



## Factors Shaping the Cognitive Dissonance of Online Consumers (Study of Fashion Products on Shopee in Indonesia)

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### ABSTRACT

The study aims to determine the influence of websites on emotion-mediated and cognitive dissonance and moderated lifestyle and gender. The research uses a quantitative approach. The novelty of research is cognitive dissonant behavior by examining its constituent factors. Respondents include the millennial generation who buy fashion products on Shopee. Purposive sampling method. The data collection technique uses a closed questionnaire. The data is statistically analyzed with SEMPLS. The findings of the analysis showed that cognitive dissonance was positively and significantly influenced by lifestyle. The implication of this research is that in online business, every marketer, especially fashion products, must understand the characteristics of the lifestyle that develops in society. Lifestyle is a very strong shaping factor in cognitive dissonance purchasing decisions.

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## INTRODUCTION

Online marketing is marketing that involves internet technology website is an online marketing that can affect consumer perception and emotions. Consumer behavior in making purchase decisions is closely related to the cognitive aspect. Cognitive is an aspect related to the human mind in responding to product and brand offers. In reality, Indonesia is a developing country with internet users reaching 221 million (2024) and 215 million (2023). 50.9% of Internet users are male and 49.1% are female.

Table 1. Internet User Sectors in Indonesia by Sector

No	Accounts	Percentage (%)
1	Trade	70,97
2	Service Activities	6,79
3	Health	3,73
4	Hotel	3,46
5	Gas and Petroleum	3,46
6	Information Technology	2,93
7	Tranportasi	2,26
8	Finance and Banking	2,00
9	Automotive	1,86
10	Construction	0,93
11	Processing Industry	0,67
12	Education	0,40
13	Other	0,53

Source : APJII, 2024

In Indonesia, the millennial generation is the largest community. Fashion products are the most popular products in Indonesia the characteristic of the millennial generation is a group of learner consumers, consumers need knowledge and experience before making decisions. Decision is a learning process online consumer decisions are decisions based on virtual information.

Previous research gaps showed differences in findings. Endogenous factors that significantly influence online decision behavior such as personality perception individual characteristics psychological. Exogenous factors that influence purchasing decisions include websites. Website characteristics that include information, design, and speed are stimuli in purchases.

Previous research has shown different findings, websites significantly affect purchases but the website also did not significantly affect purchases. In addition, there are studies that provide findings that there is a significant influence of website quality on purchases but the opposite. In the 942 articles studied, there are findings of eight categories of research on consumer behavior as follows:

Table 2. Mapping of Subject Issues in Online Consumer Research

Category	Incubation Era 1993-2004		Exploration Era 2005-2008		Explosion Era 2009-2012		Total 1993-2012	
Cognitive issues	65	30.0	86	29.6	103	23.7	254	27.0
User-generated content	6	2.8	41	14.1	95	21.9	142	15.1
Internet Segmentation and Demographics	27	12.4	44	15.1	51	11.8	122	12.9
Online Usage	37	17.1	32	11.0	32	7.4	101	10.7
Cross-cultural	28	12.9	29	10.0	37	8.5	94	10.0
Online communities and networks	17	7.8	21	7.2	42	9.7	80	8.5
Strategic use and outcomes	15	6.9	27	9.3	35	8.1	77	8.2
Consumer Internet search	22	10.1	11	3.8	39	9.0	72	7.6
Total	217	100.0	291	100.0	434	100.0	942	100

Source : Cummins (2014)

Future research priorities are the role of social media, consumer behavior theory, strategic and tactical approaches, cognitive theories related to technology, website design, micro marketing targets and specific segments such as geographic, demo-psychological country profiles the novelty of this research is to continue cognitive issues combined with the concept of marketing strategy, a segment of research in the developing country of Indonesia, the limitations of previous research on cognitive dissonance. Searching through previous articles on cognitive dissonance, most of them only explain the understanding of cognitive dissonance.

## THEORETICAL REVIEW

Consumer behavior is the process of obtaining and using goods or services. Consumer behavior is the discussion of choosing, buying, and using goods and services. Consumer behavior is a dynamic activity. Consumer behavior is also the activity of purchasing, using goods or services. The purchase decision is an electoral process. There are 2 approaches to marketing, namely social and managerial The goal of marketing is to make customers understand and recommend. Promotion is the process of communication with consumers. Promotions are useful in persuading consumers. The main components of a website are logos, color palettes, typography, messaging, experiences that will give marketing a boost. Websites provide stimulation to individuals a website is a communication to consumer.

