A Study on the Effect of Sociocultural Aspects on Consumer Interest Purchasing Japandi (Japanese-Scandinavian) Household Goods in Indonesian Market

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ABSTRACT: The Indonesian civilization exhibits a profound historical association with and a high level of familiarity with wood as a material, which shaped Indonesia's sociocultural values. However, with the advancement of civilization and the pervasive impact of Western culture, wood has undergone a transformation, becoming a commodity that is predominantly esteemed for its practical usefulness. The significance of wood as a symbol of diplomatic or social rank has diminished throughout time, particularly in the context of palatial environments. Hence, the primary objective of this research is to investigate the influence of sociocultural factors on the inclination of the Indonesian market to adopt the Japandi (Japanese-Scandinavian) style in household goods such as furniture and home accessory design, which is distinguished by its emphasis on minimalistic aesthetics and practicality. In order to reveal these insights, the researchers used the buying intentions theory combined with quantitative explanatory analysis to clarify the observed phenomena and derive conclusions. Data will be gathered via questionnaires employing random sampling, with a focus on the Indonesian market as the target population. The results of the study indicate that social and cultural elements play a significant role in shaping the intention to buy Japandi (Japanese-Scandinavian) home furnishings in Indonesia.

Keywords: Socio-Cultural Effect, Household Goods, Japandi Concept, Consumer Purchasing Interest, Indonesian Market

INTRODUCTION

Indonesians' long-standing enthusiasm for knowledge about wood materials has made wooden furniture a part of Indonesian culture. The proofs are depicted in the historical buildings and furniture from the end of the 15th century, when the local government was still ruled by localised kings. It was then strengthened by the effect of Islamic culture, which entered in the year around 1466 (Bose et al., 2020; Zamroni, 2014). Buildings and home furnishings in mosques, houses, and local community areas were built using tough and solid wood materials. Teak, Ebony, Sonokeling, and Ambon Merah are the four kinds of wood that are usually used. These woods have advantages

in terms of strength, fiber beauty, durability, and social value (Cheuk et al., 2010; Puspita et al., 2016). Putri et. al., (2016) mentioned that Ebony has a smooth surface and straight grain, while Sonokeling wood has a shiny surface that creates a luxurious impression (Najib & al, 2021). Several decades later, around the early 20th century, the usage of solid wood was still intense. Teak wood was commonly used in the Keraton environment and identical with unique carving. In this era, the aim of furniture presence was to meet functional, social, and aesthetic needs. Not only seen as a diplomatic activity but wooden and crafted furniture was also associated with philosophical values, where the beautiful visual forms in it are considered to contain noble cultural values (p. 253).

However, these days, the role of furniture has shifted. With the changes in socio-cultural factors and economic conditions, furniture is no longer seen as a symbol of wealth or diplomatic activity but as a commodity. According to the Ministry for Economic Affairs, home furnishings have the potential to be the main export commodity in Indonesia in the next few years. Based on data from the Coordinating Ministry for Economic Affairs in a press release on March 9, 2023, the export performance of the furniture industry in Indonesia shows an increase of more than 75% since 2017. Thus, this situation has changed the material of wood used decades earlier. The types of wood that are commonly used are processed woods, such as plywood (plywood and multiplex), wood particles (standard chipboard, veneer chip-board and OSB (oriented strand board), wood fiberboard (medium density fiberboard), and "plastic" wood. Suitable for fast-moving manufacturing and the high demand of today's society, these woods are made of mahogany, pine, and acacia wood, which have a faster harvesting time and lower production costs (Mansur, 2015). Nevertheless, it is not only the material that has undergone changes but also customer preferences and behavior toward the adjustment (Knuth et al., 2023; Xie & Or, 2023).

People today are more advanced in their thinking and more practical. Home furnishings enterprises see this phenomenon by producing furniture that focuses more on functionality and simplicity. Strengthened by the influx of dominant Eastern and Western cultures, the tastes and choices of home furnishings in Indonesia have influenced society today. One concept that is starting to get attention is the Japanese-Scandinavian or Japandi, concept. The Japandi design was adopted from two different concepts, namely wabi-sabi and lagom. Wabi-sabi is a Japanese cultural philosophy that means beauty in imperfection. Meanwhile, lagom is a philosophy from Scandinavia that is a balanced lifestyle in various aspects, in the sense that it is not lacking and not excessive. Through the collaboration of these two philosophies, Japandi also comes with an essential lifestyle concept and focuses on meeting the needs of an efficient life. With a style concept that looks simple, multifunctional, and aesthetically pleasing, Japandi's design can accommodate lifestyles and is suitable for adoption in various sizes of dwellings because of its space-saving nature, which maximizes the function of space so it saves more space (Kania, 2021). Ever since this concept emerged, its popularity has increased significantly. Indeed, there are lots of Home and Living industries in Indonesia that have started to mention that they are selling Japandi home furnishings products. Dekoruma was known as the pioneer of using this concept. Followed by other brands such as rupa-rupa (under Informa Furnishings), IUGA, Vivere (Idemu), Atria, urbanquarter.id, japandihomedecor, and other local businesses. Since the Japandi concept still uses wood as its base material, therefore, this phenomenon has caught the writers' attention to study how the Japandi concept is perceived in the intention of Indonesian people buying home furnishings (RQ1).

