



“Polarization” of Consumer Behavior: S-O-R Theory Perspective

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Abstrak

Teori S-O-R memberikan informasi bahwa isyarat atmosfer (stimulus) mempengaruhi keadaan kognitif dan emosional pembeli (organisme), yang kemudian mempengaruhi hasil perilaku belanja mereka (respon). Nilai yang dirasakan (organisme) berdasarkan seberapa banyak pelanggan menginginkan atau membutuhkannya. Artikel ini merupakan hasil pemikiran yang dikonstruksi dari berbagai artikel kemudian disusun untuk menentukan “polarisasi” perilaku konsumen di Indonesia. Model tulisan ini menggunakan pendekatan teoritis S-O-R dalam mengurai “polarisasi”. Pendekatan penelitian dengan Teori S-O-R dimulai dengan pemberian stimulus kemudian diterima oleh organisme dan responnya. Hasil menunjukkan bahwa Stimulus merupakan faktor eksternal konsumen yang menjadi penggerak organisme. Organisme sebagai perantara stimulus dengan respon seperti sifat kognitif (memori, struktur pengetahuan, citra, keyakinan, dan pemikiran), emosi (satisfaction, rasa khawatir dan trust), sikap konsumen, motivasi hedonis, berisiko atau bermanfaat, harapan konsumen, kepribadian, pengalaman berbelanja.

Kata Kunci: stimulus, organisme, respon, perilaku konsumen

Abstract

S-O-R theory provides information that atmospheric cues (stimulus) affect the cognitive and emotional states of buyers (organisms), which then affect the outcome of their shopping behavior (response). Perceived value (organism) based on how much the customer wants or needs it. This article is the result of ideas constructed from various articles and then compiled to determine “polarization” of consumer behavior in Indonesia. The model of this article uses the S-O-R theoretical approach in unraveling “polarization”. The research approach with the S-O-R Theory begins with giving a stimulus which is then received by the organism and its response. The results show that the stimulus is a consumer external factor that drives the organism. Organisms as mediators of stimulus with responses such as cognitive traits (memory, knowledge structure, images, beliefs, and thoughts), emotions (satisfaction, worry and trust), consumer attitudes, hedonic motivation, risk or benefit, consumer expectations, personality, shopping experience .

Keywords: stimulus, organism, response, consumer behavior.

1. Introduction

S-O-R theory provides information that atmospheric cues (stimulus) affect the cognitive and emotional states of buyers (organisms), which then affect the outcome of their shopping behavior (response) (Eroglu, Machleit, & Davis, 2003). Its exploratory approach based on the input-output model may be transferred to the economic context as well (Kudla & Klaas-Wissing, 2012). The perceived value (organism) based on how much the customer wants or needs it such as utilitarian and hedonic triggered by atmospheric stimuli "do" its role as a significant mediating influence on customer loyalty outcomes such as recommendation, search, and retention (response) (Eroglu et al., 2003).

Behavioral science in general has the basic goal of exploring and designing cause-and-effect relationships. Although the origins of the S-O-R model were "influenced by the wealth of relevant findings put forward in the social sciences, particularly psychology" (Jacoby, 2002).



