

COMPARATIVE ANALYSIS OF EXPERIENTIAL MARKETING BETWEEN MALE AND FEMALE CUSTOMER ONLINE SHOP(CASE STUDY AT FACULTY OF ECONOMIC AND BUSINESS SAM RATULANGI UNIVERSITY)

ANALISA KOMPARATIF PEMASARAN YANG BERBEDA ANTARA TOKO ONLINE PELANGGAN PRIA DAN WANITA (STUDY KASUS DI FAKULTAS EKONOMI DAN BISNIS UNIVERSITAS SAM RATULANGI)

By

Marchell F. Manalu¹
Sifrid S. Pangemanan²

^{1,2,3}Faculty Of Economics And Business,
Internasional Business Administration, Management Department,
Sam Ratulangi University, Manado

E-mail:

¹marchelmanalu93@gmail.com

²sifridp_s@unsrat.ac.id

Abstract: The emergence of e-Commerce in Indonesia resulted due to the growth of the Internet, affected people's preference for online shopping. Customers will get a different experience and gain a different advantage while shopping online, especially for a fashion product. there are still a lot of complaints about customer experience that can affect the customer intention to buying goods from online experience, whether for man and women. In this globalization era, information is one of the most important thing, it can be seen as the massive development and growth in information technology and sure it cannot be separated from our daily life, since it is already become the part of human lifestyle right now. The beginning of this era is started with invention of what we called now Internet. Internet is really useful in terms of information sharing and to communicate or connect people that is not limited in region and time, and it also can be very useful for our daily life needs, for government bureaucracy, education needs, and trade. if we talk about trade and internet, it is really relatable right now, since e-Commerce thing is what we see as a trend in this era.

Keywords: *experiential marketing, e-commerce, male and female customer*

Abstrak: Munculnya e-Commerce di Indonesia dihasilkan karena pertumbuhan Internet, mempengaruhi preferensi orang untuk belanja online. Pelanggan akan mendapatkan pengalaman berbeda dan mendapatkan keuntungan berbeda saat berbelanja online, terutama untuk produk fesyen. masih banyak keluhan tentang pengalaman pelanggan yang dapat mempengaruhi niat pelanggan untuk membeli barang dari pengalaman online, baik untuk pria maupun wanita. Di era globalisasi ini, informasi adalah salah satu hal yang paling penting, dapat dilihat sebagai perkembangan besar dan pertumbuhan dalam teknologi informasi dan yakin itu tidak dapat dipisahkan dari kehidupan kita sehari-hari, karena sudah menjadi bagian dari gaya hidup manusia saat ini. Awal era ini dimulai dengan penemuan apa yang kita sebut sekarang Internet. Internet sangat berguna dalam hal berbagi informasi dan untuk berkomunikasi atau menghubungkan orang-orang yang tidak terbatas di wilayah dan waktu, dan juga dapat sangat berguna untuk kebutuhan hidup kita sehari-hari, untuk birokrasi pemerintah, kebutuhan pendidikan, dan perdagangan. jika kita berbicara tentang perdagangan dan internet, itu benar-benar cocok sekarang, karena hal e-Commerce adalah apa yang kita lihat sebagai tren di era ini.

Kata kunci: *pemasaran experiential, e-commerce, pelanggan pria dan wanita*

INTRODUCTION

Research Background

In this globalization era, information is one of the most important thing, it can be seen as the massive development and growth in information technology and sure it cannot be separated from our daily life, since it is already become the part of society lifestyle right now.

If we talk about trade and internet, it is really relatable right now, since e-Commerce thing is what we see as a trend in this era. Our life is completely changing to a better direction, due to these internet and information technology development, but there is one thing that cannot be denied if we talk about changing, and that is competition.

To survive in e-Commerce challenge, one thing the businessman must do is do not ever to stop innovate, and overcome any problem or challenge in the future. The business owner must give a positive experience for the customer in order to connect with the customer experience through their website, to survive in this competition. A positive experience will create a positive impact to the customer, as a human being where experience is the most effective way to reach their personal feeling, and we think that this is the best way to approach the customer, because as a human being, the customer mostly make a decision based on what they see, hear, feel, and think.

