
A COMPARATIVE ANALYSIS OF MALE AND FEMALE WHO BUY ON INSTAGRAM ONLINE SHOP

ANALISA KOMPARATIF PRIA DAN WANITA YANG MEMBELI DI ONLINE SHOP INSTAGRAM

By:

Chrisly Yosua Rompas¹

James D.D Massie²

Ferdinand J. Tumewu³

¹²³Faculty of Economics and Business, International Business Administration ,Management Program
Sam Ratulangi University Manado

E-mail:

¹chrislyyosua@gmail.com

²jamesmassie@gmail.com

³tumewufj@gmail.com

Abstract: *This research aims to see if there is significant difference between Male and Female customers of Instagram Online Shop based on Electronic Word-of-Mouth and Perceived Ease-of-Use. This research type is descriptive with quantitative method, using Independent Sample T-Test as analytical tool. The sample size of this research is 100 Customer divided to 50 Male and 50 Female as respondents. Simple Random Sampling was used to collecting data through questionnaire. The result shows that there is no significant difference based on Electronic Word-of-Mouth and there is significant difference based on Perceived Ease-of-Use between Male and Female customers. Female gives bigger perception toward Perceived Ease-of-Use because demographically most of Instagram Users are Females, it makes them easier and get used to using Instagram Feature rather than Male. Future Recommendation for Online Shop owner to give clear information about the product that they are going to sell because each people have different abilities and experience regarding using Instagram Features. Hence it can increase sales if they can focus well enough for the improvement.*

Keywords: *electronic word-of-mouth, perceived ease-of-use, gender differences, independent sample t-test.*

Abstrak: Penelitian ini didasarkan pada Electronic Word-of-Mouth dan Perceived Ease-of-Use. Jenis penelitian ini adalah deskriptif dengan metode kuantitatif, dengan menggunakan Independent Sample T-Test sebagai alat analisis. Ukuran sampel dari penelitian ini adalah 100 Pelanggan dibagi menjadi 50 Pria dan 50 Wanita sebagai responden. Simple Random Sampling digunakan untuk mengumpulkan data melalui kuesioner. Hasil penelitian menunjukkan bahwa tidak ada perbedaan yang signifikan pada Kemudahan Kemudahan Perorangan yang Direkam antara pelanggan Pria dan Wanita. Wanita memberikan persepsi yang lebih besar terhadap Perceived Ease-of-Use karena secara demografis sebagian besar Pengguna Instagram adalah Wanita, hal itu membuat mereka lebih mudah dan terbiasa menggunakan Fitur Instagram daripada Pria. Rekomendasi Masa Depan untuk Pemilik Toko Online dari berbagai contoh Fitur Instagram. Makanya bisa meningkatkan penjualan jika bisa fokus cukup baik untuk perbaikan.

Kata Kunci: *wom elektronik, perspektif penggunaan, perbedaan gender, independen sampel t-test*

INTRODUCTION

Research Background

With so many Internet users in Indonesia, Indonesia opens up an opportunity to become a big field of e-commerce and expected to be the Asia's next biggest e-commerce market. Online shopping is one of the elements of E-Commerce. Nowadays people tend to shops through online instead of traditional shopping because due to the fact that it require minimum effort with the same result. In other words, it is more time efficient, since with online shopping, people can make transaction to buy the things that they want from any place or time they currently at. It also give people time to think thoroughly what they want, comparing the product with other product, read the reviews from the past customers who experienced the product, and so on.

There are few problems lately being found when customer makes an online shop transaction. According to GuidedSelling.org, people still found complicated and tend to get bored when doing online shop transaction, customers sometimes also does not get detailed information about the product that they intent to buy through online shop. People are also not used to doing online shopping transaction, they finds it hard and complicated to do it. By applying the variable that researcher going to discuss, customers can clear the problem when shopping through online such as get the detailed information of the product they will buy, not just from the seller itself, but through the past customers reviews about the product. Hence, it can be considered that Electronic Word-of-Mouth and Perceived Ease-of-Use give impact on their purchase decision.

Instagram accounts also being used for business purposes through Instagram Online Shops accounts. Instagram Online Shop account sells variety of products such as Clothes, Accessories, Electronic Devices, etc. Through Instagram's accounts people can also give testimonials and reviews from their personal accounts about the product that they already bought from Instagram's online shop. Instagram also become very easy to use nowadays so that people can get more easy experience when doing online shopping through Instagram Online Shops.