In the field of economics, behavioral science is often applied to understand and influence consumer behavior (Jang & Namkung, 2009); (Sherman, Mathur, & Smith, 1997); (Kudla & Klaas-Wissing, 2012). Explores how the environment and emotional states influence buying behavior ((Sherman et al., 1997). The basis of the analysis of the stimulus-organism-response (S-O-R) model, which maps the relationship of three classes of interrelated variables: stimulus "as something that evokes or incites to action or action increases" (Sherman et al., 1997), the organism is represented by affective and cognitive intermediate states and processes that intervene in the relationship between stimulus and response (Eroglu, Machleit, & Davis, 2001b) and response as action or end result, implying action or avoidance. Stimulus and response act as observable parameters in a cause-and-effect relationship: this allows the reduction of behavioral patterns regarding the organism's decision-making processes (Kudla & Klaas-Wissing, 2012). Consumers in Indonesia tends to be consumptive (Simanjuntak & Harbani, 2022); (Dania & Yuliati, 2018). This condition makes Indonesia as a country which is very potential market for a "pattern" that is useful in increasing the competitiveness of companies. Marketing tactics are thought to stimulate reciprocity, which strengthens the relationship between the customer and the organization. However, the literature hardly provides any guiding principles related to the influence of different marketing tactics on customer perceptions of performing arts organizations' efforts in fostering customer relationships (Hegner, Beldad, & Langenhorst, 2016). External information about the company is identified as an important factor in the overall evaluation of the company and its services (Kim & Lennon, 2013). The basic model is based on S-O-R theory to test stimulus affects the perception of customer value, which in turn affects customer behavior (loyalty) in social commerce (Y.-L. Wu & Li, 2017). The picture of using the OR theory as part of being able to "support" consumer behavior is an interesting part. The ability to "polarize" consumer behavior makes business actors able to properly implement marketing strategies. Thus, this article attempts to provide an overview of the use of SOR theory as a model to "polarize" consumer behavior. However, the use of the S-O-R theory in designing a tactical model is still very limited in terms of direct use. S-O-R theory with three stages shows a process in assisting companies in forming a "pattern" of useful behavior. Marketers' tactics can increase customer loyalty, which specific tactics have been successfully implemented to secure customer loyalty (Odekerken-Schröder, De Wulf and Schumacher, 2003). So that the writing of the article tries to do a descriptive conceptual model by providing a description of the use of SOR theory in the field of marketing, especially those related to consumer behavior.

2. Literature Review

The theory of stimulus-organism-response (S-O-R), which was put forward by Woodworth in 1928, provides an overview of the working mechanism of organisms that mediate the relationship between stimulus and response with different mediating mechanisms from within the organism (Y.-L. Wu & Li, 2017). The S-O-R model has been applied in various retail settings to explain consumer decision-making processes (Chebat & Michon, 2003). In the classical S-O-R model, a stimulus is defined as a factor that influences an individual's internal state and can be conceptualized as an influence that stimulates an individual (Eroglu et al., 2001b). Referring to the S-O-R approach proposed by Mehrabian and Russell in 1974 focusing



on pleasure, passion, and dominance (PAD-pleasure, arousal, and dominance). PAD represents affective, or emotional, and cognitive states and processes and mediates the relationship between stimulus and individual behavioral responses (Changa, Eckmanb, & Yanb, 2011). The response in the S-O-R paradigm represents the final outcome and consumer's final decision, which can be in the form of approach or avoidance behavior (Donovan & Rossiter, 1982); (Sherman et al., 1997). The behavioral approach states that behavior represents positive actions that may be directed to certain settings (Changa et al., 2011). For example, intentions to stay, explore, and make a purchase can be positive final actions by consumers (Bitner, 1992). The stimuli, organisms, and responses identified in the conceptual framework enable internal facility managers and companies to better understand and identify the most effective interventions that positively affect actual and perceived hygiene (Vos, Galetzka, Mobach, van Hagen, & Pruyn, 2018). The following is a description of the three things with a focus on the study of the consumer behavior section. Mehrabian and Russell in 1974 provide an explanation that the stimulus that comes from the environment affects the cognitive and affective reactions of individuals, which in turn affect their behavior.

3. Method

This paper is written in a conceptual form that provides an overview of the "polarization" of consumer behavior that can be done by companies to form (see) responses. The model of this paper uses the S-O-R theoretical approach in unraveling the "polarization". The S-O-R theory begins with the provision of a stimulus then it is accepted by the organism and the response. Stimulus is defined as a stimulus received by the individual (consumer) that can fill the space within the consumer. This stimulus can later encourage consumers to make decisions. The field theory put forward by Kurt Lewin as the basis for the importance of stimuli originating from external consumers. Organisms are internal aspects of consumers that are formed from the presence of external stimuli. While the response is the final result (action) of the consumer as a result of the stimulus received and then processed internally by the consumer.