The reason why Experiential Marketing is to be seen as a new successfully marketing strategy, that conventional marketing did not giving a new perspective to understand the customer needs and create a values to the customer about the product.

Most of the product that are selling in online platform is basically for young people, such as clothing line product, smartphone's custom case, a tons of variety gadget, the newest smartphone, and others stuff, but it is not limited to men or woman needs. What makes it more interesting is the difference experience between men and woman in online shopping behavior.

Research Objective

1. To find out if there is a difference in experiential marketing between men and women customer
2. To find out if experiential marketing affect male online shop customer purchase intention
3. To find out if experiential marketing affect female online shop customer purchase intention

THEORETICAL FRAMEWORK

Marketing

Marketing is communicating the value of a product, service or brand to customers, for the purpose of promoting or selling that product, service, or brand Kotler (1973) defined marketing as "A Social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging value with other.

Experiential Marketing

He believed that after making some observations or participating in certain events, consumers receive certain stimulations that trigger their motivations to recognize or perform the act of purchasing. Schmitt (1999) defined the concept of strategic experiential modules as the basic strategies for marketing. The objective is to create various experimental marketing for consumers, including five experimental factors on how they sense, feel, think, act, and relate. He believed that after making some observations or participating in certain events, consumers receive certain stimulations that trigger their motivations to recognize or perform the act of purchasing.

Online Shopping Experience

Internet shopping is one of the most popular forms of non-store retailing recently. As the number of websites increases rapidly, e-business marketing managers start to face severe competition. Marketing their websites attractive must be one of the first priorities for these marketers. Thus, it is better for them to understand how consumers evaluate the websites as well as their choices among the websites (Dallaert, 2000).

Customer Purchase Intention

Purchase intentions are personal action tendencies relative to the brand. Whereas attitudes are summary evaluations, intentions represent "the person's motivation in the sense of his or her conscious plan to exert effort to carry out a behavior" (Eagly and Chaiken, 1993).

Conceptual Framework

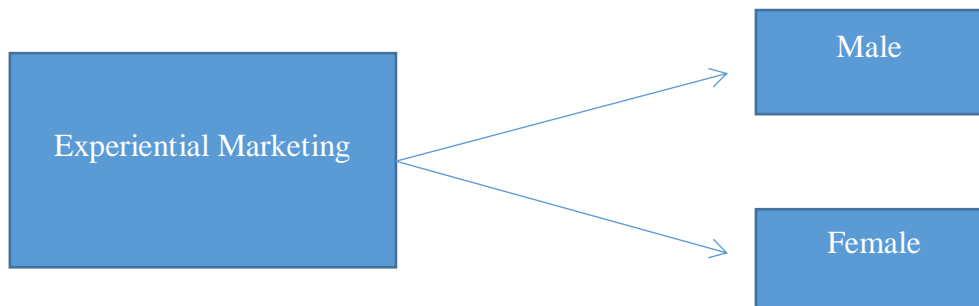


Figure 1. CONCEPTUAL FRAMEWORK

Source: Data Processed, 2018

RESEARCH METHOD

Type of Research

This research type is causal type. This research concentrate in comparing the difference between marketing experience between men and woman in online shopping or trading.

Population And Sample

Population is all members of a defined group that posses some common characteristic defined by the sampling criterian established by the researcher. The population in the research is older people with age range 18 years old until 23 years old that currently are an active smartphone user and social media. Sample is the selected people chosen for participation in a study, people are refered to as subjects or participants and that actually possesses the same characteristic as the population. The sample in this research is consisting of 100 respondents and the sampling method is purposive sampling. The purposive sampling was applied in this research regarding to obtain information according to criteria.

Data Collection Method

Primary data is the data obtained directly from the original source. Specifically the primary data collected by researchers to answer the research questions. The primary data of this study is the results of questionnaires. The questionnaires are distributed to respondents so they can respond it directly and answer it on the questionnaires. There were two sections in the questionnaires that should be filled by respondents. The first section is about respondents identities or we called it demographics and the second section is about things that related with the variables. Secondary data collected for some purpose and taken from books, journals, articles, and relevant and reliable literature from library and internet.