Marketing psychology is the active interaction of individuals with the environment. Learning is a psychological process in which affective (emotional), cognitive (perception) interactions continue in behavior affective includes emotional behavior, where emotions can be in the form of desire, hatred, sadness, miracle, love and joy. Cognitive is associated with the ability to think, learn, and process information. Cognitive is often associated with perception which includes the ability to organize, interpret the stimuli received perception is the work of the brain perception will interpret information. Cognitive dissonance is part of cognition. Cognitive dissonance when a person makes decisions that are not in accordance with personal beliefs or values.

**Thinking Frame**

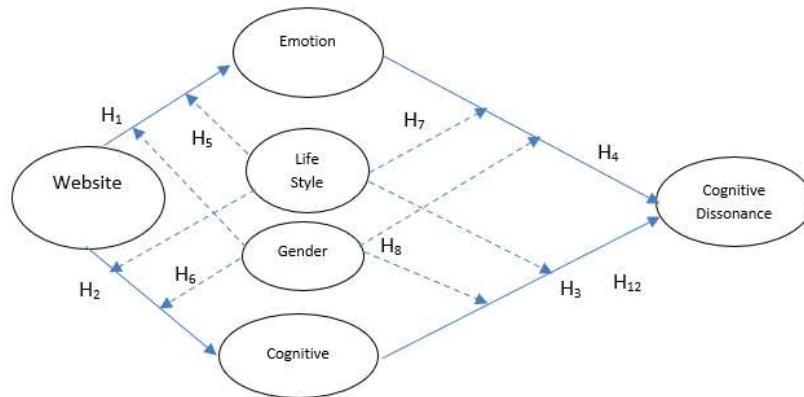


Figure 2. Conceptual Models of Factors Shaping Cognitive Dissonance  
 Source: (Assael, 2004; Kotler & Keller, 2007; Leon, 1968; Pluzinski & Qualls, 1975)(Goleman et al., 2002; Piaget, 1999; Solomon, 2013)

**METHODOLOGY**

Types of quantitative research. The research design is hypothesis testing. Research location in Indonesia. The characteristics of the respondents were: 1) Consumers who had made online purchases on Shopee, 2) Millennial generation 3) Indonesian citizens. The bound variable is cognitive dissonance, the free variable is the website, the variable between emotions, cognitive, lifestyle moderation variables and gender. The sampling method is a purposive sampling technique The sample size was 99 respondents. The research instrument is a questionnaire. Testing of instruments with validity and reliability tests. Analysis tool with SEM-PLS

**RESULTS AND DISCUSSION**

*Characteristics Responden*

The number of respondents in this study is 99 who have the following distribution:

Table 3. Respondent Characteristics by Gender

Gender	Frequency	Percentage
Male	26	26.3
Female	73	73.7
Total	99	100.0

Source : year 2024

Table 3 shows that female respondents have a more dominant response than men. Female respondents were 73.7% while male respondents were 26.3%.

Table 4. Respondent Characteristics by Gender

Education Level	Frequency	Percentage
Secondary school	40	40.5
undergraduate	49	49,5
Total	99	100.0

Source : Data in 2024

Table 4 shows the number of respondents with undergraduate and secondary school education levels. Indonesia is a developing country, so the number of undergraduates is not higher than high school graduates. This research is interesting because it was conducted in developing countries where education levels are still low.

**Test Measurement Model (Outer Model)**

Analysis of the measurement model is carried out to ensure the validity and reliability of the construction. The test results can be explained as follows:

*Convergent Validity*

Table 5. Value of Average Variance Extracted (AVE)

Construct reliability and validity - Overview				
	▼ Cronbach's a.l. ▲	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Website	0.850	0.888	0.889	0.551
Life Style	0.858	0.859	0.904	0.703
Cognitive	0.870	0.872	0.920	0.794
Cognitive Dissonance	0.872	0.873	0.913	0.725
Emotion	0.890	0.921	0.921	0.745

Source : data processing 2024

Based on the Smart PLS output, the Average Variance Extracted (AVE) value for all constructs is above the threshold of 0.5, which indicates that all indicators are able to explain more than 50% of the construct variance.

*Discriminant Validity*

Table 6. Discriminant Validity

Discriminant validity - Fornell-Larcker criterion						
	Cognitive	Cognitive Dissonance	Emotion	Gender	Life Style	Website
<b>Cognitive</b>	0.891					
<b>Cognitive Dissonance</b>	0.637	0.851				
<b>Emotion</b>	0.221	0.509	0.863			
<b>Gender</b>	-0.197	0.036	0.137	1.000		
<b>Life Style</b>	0.799	0.732	0.323	-0.176	0.838	
<b>Website</b>	0.679	0.663	0.500	-0.034	0.720	0.742

Source : data processing 2024

The correlation value between constructs is lower than the square root of the AVE of each construct. This indicates that each construct has a distinct distinction from the others.