By considering the distinctive differences between male and female online shoppers, and also improving the strategy by applying aspect taken from Electronic Word-of-Mouth and Perceived Ease-of-Use online shop owner will be able to effectively clear the problem that customers get when purchasing products through online shop, and more importantly, intention to shop more through online shop transaction.

Research Objective

1. To find out if there is significant difference of intention to shop on Instagram's Online Shop based on Electronic Word-of-Mouth between Male and Female.
2. To find out if there is significant difference of intention to shop on Instagram's Online Shop based on Perceived Ease-of-Use between Male and Female.

THEORETICAL FRAMEWORK

Marketing

Marketing plays an important role for all business include the transportation services. Kotler and Armstrong (2012:150) defined: Marketing is the process by which companies create value for customers and built strong customer relationship in order to capture value from customers in return.

Purchase Decision

Rong (1999:200) defined consumer decision as the choice being made by the consumer following a careful assessment of the variable options, which were made apparent by the information collected from many sides after having a clear goal in mind.

Electronic Word-of-Mouth

Cheung and Lee (2013:90) stated that E-WOM is online consumer reviews, it consists of analyses and commentaries generated and posted by the end users of products who have spent their money on the product and indeed used it. It is a credible source of consumer insight and it can be used by businesses to make corrective or improvement measures on their products and services.

Perceived Ease-of-Use

Perceived Ease-of-Use was defined as the degree to which an individual believes that by using a particular technology would be free of effort (Davis, 1989:318)

Gender on Purchase Decision

Females are more concerned about those kinds of products that are directly related to house because as housewives, the quality of the products is more important for them compared to men. Thereby, label, brands and quality have effects on consumers' Purchase decision. The other factors that shape Purchase decision among males and females are information and education. For example, a study shows that females are less experienced with online purchasing; therefore, they rely on other recommendations than males during decision making process (Haque, 2009:383).

Previous Research

Gender Differences In Purchase Decision-Making Styles by Alena Kusá, Zuzana Danechová, Stanislav Findra and Miroslav Sabo. The research study examines the relationship of individual decision-making styles with the number of the offers searched for and the finance spent from the perspective of specification of mutual relation and gender difference. The number of research sample, 1100 participants, and maintenance of quota characteristics enable possible generalization to the whole population of Slovak republic.

After reviewing the previous research, the similarities of previous research and this research are the variables that being used such as Electronic Word-of-Mouth and Perceived Ease-of-Use, some of the research also talks about Online Purchase decision, which in this research case it talks about Intention to Shop Online on Instagram Online Shop. The difference of previous research and this research is writer also wants to know if Gender has a significant difference on Online Purchase decision.

