



Go to "Mixue" whenever I'm Stressed: Overview of Self-Control in Product Purchases

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Abstract

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"Ruler of Empty Shophouses" is the name given to Mixue as a brand that sells ice cream and drinks. This designation was obtained due to the number of shophouses used for the sale of Mixue products in almost the same radius. The purchasing intensity of beverage products increases in line with the number of shops that compete in selling beverage products. The increase in purchases also resulted from the high purchasing power of the community, especially students. Students are often the target consumers for sweetened beverage products. The flexibility of time and the high level of conformity among students make students contribute more to the role of consumers. The absence of good self-control can cause harm to students if they continue to be consumers not based on need but because of habituation. This study wants to know about the description of student self-control in purchasing Mixue products. The method used is a qualitative research method with a phenomenological approach. The analysis used is IPA (Interpretative Phenomenological Analysis). The results of the study state that the form of student self-control is divided into behavioral control, cognitive control, and control in decision-making. In it, some things routinely support purchases, one of which is personal satisfaction.

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Introduction

The phenomenon of the covid-19 disease outbreak has caused every human being to be encouraged to stay at home, and reduce travelling. Human resources so far have been an important asset for organizations. (Faidal, 2020) This is due to the easy spread of covid-19 so that the government eventually issued a

policy not to be able to crowd or meet without an important reason to leave the house. This is due to the government's recommendation to minimise the spread of the Covid-19 Virus during the pandemic by complying with health protocols (Arum & Khoirunnisa, 2021). Strategy in marketing plays a strategic role in the success of a product in reaching consumers. (Fathor & Fatmariyah, 2023) Covid-19, which has hit the whole world, and also Indonesia, has its own impact on culinary businesses in the archipelago. In relation to consumptive behaviour, changes in people's spending patterns during the Covid-19 pandemic also need to be the focus of attention (Islamia & Purnama, 2022). Several studies emphasize customer loyalty as the core of sales. (Jannah & Pranjoto, 2023) With the appeal to "stay at home" making entrepreneurs rack their brains to continue to get income in the midst of the lack of consumers who come. As an innovation, fintech makes it easier for customers to transact, such as e-money. (Purnomo et al., 2021) In the end, many culinary businesses did not survive and eventually closed their businesses. Previous research has found that CSR can increase the value of the company. (tarjo et al., 2022) After the covid-19 outbreak was declared to fade, the culinary business, especially those engaged in food and drink, is now growing with the innovations offered, in order to restore revenue that had dropped during the pandemic.

Innovation and creation are not only generated through the variety of flavours displayed in the product menu, but also in terms of marketing. The current sources of competitive advantage are innovation and creativity. (Safrizal, 2023) With a wide range of goods available in the market of varying quality and inventiveness, the marketing industry is now experiencing increased competition. Every day, marketing or promotional technology becomes more complex, making it easier to utilise the latest developments as a result of these advancements. Batubara & Hidayat (2016) state that promotion aims to provide information, seduce consumers and reminders for consumers There are various types of food and beverages with distinctive flavours, shapes, and aesthetics that appeal to potential customers. One of the foods that has a variety of flavours and is enjoyed by many people even around the world is ice cream.

Ice cream is produced as a dessert due to its soft texture and sweet flavour. Ice cream is one of the business ideas with intense competition in the business world. More and more companies are competing globally in the sale of ice cream. In the food business, there are now many new trends or innovations that have sprung up and quickly enlarged or expanded to Southeast Asian countries, especially in Indonesia, such as ice cream to tea drinks with boba. Human resources have so far been the most important asset for organizations. (Safrizal et al. 2020) One of the most popular products in Indonesia today is Mixue. Through social media or from consumer reviews to other consumers, Mixue is now starting to expand its business.

