describe consumer segments that will later help organizations reach and understand their customers (Darmawan, 2021). Psychological studies typically include questions designed to assess the target market's lifestyle, personality characteristics, and demographic characteristics (Ferrinadewi, 2004). So, it can be concluded that, psychographics is a quantitative investigation of consumer lifestyle, personality, and demographic characteristics. Each product is related to a different part of the consumer's psychographics (Krishnan & Murugan, 2007) and according to Al-Dmour et al. (2017) it affects purchasing decisions.

Thus, this study examines the role of consumer psychographic variables on the realization of purchasing granite tile products. The purpose of this study is to determine the role of consumer psychographic variables on purchasing decisions for granite tiles.

## Research Method

This associative research seeks to find a relationship between psychographic factors and consumer purchasing decisions. Observations were made on consumers of the building depot in Sidoarjo. The population of this research is the people of Sidoarjo and the sample of this research is the people who visit the store and make the selection of brands and products in the granite tile sales area. The number of samples obtained up to 100 visitors.

The type of data in this study is subject data in the form of written responses originating from respondents related to the indicators of research variables. Thus the source of data used is primary data because researchers directly collect data from each respondent in the study. The data collection technique carried out by the researcher is a survey technique, which is carried out through the distribution of questionnaires, in the form of a list of written statements given to shop visitors who are the research samples.

The two variables studied are described as follows. Schiffman and Kanuk revealed that AIO research related to consumer psychographic variables is to seek consumer responses to a large number of questions that measure AIO (activities, interests, opinions), namely 1) Activities, namely how consumers use time; 2) Interests, namely consumer preferences and priorities; 3) Opinions, namely how consumers view various kinds of events. Purchase decision is the actual act of choosing and buying a product. The formulation is described in the form of questions in the presentation of the questionnaire to the respondents.

The data collected will be analyzed through a linear regression tool to determine the magnitude of the relationship and the influence of the independent variable on the dependent variable with the help of SPSS.

## Data Analysis and Discussion

Based on the research data collected for the dependent variable of purchasing decisions and the independent variable of consumer psychographics which were processed using the SPSS for windows program, the following calculation results were obtained. The results of the SPSS software validation show that the correlation item value exceeds the 0,3 limit and can be validated for each question indicator. Thus, all questions about the survey variables which were answered jointly by the respondents can be declared valid. For reliability testing, the alpha value of the consumer psychographic variable is 0,687. The purchasing decision variable is 0,704. Therefore, questions about survey variables are declared reliable. Questionnaires can be relied on or used for further data analysis.

Table 1. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of The Estimate	Durbin - Watson
1	.536 <sup>a</sup>	.287	.280	5.282	.760

Table 1 explains that the psychographic correlation of consumers as well as to purchasing decisions is 0.536 which means there is a strong and positive relationship. The  $R^2$  value is 0.287, which means, the psychographic influence of consumers is 28.7%. There were 71.3% determined otherwise.

Table 2. Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	45.666	2.683		17.022	.000
	X	2.901	.461	.536	6.286	.000

Table 2 shows a constant value of 45,666,, the consumer psychographic coefficient is 2,901. The regression model is  $Y = 45.666 + 2,901X$ . The higher the consumer's psychographic, the greater the purchasing decision of yam granite. The low level of consumer psychographics causes low purchasing decisions. Normality test using SPSS as shown in Figure 1.

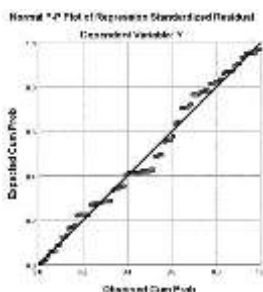


Figure 1. Normality test

The results showed that consumer psychographics had a role in purchasing decisions for granite tile products. In this study, consumer psychographics are measured based on three observations of consumer behavior, namely activities, interests, and opinions. Activities that demonstrate consumer psychographics are actual acts of visiting stores and interacting with salespeople (Sinambela, 2017). Interest is a special or ongoing attention to the object of choice which in this case is granite tiles. This is an active effort towards buying action (Iskandar, 2003; Khasanah, 2010). Opinions are the views and feelings of consumers in responding to the advantages and

disadvantages of granite tile products compared to other types of products such as ceramic tiles, terrazzo, tiles, marble or natural stone.

The many choices offered by many manufacturers make consumers consider in order to obtain optimal benefits (Darmawan, 2010). Floors are a fundamental part of decorating a room. In addition to a good design, pattern or color, there are other things that need to be considered, namely the quality of the material being one of the factors that need to be considered when choosing tiles. Consumers who choose granite tiles have a specificity, namely the desire to look more exclusive. Granite flooring looks very beautiful and attractive. In addition, the properties of granite tiles are stronger, anti-scratch, anti-stain and anti-slip. It is shown that most of the respondents buy granite tiles to be placed in the living room which aims to be observed by home visitors or guests. This floor material has more exclusive properties and is of better quality than ceramics which seem cheaper. Granite tiles are quite expensive. This confirms the findings of this study related to consumer psychographics. This result is in accordance with previous research. Observing consumer lifestyle is very important because lifestyle and self-value contained in consumer psychographics have a large impact on each consumer's purchase decision (Li, 2009; Hung, 2009; Lin & Shih, 2012).

## **Conclusion**

The research shows that the independent variable, namely the consumer psychographic variable consisting of activities, interests, opinions, has a significant influence on buying interest in granite tiles.

From the results of this study, producers and marketers should emphasize on psychographic segmentation strategies that can be further developed based on groups in the target market from social class, lifestyle, and personality because people in the same demographic group can show very different psychographic images.

Analysis of consumer psychographics will help marketers to classify consumers based on certain similarities. This will help determine the marketing strategy to suit the target consumer. Psychographic measurements can be carried out at different levels of specificity. At one extreme there are general measurements concerning general ways of living. At the other extreme is the measurement of specific variables. This fact requires the foresight of marketers to observe consumer behavior from the target market accurately and precisely.

Further research is suggested by involving demographic, geographic, and consumer behavior factors to find out more about the determinants of granite tile purchasing decisions. The research sample was reproduced with a wider scope than this study.

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