4. Results

Stimulus: First step

Stimulus is defined as a factor that influences an individual's internal state and can be conceptualized as a stimulus (Eroglu, Machleit, & Davis, 2001a). Different stimuli from the environment affect an individual's cognitive or emotional experience and then produce a behavioral response to the stimulus after a series of internal psychological activities (Y.-L. Wu & Li, 2017); (Hu, Zhang, & Luo, 2016). Stimuli from outside consumers such as marketing mix variables and environmental inputs (Changa et al., 2011). Wu and Li, (2017) developed an integrated model to explore the influence of the six components of the marketing mix (stimuli). The effect of stimuli originating from the individual's environment causes changes in oneself ((Arora, Parida, & Sahney, 2020). Herrando *et al.*, (2019) hedonic stimulus and utilitarian stimulus influence user flow experience, which has a positive impact on emotional and behavioral loyalty, with moderation of cultural background. Stimulus represents a set of sensory variables in a given environment and information load (Song, Yao, & Wen, 2021), system quality and information quality (Naqvi, Jiang, & Naqvi, 2020). Stimulus consists of the



environment faced by the individual at a certain time (external factors) (Jacoby, 2002). External factors consist of products, brands, logos, advertisements, packages, prices, store and store environment, word of mouth communication, newspapers, television, and many other factors that influence (Jacoby, 2002), digital marketing environment, social conditions consumers, information quality (Zhu, Li, Wang, He, & Tian, 2020); website reputation and quality (Kim & Lennon, 2013), retail environment characteristics (ambient, design, and social factors) (Changa et al., 2011), perceived showrooming value and past showrooming experiences (Arora et al., 2020). Thus, the focus of the study that describes the variation of the variables used in viewing a stimulus is the entirety of the consumer's external environment.

Organism: The "disturbed" self

Organisms are represented by affective and cognitive intermediate states and processes that mediate the relationship between stimulus and response. Internal consumers have an empty space which will be filled by external "pressure" (environment) as described in field theory. Consumers who get information from the environment cause internal "turbulence". This happens as an integral part in responding to the existing environmental aspects. This condition may lead to a "distressed" aspect in terms of making choices. Several research studies that apply the S-O-R framework include emotional and cognitive states in their research models (Eroglu et al., 2001b); (Holbrook & Hirschman, 1982); (Richard & Chandra, 2005); (Wang, Hernandez, & Minor, 2010); (Kim & Lennon, 2013). The emotional state of consumers is positively related to willingness to buy (Baker, Levy, & Grewal, 1992). Cognitive responses describe consumers' internal mental processes and states, and involve memory, knowledge structures, images, beliefs, and thoughts (Holbrook & Hirschman, 1982). Perceived risk is one of the cognitive responses experienced by consumers (Kim & Lennon, 2013). Perceived risk is a function of uncertainty about the potential outcome of a behavior and the likelihood of discomfort from this outcome (Forsythe & Shi, 2003) and represents the consumer's uncertainty about the loss or gain in a particular transaction (Murray, 1991). Organisms mediate the relationship between stimulus and response by postulating different mediating mechanisms operating within the organism. In a marketing context such as reputation, as an external frame of reference as determining organismal responses and consumer behavior (Kim & Lennon, 2013), reputation may have a positive influence on consumer perceptions or attitudes (Purohit & Srivastava, 2001), store reputation will affect perceptions (Lee & Shavitt, 2006), positive relationship between company reputation, e-satisfaction, and e-trust (Jin, Park, & Kim, 2008), reputation-based assurance produces positive emotions in consumers even though this assurance effect occurs unconsciously (Kim & Lennon, 2013). Actual cleanliness, staff behavior, environmental conditions, aroma and appearance of the physical environment were identified as stimulus variables that affect perceptions of cleanliness and service quality. The influence of perceived cleanliness (and other organismal variables) on satisfaction, approach behavior, physical activity and social behavior (Vos et al., 2018), product quality, price perception, affect satisfaction (Jayanti, 2019) including after-sales service prices (Jayanti, Tasrim, & Arif, 2021). Organisms as emotive and cognitive systems contained in individuals. Individual conditions related to experience (consumer experience). Previous experiences such as knowledge, beliefs, attitudes, tendencies, intentions, values, cognitive networks, schemas, scripts, motives,



individual personalities, feelings, impressions, images, expectations, and so on, involving brands, companies, services, logos, and so on (Jacoby, 2002), trust and satisfaction (Zhu et al., 2020), emotional reactions (Song et al., 2021), customer engagement and customer satisfaction (Naqvi et al., 2020), consumer value (Y. L. Wu & Li, 2018), emotions and perceptions of risk (Kim & Lennon, 2013), emotional responses (Changa et al., 2011), Attitudes towards showrooming and Desire (desire) towards Showrooming (Arora et al., 2020).