Data Analysis Method

Validity, Reliability, and Normality Test

The research has a total 100 questionnaires with 30 questions, that the validity, reliability, and normality have been tested with SPSS. To test the validity the Pearson Product Moment is used, for the reliability using Cronbach Alpa Parameter, and for the normality is based on the Kolmogorov-Smirnov value.

Independent Sample t-Test

The study of Schlomer and The Military REACH Team (2012), explain that independent samples t-test is used to compare two groups whose means are not dependent on one another. In other words, when the participants in each group are independent from each other and actually comprise two separate groups of individuals, who do not have any linkages to particular members of the other group (in contrast to depend-ent samples). A common example of independent groups might be comparisons between males and females who do

not have relationships between particular males and females (versus if the males and females were linked through romantic relationships).in this example the factor that differentiates the two groups,gender,does not indicate that the scores from one group (males)will be dependent on scores from the other group (females) and they are thus considered independent samples.

RESULT AND DISCUSSION

Respondent Characteristics

As a general overview of the respondent's characteristics, some information regarding their profile was asked during the research. The data had collected from 100 respondents, which all the respondents were divided by youth and adult people. The questionnaires had been asked to the respondent and being analyzed. Respondent characteristics are classified based on their age and occupation. The questionnaires are distributed to a 100 respondents that consist's aged 18 until 23 years old. As seen from the data processed by the researchers, the pie charts below will show the characteristics of the respondents. Figure 4.1 below shows the pie chart of respondent's percentage based on age.

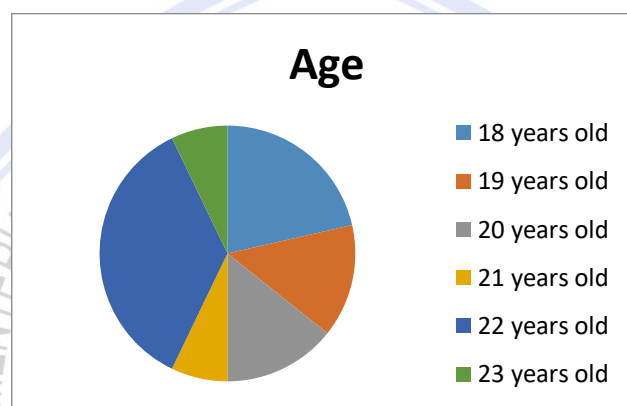


Figure 2. Classification of Respondent based on Age

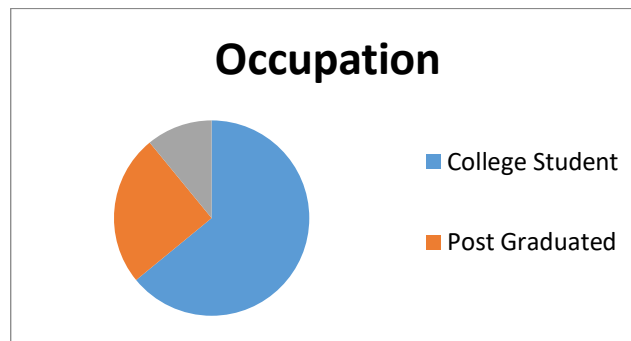
Source: Data Processed, 2018

Based on age, on this table below contain the information about the specific amount of each age for each person in youth respondent.

Table 1. Result of Age

18 years old	15
19 years old	10
20 years old	10
21 years old	5
22 years old	25
23 years old	5

Source: Data Processed, 2018

**Figure 3**

Source: Data Processed, 2018

We can see that on the chart above there are only 3 occupation for the respondent which is college student, post graduated, and beginner employee. College is dominated the youth occupation respondent while the post graduated and beginner employee is less than it. For the specific amount of the youth occupation, take a look at table 3 below

Table 2. Result of Occupation

College student	35
Post graduated	35
Beginner employee	30

Source: Data Processed, 2018

Validity Test Result

To test the validity of the research, the Pearson Product Moment is used, by seeing the value of significance and comparing the value of rxy table with r product moment. If the significance value > 0.05, and if the value of rxy > r table product moment, then the instrument is declared valid.