Previously, (Barbaritano & Savelli, 2021) investigated that furniture has three dimensions; functionality, beauty, and symbolic attributes. Function and aesthetics influence perception, while intention is influenced by symbolic attributes, namely how furniture can express its identity and emotions. In addition, (Mashao & Sukdeo, 2018) found in their study that product quality, product features, and price factors influence consumers' purchasing intentions to buy furniture as a durable commodity. (Balicka & Niedbala, 2022) also revealed that indeed, those factors were positively influenced by the consumer's culture, the environment in which the person is raised, as well as beliefs and life experiences.

Buying behavior among consumers is a central issue in buying furniture (Al-Azzam, 2014; Balicka & Niedbala, 2022; Budiman, 2021). Social group norms, values, and culture can influence buying behavior, including purchase intention (Ackerman & Tellis, 2001). This is supported in the book Principles of Marketing by (Kotler & Armstrong, 2018), in consumer behavior, there are 3 factors that influence namely, (1) Environmental influences, consisting of culture, society, and family situation. (2) Individual influences, consisting of motivation, knowledge, personality, and lifestyle. (3) Psychological process consisting of information processing, learning, attitude, and behavioral changes. Purchasing intention itself can be defined as the power of the mind to operate in a certain way as a means to buy (Ajzen, 1991). Based on this definition, understanding the factors of a person's purchase intention is important for business success, including in furniture products (Al-Azzam, 2014). In the context of the furniture industry, social-cultural factors can influence a person's purchasing behavior, this happens because furniture products such as personal home furnishings will relate to emotions where social-cultural factors have a role in shaping these emotions (Al-Azzam, 2014). Based on the literature review, it can be assumed that social-cultural factors can influence someone to have a purchase intention towards furniture.

The relationship between social factors and purchase intention

In this study, social-cultural factors consist of social factors and cultural factors. Social factors themselves can influence purchase intention (Wang et al., 2005). Based on the book Consumer Behavior by (Schiffman & Kanuk, 2010), there are three elements in social factors namely, (1) group of reference, (2) family, and (3) social role. A group of reference can be defined as another person or a group that can significantly influence an individual's behavior (Sakpichaisakul, 2012). This is also supported by the results of research showing that the assessment, behaviors, and aspirations of individuals have a relationship with the beliefs, values, attitudes, behaviors, and norms of the group (Eva & Judit, 2010). In addition, consumers in social groups that have a strong sharing culture often ask questions, listen to opinions, and see before making a purchase decision (Hofstede et al., 2010).

In a group of references, there are usually opinion leaders who have great influence because of their expertise, knowledge, personality, or other characteristics (Petersen et al., 2015). It was also mentioned that, because of the influence of large opinion leaders, many brands try to identify opinion leaders so that they can easily direct brands to their target market. (Petersen et al., 2015). Families are more than two people who are related by blood or marriage, are part of the household, and live in one place of residence (Durmaz & Sebastian, 2012). The family itself has a special place in the community, where the family is the basic social unit (Al-Azzam, 2014). In purchase behavior,

a family has the most significant and important influence (Schiffman & Kanuk, 2010). This is also supported by research on family purchasing, which states that family can influence consumer purchase behavior (Tenda et al., 2012). In addition, the family lifestyle determines its place in society, so the characteristics of the existing family can influence a person's buying behavior for services or goods (Al-Azzam, 2014). Last, social roles can affect a person's purchasing behavior. Every consumer has a different role in society which indirectly affects the social role in purchase intention (Schiffman & Kanuk, 2010).