Zhang Hongchao established mixue for the first time in 1997. International trade is one of the efforts to improve the growth and development of the economy (Priyadi et al., 2022) .The store, known as Mixue Bingcheng, grew quickly and often had long queues (Maliha, et.al., 2023). Over time, Mixue itself began to enter Indonesia in 2020 in Bandung, West Java, and became halal certified in early March 2023. Currently, Indonesia has more than 300 Mixue outlets (mw.ub.ac.id.). "Ruler of the Empty Shophouses" is a nickname for Mixue as a brand that sells ice cream and drinks (Agustiani & Yusa, 2023). This designation was obtained due to the large number of shophouses used for the sale of Mixue products in almost the same radius. The intensity of purchasing beverage products increases in line with the number of shops that compete in selling beverage products. The introduction of human activities has been studied over the past few years. (Victoria, et al., 2022)

The increase in purchases also resulted from the high purchasing power of the community, especially students. Students are often used as marketing targets for various industrial products (Larasati & Budiani, 2014). The sale of sweet drinks and ice cream products also makes students the target consumers. The flexibility of time and the high level of conformity among students make students contribute more to the role of consumers. In addition, students are also considered as consumers who spend excessively due to their interest in new things (Afila & Zuhroh, 2022).

Overall, mixue outlets are almost never empty of buyers. Coupled with the location of some mixue outlets that deliberately approach their market share such as students. The price of ice cream is said to be relatively cheap, starting from the cheapest price of Rp.8,000 and the most expensive Rp.22,000, including very friendly in student pockets. The results of research by Sumiati, et.al. (2023) states that one of the consumer satisfaction with mixue products is in terms of affordable prices. Technology affects the performance of organizations and businesses. (Purnomo et al., 2021) Apart from the relatively cheap price, Mixue also has distinctive characteristics and flavours. The shape, packaging, and visuals and even the mixue mascot are the main attraction that makes mixue more and more popular. The image and awareness of the Mixue brand in the eyes of consumers will have an impact on increasing product purchasing decisions (Maliha, et.al., 2023).

Starting from the variety of flavours provided, affordable prices, attractive marketing, and the booming phenomenon among students regarding mixue, making mixue purchasing power among students increase. Purchases made are no longer based on needs but desires and habituation factors. This will certainly cause dependence on a product. Self-control is needed to help individuals overcome their limited abilities and can be useful for overcoming various things that can harm these individuals caused by conditions outside of themselves. Self-control is needed by students in the decision to purchase mixue products. Self-control that arises from self-awareness will be more motivating and durable than self-control that arises because of supervision from others (Patty, et., al., 2016).

With the right self-control ability, each individual is able to guide, regulate, and direct their behaviour towards positive consequences. Various reasons are given in the decision to buy mixue products. This reflects the absence of good self-control from buyers regarding product purchasing decisions. Therefore, researchers want to conduct research, namely self-control of purchasing mixue products in students.

RESEARCH METHODS

This research uses qualitative research methods with a phenomenological approach. Research emphasises the depth of data obtained, and not the amount (quantity) of data collected (Sugiyono, 2014). Phenomenological research is based on the subjective experiences of individuals (Kahija, 2017). Informants in this study were selected using purposive sampling technique. Purposive sampling is said to be an informant selection technique using certain characteristics that are in accordance with the research objectives. The characteristics in this study are 1) College student; 2) Consume mixue at least 2x per week; 3) Located in telang, kamal, bangkalan, madura. Interviews were used as a data collection technique, and in this study the interviews were conducted with in depth interviews. Furthermore, data analysis was also used to systematically compile data from the interview results. The data analysis used uses Interpretative Phenomenology Analysis (IPA) which starts from determining emergent themes, superordinate themes, patterns between

participants, parent themes and superordinate theme collections, and finally structuring all superordinate themes (Kahija, 2017). Data validity testing techniques start from credibility, transferability, dependability, and confirmability tests.

RESULT

The results of the interviews were integrated to obtain the results of the discussion regarding the description of self-control in the purchase of mixue products. The description of self-control is reflected in the following themes:

Table 1. Self Control Themes

Main Themes	Sub Themes
Behavioural Control	Personal Satisfaction
	Control
Cognitive Control	Processing Opinions
Decision Making	Social Factors
	Effect on Self

1. Behavioural Control

a. Personal Satisfaction

Personal satisfaction is obtained when consuming sweet drinks and ice cream from the products offered. The influence of colleagues causes the desire to buy to be higher. From the results of the interviews obtained, it was stated that the informants felt that they could not control themselves due to the influence of friends to buy these products. This statement is proven by the informant as follows:

"If you say you can control it, it's still starting to get a little uncontrollable, Ma'am, because my friends sometimes influence me to buy mixue, sometimes invite me to mixue, so for now lately I can't control myself" (PAT16052023/14).