Table 3. Corelation Result

	Pearson's Correlation	Sig. (2-Tailed)	N
Q1	.700	0.01	100
Q2	.650	0.00	
Q3	.435	0.00	
Q4	.765	0.00	
Q5	.715	0.04	
Q6	.882	0.00	
Q7	.875	0.00	
Q8	.400	0.00	
Q9	.653	0.00	

Source: Data Processed, 2018

Table shows that both the significance value is > 0.05, and if the value of rxy > r table product moment, then the instrument is declared valid

Table 4. Reliability Test Result

Case Processing Summary			
		N	%
Cases	Valid	100	100
	Excluded ^a	0	0.
	Total	100	100.0

a. Listwise deletion based on all variables in the procedure.

Source: Data Processed, 2018

The table above contain the information about the amount of sample or respondent (N) in this research is 100 people, and it is divided by 50 male customer and 50 female customer. Since there is no empty data in this research (means that all the question is answered by the respondents), therefore the valid value is 100%

Table 5. Reliability Statistic

Cronbach's Alpha	N of Items
.850	9

Source: Data Processed, 2018

The table shows that Cronbach's Alpha score is 0.850 which is > 0.60 therefore it is a qualified for the research instrument declared as reliable.

Table 6. Normality Test Result

	Kolmogorov-Smirnov ^a		
	Statistic	Df	Sig.
Sense	.281	100	.99
Feel	.209	100	.016
Think	.253	100	.198
Act	.179	100	.075
Relate	.213	100	.227

Source: Data Processed, 2018

Independent Sample t-Test Result**Table 7. Group Statistic**

	Customer	N	Mean	Std. Deviation	Std. Error
					Mean
Sense	Male	50	13.20	1.080	.216
	Female	50	13.72	1.100	.220
Feel	Male	50	13.96	.735	.147
	Female	50	14.00	1.000	.200
Think	Male	50	9.44	2.987	.597
	Female	50	11.40	1.190	.238
Act	Male	50	11.44	1.227	.245
	Female	50	11.28	.980	.196
Relate	Male	50	7.36	2.039	.408
	Female	50	6.44	1.387	.277

Source: Data Processed, 2018

Table 8. Independent Sample t-Test

	Levene's Test for Equality of Variances		t-test for Equality of Means						
	F	Sig.	T	Df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper
Sense Equal variances assumed	.814	.001	-1.687	48	.000	-.520	.308	-1.140	.100
			-1.687	47.984	.001	-.520	.308	-1.140	.100

Feel	Equal variances assumed	3.008	.000	-.161	48	.000	-.040	.248	-.539	.459
	Equal variances not assumed			-.161	44.068	.002	-.040	.248	-.540	.460
Think	Equal variances assumed	37.528	.087	-3.048	48	.873	-1.960	.643	-3.253	-.667
	Equal variances not assumed			-3.048	31.433	.865	-1.960	.643	-3.271	-.649
Act	Equal variances assumed	1.714	.197	.509	48	.613	.160	.314	-.472	.792
	Equal variances not assumed			.509	45.753	.613	.160	.314	-.472	.792
Relate	Equal variances assumed	4.607	.037	1.866	48	.068	.920	.493	-.072	1.912
	Equal variances not assumed			1.866	42.293	.069	.920	.493	-.075	1.915

Source: Data Processed, 2018

The result on the table above giving us the information about the relation or the mean difference between two groups (male and female) that carrying each indicator that represent the experiential marketing variable. As we can see that Sense and Feel factor has a significant result between the Male customer and Female customer, while other indicator does not show the same result.