Response: Decision making

Affective responses reflect the emotions and feelings evoked by environmental (Batra dan Ray, 1986). Mehrabian and Russell, 1974 that studies in environmental psychology focused on the “pleasure, arousal, and dominance dimensions of affective responses as expected reactions to environmental stimuli” (Kim & Lennon, 2013). Consumer emotions lead to various consumer response behaviors such as purchase intention (Ha dan Lennon, 2010) and approach behavior (Eroglu et al., 2003); (Kim & Lennon, 2013). Price, communication, product and distribution for the needs and expectations of foreign consumers are positively related to performance in international markets (Navarro, Losada, Ruzo, & Díez, 2010). Arinya that the presence of a stimulus that comes from outside will have an effect on changes in consumer behavior. Consumer behavior as linked in marketing tactics of trust and satisfaction as a result of service quality, price perception, brand image, value offering, and switching costs (Abdullah, Putit, & Teo, 2014). Relationship marketing tactics for customer loyalty (Raza & Rehman, 2012); (Odekerken-Schröder et al., 2003);; trust and commitment have a significant effect on loyalty (Jayanti, Tasrim, Nuradhitya, & Jumariati, 2021). Personality traits underlie consumers' intrinsic propensity to engage in a relationship (consumer relationship tendencies), relationship strength depends on customer retention orientation and consumer relationship tendencies (Odekerken-Schröder et al., 2003).

Impulse buying behavior in this study is an approach aspect of the response component. Hedonic motivation was added as an individual trait to mediate the relationship between environmental characteristics and consumers' positive emotional responses to environmental characteristics (Massara & Pelloso, 2006); (Ng, 2003); (Turley & Milliman, 2000). Environmental variables such as ambient, design, and social characteristics contribute to the perceived hedonic benefits associated with the shopping experience (Park, Kim, dan Forney 2006; Wakefield dan Baker 1998). Consumers of different levels of hedonic motivation may react to the environment differently (Changa et al., 2011). Responses consist of all externally detectable responses, nonverbal responses, verbal responses, and behavioral responses, physical and physiological responses, smiles, communicative actions, acquisition, use, storage, and disposal of products, services, time, and ideas (Jacoby, 2002), purchase intention (Zhu et al., 2020); (Kim & Lennon, 2013), behavioral approach (Song et al., 2021), brand loyalty and recommendation (Naqvi et al., 2020), consumer loyalty (Y. L. Wu & Li, 2018), Showrooming intentions (Arora et al., 2020).

5. Discussion

Simulus carried out by the company as part of a strategy to influence consumer response (behavior). The effective implementation of the strategy must be supported by a detailed



program that supports the implementation of the strategy. This detailed program is known as tactics (Tasrim, 2021). Tactics are courses of action by which strategy is executed. Strategy must be supported by effective tactics (Rao, 2016). Marketing tactics are used to win the "heart" of consumers. The study tried to look at marketing tactics associated with quality, satisfaction, value, trust, price perception, commitment, attractiveness of alternatives, attitudes towards switching, subjective norms, switching costs, previous switching experiences and the search for variety to retain customers (Abdullah et al., 2014). Research on marketing tactics such as that conducted by Tseng in 2007 uses various tactics to measure relationship quality such as direct mail, real rewards, interpersonal communication, and preferential treatment on how they affect customer perceptions of long-term relationships (Abdullah et al., 2014). Other relationship marketing tactics are important to pay attention to quality, satisfaction, value, trust, price perception, commitment, attractiveness of alternatives, and attitude towards switching, subjective norms, switching costs, previous experience and the search for variety to retain customers (Bansal, Taylor, & James, 2005). Marketing tactics are considered to stimulate reciprocity to strengthen the relationship between customers and organizations (Hegner et al., 2016).