Construction Reliability

Table 7. Cronbach's Alpha and Composite Reliability Values

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	Cronbach's al...	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
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Source : data processing 2024

Cronbach's Alpha and Composite Reliability for all constructs are above 0.7, indicating that all constructs are reliable.

Model Structural (Inner Model)

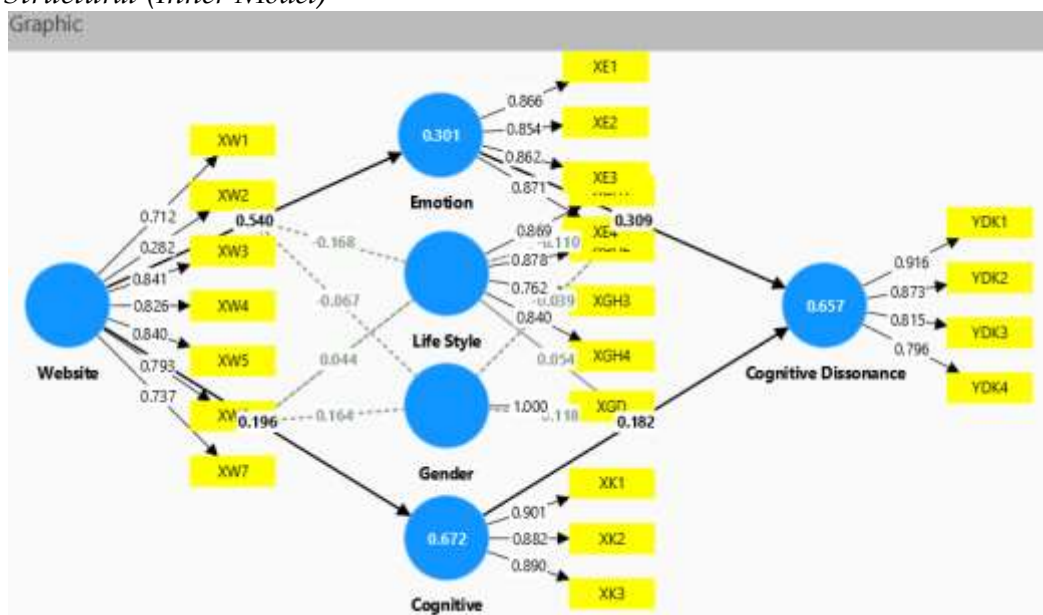


Figure 2. Research Model

Coefficient of Determination (R<sup>2</sup>)

Table 8. Determination Coefficient Value (R<sup>2</sup>)

R-square - Overview		
	R-square	R-square adjusted
<b>Cognitive Dissonance</b>	0.657	0.627
<b>Emotion</b>	0.301	0.263
<b>Kognitive</b>	0.672	0.655

Source : Data Prossesing2024

The R<sup>2</sup> value for the Cognitive Dissonance construct is 0.657 which means that 65.7% of the variance in Cognitive Dissonance is explained by the independent variables, namely Emotion and Cognitive. This indicates the model has moderate to strong predictive power

*Path Coefficients Test*

Table 9. Value of Path Coefficient

Path coefficients - Matrix			
	Cognitive	Cognitive Dissonance	Emotion
Cognitive			
Cognitive Dissonance			0.182
Emotion			0.309
Gender	-0.192	0.287	0.378
Life Style	0.612	0.480	-0.056
Website	0.196		0.540
Gender x Emotion		-0.039	
Life Style x Website	0.044		-0.168
Life Style x Cognitive		0.054	
Gender x Website	0.164		-0.067
Gender x Cognitive		0.118	
Life Style x Emotion		-0.110	

Source : data processing 2024

The relationship between variables was tested using path coefficient values and statistical significance (p-value). The findings of the path coefficient value based on the three largest path coefficient values are: Life Style has a positive effect on Cognitive (path value: 0.612), Website has a positive effect on Emotion (path value: 0.540), Life style has a positive effect on Cognitive Dissonance (path value: 0.480)

*Effect Size (f<sup>2</sup>)*

Table 10. Value of f-square Matrix

f-square - Matrix				
	Cognitive Dissonance	Emotion	Gender	Kognitive
Cognitive Dissonance				
Emotion	0.164			
Gender	0.040	0.037		0.021
Kognitive	0.027			
Life Style	0.215	0.002		0.512
Website		0.174		0.049
Gender x Website		0.001		0.014
Gender x Kognitive	0.008			
Life Style x Website		0.036		0.005
Life Style x Emotion	0.030			
Life Style x Kognitive	0.007			
Gender x Emotion	0.001			

Source : data processing 2024

The f<sup>2</sup> test showed that life style had the greatest effect on cognitive dissonance (f<sup>2</sup>=0.215), while other variables had a small effect.