Discussion

From all the result above we can conclude that based on the data, that Sense, Feel, Think, Act and Relate factor have significant result towards male and female customer in terms of online shopping experience, while other factor does not have significant result. Sense experience is defined by Yuan and Wu (2008) in Maghnati et al. (2012) as customers message about products or services that they perceived by their sense. Through Sense experience, customer will able to develop logic experience and subsequently they can use the logic experience to form personal value assessment to differentiate the products and services being received, (Maghnati et al. (2012)). Sense factor has a significant result based on the data above.

Feel is defined by Yuan and Wu (2008) in Maghnati et al. (2012) as experience that come from the customers' inner emotion, mood and feeling during consuming products and services. Strong and positive emotion in the Feel experience will positively affect the customer relation with company (Maghnati et al. (2012)). Thus, to improve the customer relationship between the customer and the seller, company should provide a strong and positive Feel experience (Maghnati et al. (2012)). According to this theory, is means that Feel factor has a great impact on customer as a human being that make a decision based on their feeling. Feel factor has a significant result based on the data above.

Think is defined by Schmitt (1999) in Maghnati et al. (2012) as the experience which stimulates customers to be creative in developing a new idea or thinking about a company or its products. Through the process of creating a new idea or thinking, consumers make their own evaluation towards the company and its brand Maghnati et al. (2012). Based on this theory, think factor is relate to customer as a human being where thinking is the most important factor in customer buying decision where all the process of buying and selling product is determined by how the product makes the customer think that they need it or not. Think factor has a significant result based on the data above.

Act is defined by Schmitt (1999) in Maghnati et al. (2012) as the experience that enables consumers to develop experiences relate to their physical body, behavior and lifestyle, as well as the experience gained from the social interaction with other people. Through Act experience, consumers enable to develop a sense of sensation, make relationship with the products or services offered Maghnati et al. (2012). Based on this theory, Act factor is related to customer behavior as one of the important factor in buying decision, which means that Act is the final factor for the customer in terms of buying decision where the Act factor is also determining the whole process of buying decision, whether the product would be good or not for the customer. In Act factor also the customer can giving a chance or feedback for the product to grow or developing in terms of quality, or the marketing process. Act factor has a significant result based on the data above.

Relate is defined by Chang et al. (2011) in Maghnati et al. (2011) as the experience that allows consumers to build their connection with the social communities and social entities through the process of purchasing and consuming the products and services. Change et al. also explain that Relate experience which is promoted via Relate marketing campaign enables consumers to make self-improvement, being perceived positively by others and integrate themselves to a social community Maghnati et al. (2012). Based on this theory, Relate factor is more personal approach because it is about the customer experience about the product or services, where in this experiencing process, what matter the most is how the customer feel about the product that relate to their personal memories or experience. Because the customer, as a human being, always using their personal factor to take any decision in their life, including in buying decision product for the rest of their life. But for this research it is not suitable since it does not have a significant result on the table above.

Comparison Between Male and Female Customer in Experiential Marketing Based on Sense Factor and Feel Factor

The result on discussion above has the information about each factor that has significant result on each male and female customer in experiential marketing on online shopping, where there are two factors from experiential marketing that significantly differentiate the male and female customer in terms of online shopping experience. The difference between male and female customer on Sense factor are, the male tend to buying from online shop based on the essence of the product, on how the product will satisfy their needs, because male customer tend to do anything in order to satisfy their needs rather than fulfill their wants. It is different with female customer, in terms of Sense factor in experiential marketing on online shopping, female customer tend to buying the product that can fulfill their wants rather than fulfill what they needs. Based on Feel factor, the difference between male and female customer in online shopping experience is on how they feel about the product, where male customer tend to buying the product for its purpose or the function, not the story behind it that can affect their feeling. It is totally different with female customer that if it related to Feel, female customer tend to buying the product that affecting their feeling that can causing an instant buying process.

CONCLUSION AND RECOMMENDATION

Conclusion

Based on the result from the previous chapter, we can conclude that:

1. There is a significant different in online shopping based on Sense factor between Male and Female on Manado.
2. There is a significant different in online shopping based on Feel factor between Male and Female on Manado.
3. There is no significant different in online shopping based on Think factor between Male and Female on Manado.
4. There is no significant different in online shopping based on Act factor between Male and Female on Manado.
5. There is no significant different in online shopping based on Relate factor between Male and Female on Manado.