H1: Social factors influence consumer's purchase intention

The relationship between cultural factors and purchase intention

Apart from social factors, cultural factors can also influence consumers' purchase intentions. Culture is a complex and diverse phenomenon that includes values, norms, beliefs, and shared behavioral patterns embedded in people's minds so that it is possible to understand one another (Henrich, 2015). Furthermore, culture is a set of values, common traditions, and habits that exist in society and can influence consumption choices (Cardona et al., 2017). Looking at the cultural context of furniture in Indonesia, we can still find the use of wood in furniture as the dominant material (Puspita et al., 2016). In the journal Material Culture Dynamics in Furniture Design in Indonesia by Puspita et al (2016), the use of this wood material itself has been used for generations by Indonesian ancestors, and in the 17th century, the presence of wooden furniture dominated, especially in the Java island because it was used as furniture for the Kraton work. In terms of furniture design, it is also made artistically with carvings that have cultural meanings.

Puspita et al. (2016) also explained that, over time, the high demand for wood materials has caused a global problem of forest destruction due to the use of natural wood materials. In addition, globalization that entered Indonesia made several changes in materials and designs. Natural wood materials such as teak, mahogany, and ebony are starting to be replaced with processed wood such as plywood, particle board, MDF, used wood, or wood waste. The furniture design has also changed to a minimalist look and pays more attention to functionality. In addition, furniture designs that have a knockdown system also appear. Even though there have been changes in material processing and design, wood materials are still in great demand among the people of Indonesia.

Several other studies also show strong results that shared values and traditions (culture) in a society or community have an influence on consumer decisions when consuming a product. (Ackerman & Tellis, 2001; Petersen et al., 2015). The journal Cultures and Organizations: Software of the Mind (Hofstede et al., 2010) explained that cultural factors developed in a community can affect one's habits. Consumers, as people who are part of a community with a culture in it, of course, will indirectly influence culture in purchasing products, including furniture.

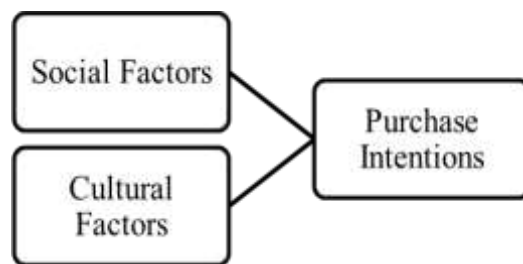H2: Cultural factors influence consumer's purchase intention

Figure 1. Conceptual Framework

METHOD

The research method used in this study is a quantitative approach with correlational measurement analysis methods (Ulber, 2009). The correlation method is a research method that has a causal relationship between two or more variables. Causal research aims to explain the effect of changing values in a variable causing changes in values in other variables or see the effect of changing values in a variable caused by changes in values in other variables. The population used in the study was quite diverse. There are several things that can set them apart. According to (Supardi, 1993), the study population can be divided into "finite" and "infinite" populations. A finite population refers to a population whose number of members can be known with certainty by the researcher. Meanwhile, the opposite of an infinite population is a population whose number of members is unknown. Supardi also added that, based on the nature of the population, it is also divided into two parts, namely homogeneous and heterogeneous populations. A homogeneous population means a population that has elements of the same nature. This type of population does not question the amount quantitatively. A heterogeneous population means that the elements in the population have diverse or varied properties. This type of population requires boundaries that must be determined in advance, both quantitatively and qualitatively. The population in this study is the Instagram followers of Dekoruma, rupa-rupa (under Informa Furnishings), IUGA, Vivere (Idemu), Atria, urbanquarter.id, and japandihomedecor which in July 2023 totaled more than 3 million followers. According to (Sugiyono, 2016), the sample is part of the number and characteristics possessed by a population. Sample measurement is done through statistics or based on research estimates to determine the size of the sample taken in carrying out research on an object. Taking this sample size must be done in such a way as to obtain a sample that can describe the actual state of the population. Since the population is too broad to be collected in a definite time, the authors will use a purposive sampling method. The sample calculation will be counted using (Lemeshow et al., 1997).

$$n = \frac{z^2 p(1-p)}{d^2}$$

Note:

n = Number of samples

z = Standard value = 1.96

p = Maximum estimate = 50% = 0.5

d = alpha (0.10) or sampling error = 10%

Within the lens of positivism, the result of this research is divided into two; primary and secondary data. The primary data will be in numbers. These numbers are taken from surveys using a questionnaire as the medium. Meanwhile, the secondary data will be taken manually from previous books and literature. The research data were analyzed using statistical tools consisting of a validity test, reliability test, descriptive analysis, classic assumption test (normality test, heteroscedasticity test, and multicollinearity test), multiple regression analysis, and path analysis, which were processed using Smart PLS.