**Moderation Test**

Table 10. Path Coefficient Moderation Value

Path coefficients - Mean, STDEV, T values, p values				
	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O /STDEV)	P values
Cognitive -> Cognitive Dissonance	0.191	0.114	1.591	0.112
Emotion -> Cognitive Dissonance	0.311	0.088	3.511	0.000
Gender -> Cognitive	-0.194	0.147	1.304	0.192
Gender -> Cognitive Dissonance	0.286	0.143	2.008	0.045
Gender -> Emotion	0.395	0.201	1.885	0.060
Life Style -> Cognitive	0.616	0.088	6.970	0.000
Life Style -> Cognitive Dissonance	0.470	0.128	3.763	0.000
Life Style -> Emotion	-0.056	0.143	0.393	0.694
Website -> Cognitive	0.199	0.110	1.783	0.075
Website -> Emotion	0.548	0.138	3.904	0.000
Gender x Emotion -> Cognitive Dissonance	-0.036	0.180	0.216	0.829
Life Style x Website -> Cognitive	0.022	0.087	0.501	0.616
Life Style x Website -> Emotion	-0.159	0.099	1.695	0.090
Life Style x Cognitive -> Cognitive Dissonance	0.057	0.063	0.851	0.395
Gender x Website -> Cognitive	0.155	0.192	0.852	0.394
Gender x Website -> Emotion	-0.055	0.177	0.378	0.705
Gender x Cognitive -> Cognitive Dissonance	0.107	0.178	0.665	0.506
Life Style x Emotion -> Cognitive Dissonance	-0.114	0.070	1.571	0.116

Source : data processing 2024

Path Coefficient ( $\beta$ ) shows the direction and strength of the moderation effect. t-value and p-value are used to determine significance, if p-value < 0.05 then the moderation effect is significant. The findings show that life style and gender have a positive but not significant effect on cognitive dissonance.

**DISCUSSION**

Lifestyle has a positive and significant influence on Cognitive. The results of this study support previous research related to the role of lifestyle in consumer behavior. Lifestyle has a positive and significant influence on consumers' impulsive purchasing behavior for fashion products lifestyle increases the influence on the relationship between sales promotion and consumer purchase decisions for fashion products lifestyle has a high influence on consumer purchasing decisions for fashion products in summary, the results of the study have shown that lifestyle has a positive and significant effect on the decision to buy fashion products.

Websites have a positive and significant effect on online consumer emotions. This research has succeeded in proving that websites have a positive effect on online consumer purchase decisions. The results of this study support previous research such as social media which has a positive effect on online consumer behavior website has a positive influence on online purchasing interest Website influences online purchase intent websites that affect consumer emotions are graphics, ergonomics, information content and social interaction website scenarios, website security, consumer communities on websites have a significant impact on consumer emotions in online purchases.

Life style has a positive and significant effect on Cognitive Dissonance. This study has also succeeded in proving that lifestyle has a positive and significant influence on cognitive dissonance. The findings of this study are sufficient to complement previous research on cognitive dissonance.

## **CONCLUSION**

The results of this study have given findings that life style has a positive and significant influence on Cognitive, websites have a positive and significant effect on online consumer emotions, and life style has a positive and significant effect on Cognitive Dissonance. Based on the findings of this study, the practical implication is that online businesses with website media need to always pay serious attention because it will have an impact on emotions. Life style is a major shaping factor in cognitive dissonance behavior.

## **RECOMMENDATIONS**

The research recommendations are aimed at marketing managers of business companies that rely on websites as a medium for marketing strategies. Business companies need to design websites with attractive content that can affect consumer emotions by paying attention to the development of lifestyle trends in fashion products. The lifestyle of the community for fashion products will follow the trend of consumer needs. In designing website content, it is necessary to pay attention to fashion trends that are developing in society. This will have an impact on increasing consumer purchasing decisions and sales volume.

## **FURTHER STUDY**

This research has limitations, namely that the study was only carried out on the millennial generation, fashion products and the research method was a quantitative approach. Future research studies can be carried out for generation Z or generation X, electronic products, and research methods can be carried out using a qualitative approach

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