Personal satisfaction is obtained when consuming mixue products while in an unpleasant self-condition. Excessive burden in doing the task caused the informant to choose to consume mixue, which in turn led to suggestions to be able to make feelings more relieved. As in the informant's statement as follows:

"Well, for now, it's still the same because also I only feel unpleasant to myself when maybe I have a lot of tasks or there is a problem so it's just the same as yesterday, yes, if you go to mixue, it's more relieved, it feels better because you consume ice cream in mixue" (P16052023/12).

b. Control

Behavioural control can also be shown by the informant's self-control to be able to refrain from excessive actions, such as buying mixue products in a fairly close time intensity. Lack of self-control, mainly supported by peer influence factors, will make individuals increasingly take irrational actions such as excessive purchases. This was mentioned by the informant as follows:

"Yes, if I want to buy sometimes I can still hold it but if I'm invited by friends I can still hold it in, but if I've been invited by a friend, the problem is that sometimes I want to immediately want what I didn't want at first, if I'm invited by a friend, I immediately want it so I just follow so it's quite uncontrollable lately and to control it myself, I try not to be influenced by my friends but in fact it can't be like that" (PAT16052023/16).

Self-control to resist the urge to buy is difficult for informants. Given the need for a long time in making decisions to ultimately not buy or hold the desire to buy until tomorrow. However, this then easily cannot be controlled by informants when they get invitations from colleagues to buy products.

"For me, it's quite heavy, but it depends on that, if from my own desire it's still quite heavy for me because I still think about whether to buy it or not so I still think about it for a long time, sometimes I just think about it again the next day, but if I'm invited by friends, I don't think about it anymore, I immediately want to" (PAT16052023/28).

The informant's form of self-control can be seen by rethinking and trying to substitute by buying other products.

"If I control it, I'm not really able to control the situation when I want to buy mixue products but I try to control the situation like like I don't need to mixue first, yesterday I already mixue now just buy iced tea or just buy pop ice but sometimes I can't control it so I still go to mixue" (P20052023/14).

Another thing that makes it difficult for informants to control themselves is external factors that support the informants' reasons for continuing to buy products, such as the temperature or weather that is scorching hot.

"In my opinion, it's quite difficult, Ma'am, because when I want it, especially during the day, when it's hot, the atmosphere is hot so I want to go to the mixue looking for something cool and fresh, so it's hard to decide whether to buy or not to buy for me" (P20052023/24).

2. Cognitive Control

a. Processing Opinions

The ability to exercise control in terms of cognition or thinking can be seen from how informants think in determining purchasing decisions. The views of people around about mixue products can influence how informants view the product brand. The advantages and disadvantages of the product will be processed in the informant's cognition so that it can have an influence on the final purchase decision.

"yes, for me, I am a bit surprised if, for example, someone says that the mixue is not good even though the mixue is that good and also does not make me feel nauseous so I sometimes like to wonder if someone says it is not good but yes I understand that because not everyone has to be forced to like the mixue it also depends on their own personality right" (PAT20052023/18)

"Yes, I filter information from people, right, people also sometimes there are those who really like it, there are those who are just normal and then there are those who also don't like the mixue so yes it depends on themselves, if I like the mixue" (P20052023/16).

3. Decision Making

a. Social Factors

Decision making to form good self-control is influenced by social factors. In this case, especially students, the friendship factor is the main thing in purchasing decisions. This also applies reciprocally. Not only influenced by peers but also influencing peers to buy mixue products.

"If it's that, I am more often invited by my friends, in other words, I am instigated by my friends and strangely enough I also want to be invited by my friends even though I don't want to mixue suddenly invited and I suddenly immediately want to" (PAT16052023/24).

"I'm more the one who often invites my friends because it's like if I'm alone it's just not good enough so I invite my friends to mixue and fortunately my friends just want me to do it even though sometimes now I buy mixue and then tomorrow I go to mixue again so there is no pause so fortunately my friends want to" (P20052023/22).

b. Effects on Self

Self-control is also structured with the sub-aspect of effects on the self. That means good self-control is caused by the ability to sort out the effects of treatment on the self. The informant felt the need to buy mixue on the pretext that mixue was able to have an effect on him in the form of decreased stress when consuming it. Then, all of a sudden life's problems are also momentarily forgotten. The existence of this effect causes informants to still often consume mixue and sometimes over-consume it.

"If it reduces self-pressure, yes, obviously because yes, that's what I said earlier, if I'm stressed again with a lot of assignments, I sometimes go to mixue to relieve my stress and it's really proven that if I'm stressed again with a lot of assignments" (P16052023/20).