S-O-R theory approach that tries to see individual actions (consumers) from a treatment (stimulus). The S-O-R framework is a meta-theory with an analytical focus on analyzing user behavior (Zhu et al., 2020). Stimulus is an external factor that can stimulate consumers to do something according to the intensity of the stimulus. The field theory put forward by Kurt Lewin provides a clear picture of the role of external factors that can influence behavior. Consumer behavior gets special attention from business actors in order to gain knowledge about consumer changes. Changes in consumer behavior lead to changes in consumption patterns regarding the product. However, on the other hand, the company has the "ability" to carry out "pattern driving" behavior to achieve its goals. "Polarization" of consumer behavior by providing a stimulus allows companies to have information on consumer behavior. Research conducted by (Odekerken-Schröder et al., 2003) that marketer tactics can increase customer loyalty, although this research has not determined which tactic is more effective. However, the important point is that by carrying out a certain tactic the company makes it possible to detect changes in consumer behavior. In addition, external sources of information about the company, such as those from consumers, are identified as important factors in a thorough evaluation by the company and the services it intends to provide (Kim & Lennon, 2013).

S-O-R theory as a theory that provides an explanation of behavior is very suitable to see or "manipulate" consumer behavior as part of preparing the company's marketing tactics. Stimulus-Organism-Response, three important points in the "body" that always intersects with the marketing field. Organism is not a passive process from stimulus to response but an active response to external stimuli from the organism (Zhu et al., 2020). Consumers who make online purchases in research (Park, Lennon, & Stoel, 2005) found a negative relationship between perceived risk and purchase intention. Consumers' concerns relate to whether their purchase will enable them to achieve their purchase goals (Cox & Rich, 1964). Emotional responses to events or stimuli do not depend on the event or stimulus itself as explained by Lazarus, 1974 (Kim & Lennon, 2013).



Judging theory, emotions arise as a result of cognition (Scherer, 1993). Arnold in 1960 stated that emotions arise after people judge events as risky or rewarding (Kim & Lennon, 2013). Aspects of the evaluation-emotional relationship and found that consumers' cognitive judgments generate consumers' emotional responses (Ruth, Brunel, & Otnes, 2002). Tests on the effect of store ambient odors on shoppers' purchases, comparing the suitability of two different models; the aroma-emotion-cognition expenditure model and the ambient-emotional-cognition expenditure model reveal that cognition has a significant influence on consumers' moods (Chebat & Michon, 2003). Certain combinations of cognitive judgments such as unexpectedness, probability and control potential, determine which emotions (e.g. surprise, hope, joy, relief, joy, pride, fear, and sadness) will be experienced in a given situation (Roseman, Antoniou, & Jose, 1996). Stimulus generates consumer trust, satisfaction (Zhu et al., 2020). Furthermore, (Zhu et al., 2020) explained that trust plays a mediating role between perceived information quality and satisfaction and perceived information quality does not directly affect response, but does influence through a moderating effect on purchase intention . Thus, certain stimuli obtained by consumers can make (help) consumers in making choices. Doing or not doing what the consumer chooses is largely determined by how strong the stimulus is to create a "pattern" in the internal consumer.

6. Conclusion

SOR theory has a very useful power in "supporting" changes in consumer behavior through certain approaches. Consumer stimuli focus on aspects of individual cognitive and affective reactions. Stimulus that can be done by the company such as reputation (company image), product quality, price perception, price after-sales service, guarantee, actual cleanliness, staff behavior, environmental conditions, aroma, appearance of the physical environment, physical activity, social behavior, price, communication , product, distribution for needs, service quality, value offering, switching costs, relationship quality, environmental characteristics, design, and social characteristics. Organisms as mediators of stimuli with responses such as cognitive traits (memory, knowledge structure, images, beliefs, and thoughts), emotions (satisfaction, worry and e-trust), consumer attitudes, hedonic motivation, risk or benefit, consumer expectations, personality, shopping experience. This step produces consumer responses such as buying interest, market performance and consumer loyalty. This research is a conceptual research so it is necessary to prove it by conducting field research to test a good "pattern" to see consumer behavior models. The application of the results of this research can be done by constructing a research model by placing variables in "positions" in the S-O-R theory. Further research development can combine the S-O-R theory with Kurt Lewin's field theory of "empty space" in each individual.

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