RESULT AND DISCUSSION

In the pilot testing conducted initially on 35 samples, all indicators were found to be valid, so no indicators were eliminated. Table 1 and Table 2 show the results of the validity and reliability tests. Overall, the total number of respondents is 124, which meets the minimum sample size for the research. The male respondents are 36.5%, and the other 63.5% are female. Based on the level of education, most of the respondents have a master's degree (11.1%), a bachelor's degree (44.9%), and a diploma degree (23.8%), while the other 15.9% have graduated from high school. In terms of work, respondents were dominated by private employees (38.9%), and the rest were divided into self-employed(19.8%),) college students (13.5%), housewives (12.7%), retirees (11.1%), and the rest chose other answers with quite a variety of answers. In terms of residence or location of the house, 63.5% live in Jakarta, and the remaining 34.1% live in locations around Jakarta such as Bogor, Depok, Tangerang, Bekasi, and outside DKI Jakarta province.

Table 1. Outer Loading, AVE & Composite Reliability

Variable	Indicator	Outer Loading	AVE	Composite Reliability
Socio Factors	SF1	0,818	0,638	0,955
	SF2	0,780		
	SF3	0,806		
	SF4	0,804		
	SF5	0,780		
	SF6	0,796		
	SF7	0,809		
	SF8	0,772		
	SF9	0,774		
	SF10	0,817		

	SF11	0,826		
	SF12	0,799		
Cultural Factors	CF1	0,811	0,678	0,962
	CF2	0,859		
	CF3	0,821		
	CF4	0,751		
	CF5	0,818		
	CF6	0,830		
	CF7	0,835		
	CF8	0,822		
	CF9	0,812		
	CF10	0,847		
	CF11	0,870		
	CF12	0,797		
Purchase Intentions	PI 1	0,854	0,734	0,961
	PI 2	0,855		
	PI 3	0,843		
	PI 4	0,854		
	PI 5	0,851		
	PI 6	0,874		
	PI 7	0,871		
	PI 8	0,860		
	PI 9	0,847		

Source: Data Processed, 2023

According to Ghozali (2021), if the construct's correlation with measurement items is greater than the size of other constructs, it indicates that the latent construct predicts the size of their block better than the size of other blocks (Ghozali, 2021). Based on data processing, the cross-loading value of each construct is >0.06. Thus, each construct is a unique variable and different from other constructs or variables.

According to Ghozali (2021), to assess the validity of the construct by looking at the AVE (Average Variance Extracted) value, a good model is required if the AVE of each construct has a value greater than > 0.50 (Ghozali, 2021). Based on data processing, the AVE value of all variable constructs has a value of more than 0.50, so it was considered valid because it meets the minimum value requirements.

The construct reliability test is measured by the composite reliability of the indicator block that measures the construct. The construct is declared reliable if the composite reliability value is above 0.70 (Ghozali, 2021). The following is the composite reliability value of the results of data processing using SmartPLS 3. Based on the data processing in Table 1, the values of all variables are considered reliable because they have a composite reliability value of more than 0.7.

Table 2. Fornell-Larcker Criterion

Variable	Cultural Factor (CF)	Purchase Intention (PI)	Social Factor (SF)
Cultural Factor (CF)	0,823		
Purchase Intention (PI)	0,812	0,857	
Social Factor (SF)	0,696	0,782	0,799

Source: Data Processed, 2023

In Table 2, it is known that the root value of the AVE is greater than the correlation between variables so it can be said that it meets the requirements of discriminant validity.