"well for now, in fact, now I have even more tasks so yes, if for example I go to the mixue, I immediately forget about the same tasks as stress and a lot of thoughts so I even forget more instantly when I consume the mixue so I say it can really relieve my stress when consuming mixue" (P20052023/18).

"For now, it's still the same, Ma'am, if there are family problems or other problems, especially life problems, so yes, like the stress earlier, if you consume mixue again, you immediately forget about life problems and life pressure, because in my opinion, by consuming ice cream, especially mixue ice cream, it feels cool and relieved" (P20052023/20).

DISCUSSION

Personal satisfaction is obtained when consuming sweet drinks and ice cream from the products offered. The influence of colleagues causes the desire to buy to be higher. From the results of the interviews obtained, it was stated that the informants felt that they could not control themselves due to the influence of friends to buy these products. Often, decisions made by someone, especially adolescents, do not consider aspects of knowledge, attitudes, emotions, and self-control so that they tend to follow their friends (Setiawan, 2023).

Behavioural control can also be shown by the informant's self-control to be able to refrain from excessive actions, such as buying mixue products in a fairly close time intensity. Lack of self-control, mainly supported by peer influence factors, will make individuals increasingly take irrational actions such as excessive purchases. Meanwhile, it is different from the definition of rationality, which is human behaviour based on the best and most profitable choice (Syariifah & Yuliana, 2022). Excessive purchase of a product without thinking carefully about the purchase is said to be impulsive buying. According to Mowen and Minor (Sari & Handayani, 2019) defines impulse buying as a purchase action that is carried out without prior problems, has

been consciously known or the purchase intention is formed before entering the store.

Self-control to resist the urge to buy is difficult for informants. Given the need for a long time in making decisions to ultimately not buy or hold the desire to buy until tomorrow. However, this then easily cannot be controlled by informants when they get invitations from colleagues to buy products. The informant's form of self-control can be seen by rethinking and trying to substitute by buying other products. Another thing that makes it difficult for informants to control themselves is external factors that support informants' reasons for continuing to buy products, such as the temperature or weather that is scorching hot. People or individuals who have good self-control will not be easily tempted by attractive promotions and advertisements so that they tend to consume according to what is needed (Burhan, et.al., 2023).

The ability to control in terms of cognition or thinking can be known from how informants think in determining purchasing decisions. The views of people around about mixue products can influence how informants view the product brand. The advantages and disadvantages of the product will be processed in the informant's cognition so that it can have an influence on the final purchase decision. The important role of self-control in students is in the form of determining a behaviour (Aprilia & Nio, 2019).

Purchasing decisions are consumer actions in fulfilling wants and needs which are the process of determining attitudes or purchasing goods and services (Anggraini, et.al., 2022). Decision making to form good self-control is influenced by social factors. In this case, especially students, the friendship factor is the main thing in purchasing decisions. This also applies reciprocally. Not only influenced by peers but also influencing peers to buy mixue products. Conformity ultimately causes adolescents to behave consumptively (Anjani & Astiti, 2020). Conformity that occurs is not only due to the good or bad of a product, but only based on the principle of following and following (Susanti & Nurwidawati, 2014).

Self-control can also be interpreted as an activity of controlling behaviour (Tripambudi & Indrawati, 2018). Self-control is also structured by the existence of sub-aspects of effects on the self. That means good self-control is caused by the ability to sort out the effects of treatment on the self. The informant felt the need to buy mixue on the pretext that mixue was able to have an effect on him in the form of decreased stress when consuming it. Then, all of a sudden life's problems are also momentarily forgotten. The existence of this effect causes informants to still consume mixue frequently and sometimes over-consume it. Good self-control can direct, guide and regulate behaviour which ultimately leads to positive consequences (Arisandy & Hurriyati, 2017).

CONCLUSION

The results of the study state that the form of self-control of students in purchasing mixue products is divided into behavioural control, cognitive control, and control in decision making. Behavioural control consists of personal satisfaction and control. Cognitive control consists of processing opinions. Meanwhile, decision making consists of social factors and effects on self. Making mixue products as one of the suggestions for stress relief causes students to buy mixue outside of their self-control. In addition, another thing that causes mixue purchases to be out of students' self-control is the invitation from colleagues to buy and follow existing trends.

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