Recommendation

This study helps online fashion store to gain further understanding of the effects of Sense, Feel, Think, Act, and Relate factor on male and female online shop customer by differentiate it. By understanding what is the difference of male and female customer in online shopping, the research allows the owner of the online store to use Experiential Marketing effectively in producing the best products and online shopping services to the customers. The research study provides insights for the company to have an in-depth understanding towards the factor (sense, feel, think, act, and relate experience) that contributing to what differentiate it. Hence, this

understanding enables the online store to identifying relevant approaches to develop a marketing strategies and build a strong bond with the customer.

Although the research findings provide some insights to the researchers, these findings should be viewed in light of some limitations. To summarize, the limitations associated with the research findings are: (1) Limited to a small number of respondent also research area coverage, thus, the result probably could not quite represent Indonesia which has huge population; (2) This study was conducted via cross sectional study, thus, the changes of the customer satisfaction over a period of time cannot be identified. Due to the limitations of this research which are mentioned above, it is recommended to conduct a research on a larger area coverage and a longitudinal study for the future research.

REFERENCES

- Chang H. H. and Wang, H. 2011. The Moderating Effect of Customer Perceived Value on Online Shopping Behaviour. *Online Information Review*. <https://researchoutput.ncku.edu.tw/zh/publications/the-moderating-effect-of-customer-perceived-value-on-online-shopp> Accessed: 10th March 2017
- Dallaert, B. 2000. Tourist Valuation of Other Tourists Contributions to Travel Web Sites, *Ecommerce Research*, <https://pdfs.semanticscholar.org/67e4/6083a516fa6d565c6819b23183d1894cebbb.pdf> Accessed: 5th November 2018
- Eagly, A. H. and Chaiken, S. 1993, Chapter 4. The Impact of Attitude on Behavior in *The Psychology of Attitude*, https://www.researchgate.net/publication/264000974_The_Influence_of_Attitudes_on_Behavior Accessed: 28th August 2018
- Kotler, P. 1973. Atmospherics as a Marketing Tool, *Journal of Retailing*, Vol. 49 No.4 (November), pp. 48–64. [https://www.scirp.org/\(S\(351jmbntvnsjt1aadkposzje\)\)/reference/ReferencesPapers.aspx?ReferenceID=859857](https://www.scirp.org/(S(351jmbntvnsjt1aadkposzje))/reference/ReferencesPapers.aspx?ReferenceID=859857) Accessed: 18th April 2017
- Maghnati. 2012. Exploring the Relationship Between Experiential Marketing and Experiential Value in the Smartphone Industry. *International Business Research*, 5(11). https://www.academia.edu/13649792/Exploring_the_Relationship_between_Experiential_Marketing_and_Experiential_Value_in_the_Smartphone_Industry Accessed: 28th January 2018
- Schmitt, B. H. 1999, Experiential Marketing. *Journal of Marketing Management*. Vol. 15, pp. 53-67. [https://www.scirp.org/\(S\(351jmbntvnsjt1aadkposzje\)\)/reference/ReferencesPapers.aspx?ReferenceID=1901570](https://www.scirp.org/(S(351jmbntvnsjt1aadkposzje))/reference/ReferencesPapers.aspx?ReferenceID=1901570) Accessed: 22nd December 2018
- Schlomer G.L., and The Military REACH Team. 2012. Understanding t-Test – A How To Guide. http://gabrielschlomer.weebly.com/uploads/2/8/8/5/28853963/understanding_t_test_0.pdf Accessed 11th March, 2018. University of Arizona
- Yuan, Y.H., & Wu, C. 2008. Relationships Among Experiential Marketing, Experiential Value, and Customer Satisfaction. *Journal of Hospitality & Tourism Research*, 32(3), 387–410. <https://www.coursehero.com/file/p6emjvg/Yuan-YH-and-Wu-C-2008-Relationships-among-experiential-marketing-experiential/> Accessed: 4th October 2016