Table 3. R-Squared Test Result

Variable	R-Squared
Purchase Intention (PI)	75%

Source: Data Processed, 2023

Table 3 shows the correlation between variables through the R-squared test, where it can be concluded that the ability of the independent variables, namely Social Factor and Cultural Factor in explaining the Purchase Intention variable is 75%, and the other 25% are influenced by other variables.
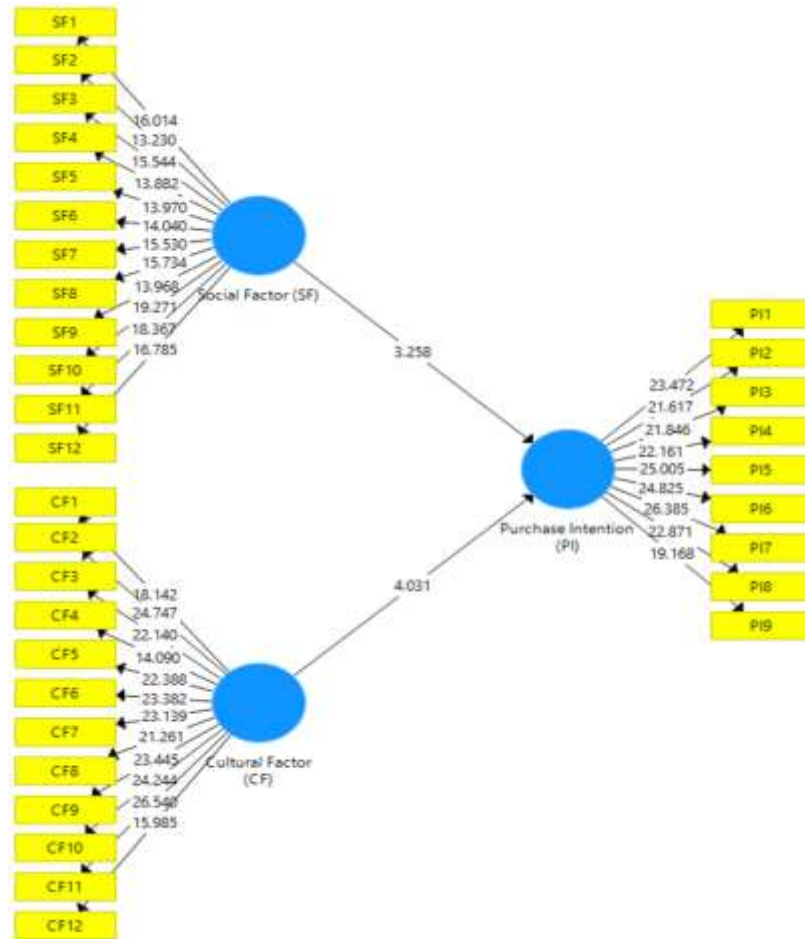
Figure 2. Bootstrapping Result

From testing with bootstrapping, the results of path coefficients are obtained with the following discussion:

Table 4. Hypothesis Testing

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STD EV|)	P Values	Result
Cultural Factor (CF) -> Purchase Intention (PI) X2 -> Y1	0,520	0,524	0,129	4,031	0,000	Significant
Social Factor (SF) -> Purchase Intention (PI) X1 -> Y1	0,420	0,415	0,129	3,258	0,001	Significant

Source: Data Processed, 2023

The hypothesis testing is seen from the P Values <0.05, so the effect is significant, and if seen from the T-Statistics above > 1.96, then the hypothesis is accepted. The results of the PLS path coefficients test can be seen in Table 4.

The Influence of Social Factors on Purchase Intention

The influence of the Social Factor (X1) variable on Purchase Intention (Y) has a parameter coefficient value of 0,420, which means that Social Factor has a positive effect on Purchase Intention, with a statistical t value of 3,258 and p = 0.001 (t table > 1.985 and p <0.05). From these results, it is evident that Social Factors have a significant influence on purchasing decisions. Therefore, hypothesis 1, which states that "Social factors influence consumer's purchase intentions," is accepted. Intention to buy Japandi (Japanese Scandinavian) Home Furnishings products is influenced by social factors.

The Influence of Cultural Factors on Purchase Intention

The influence of the Cultural Factors (X2) variable on Purchase Intention (Y) has a parameter coefficient value of 0,520, which means that Cultural Factors have a positive effect on Purchase Intention, with a t statistical value of 4,021 and p = 0.000 (t table > 1.985 and p <0.05). From these results, it is evident that Cultural Factors have a significant influence on purchasing decisions. Therefore, hypothesis 2, which states, "Cultural factors influence consumer's purchase intentions," is accepted. The intention to buy Japanese (Japanese Scandinavian) Home Furnishings products is influenced by cultural factors.

CONCLUSION

Based on the results of the study, it can be concluded that social and cultural factors indeed influence purchase intention when buying Japandi (Japanese Scandinavian) home furnishings in Indonesia. As it turns out, many respondents do pay attention to social indicators such as recommendations from family, suggestions from friends, and reviews from KOLs when intending to purchase Japandi home furnishings. Besides, cultural factors have also been proven to influence purchase intention among the respondents. Respondents really consider cultural factors such as cultural traditions, religions they believe in, moments of discounting, values, and norms because they think Japandi design is simple and easy to integrate with any kind of home style. However, in order not to offend anyone, when they have the intention to buy the products, they still consider their beliefs and other people's views about who will visit them in the future.

The practical implication for the future is that to increase purchase intentions, we must be able to continue to make the type of promotion adjust social and cultural factors to where Japandi (Japanese Scandinavian) home furnishings are marketed. The concept of Japandi Home Furnishings can answer the needs of people in today's modern era who like simple styles but can be used as multifunctional furniture at home. Therefore, it is necessary to pay close attention to be able to present the contents of the message packed with inspirational and interesting stories so

that the message is conveyed and increases the desire to decide to purchase Intentions Japandi (Japanese Scandinavian) home furnishings in Indonesia.

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