Conceptual Framework

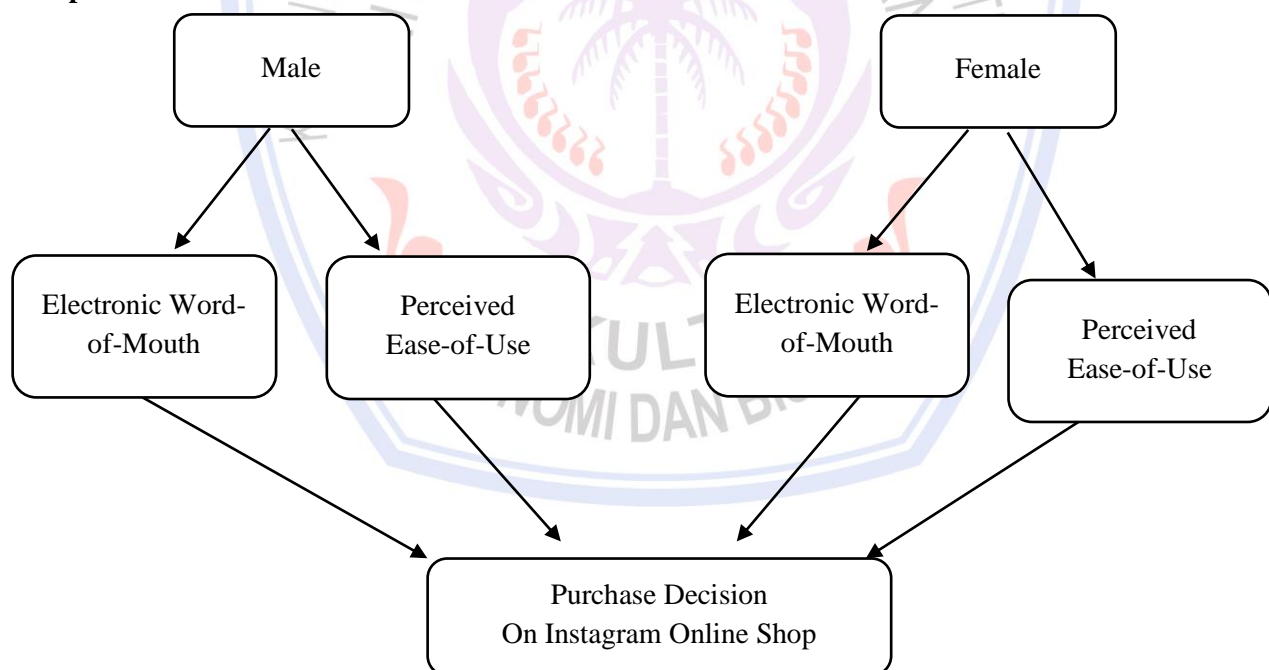


Figure 1. Conceptual Framework

RESEARCH METHOD**Type of Research**

The type of this research is descriptive research with quantitative approach. The method used in this research is Independent Sample T-Test.

Place and Time of Research

This research will be conducted in Manado and the time of research is about 2 (two) months from March until May 2017.

Population and Sample

According to Sudman and Blair (1998:102) the population is the entire set of elements being studied and should be defined in terms of time, place element and sample unit. Populations in this research are all male and female in Manado who experience online shopping through Instagram's Online Shops. The sample size of this research is 100 that being divided to 50 male and 50 female.

Data Collection Method

Hoz and Boeje (2005:199) explain that primary data is original data collection for a specific research goal. Primary data were collected from interviewing a total of 100 respondents through questionnaire from buyers of Instagram's Online Shop.

Operational Definition of Research Variable

1. Electronic Word-of-Mouth
 - expressing positive emotion
 - social benefits
 - advice seeking
 - platform assistance
 - concern for other
2. Price
 - ease of ordering,
 - functionality
 - navigation of website
 - accessibility of information

Data Analysis Method**Validity and Reliability**

Validity test used to measure the validity of the questionnaire. To analyze that, Pearson Product Moment was used. If probability of correlation is less than 0.05 (5%) then the research instrument is considered valid. This reliability test in this research used Alpha Cronbach. If Alpha is less than 0.6 then it is unreliable.

Independent Sample T-Test

Horn (2008) stated the independent sample t-test evaluates the difference between the means of two independent or unrelated groups. This evaluate whether the means for two independent groups are significantly different from each other. The independent sample t-test is commonly referred to as a between-groups design, and can also be used to analyze a control and experimental group.

A t-test is any statistical hypothesis test in which the test statistic follows a student's t distribution, if the null hypothesis is supported. It is most commonly applied when the test statistic would follow a normal distribution if the value of a scaling term in the test statistic were known. When the scaling term is unknown and is replaced by an estimated based on the data, the test statistic follows a Student's t distribution

RESULT AND DISCUSSION**Validity Test****Table 1. Validity Test Result**

e-wom	Pearson Correlation	1	.388**
	Sig. (2-tailed)		.004
	N	100	100
p-eou	Pearson Correlation	.388**	1
	Sig. (2-tailed)	.004	
	N	100	100

Source: SPSS Output, 2017

The variable could be classified as a good variable when the values are above 0.3. Validity test is conducted by comparing correlation index in Pearson Product Moment with significance level of 5% to see weather research instrument valid or not. When the probability of correlation is less than 0.05 (5%) then the research instrument is stated as valid. Table 1 shows that the correlation index is higher than 0.3 and below the significance level of 5%. Therefore the data is considered valid.

Reliability Test**Table 2. Reliability Test Result**

Cronbach's Alpha	N of Items
.834	12

Source: SPSS Output, 2017

This reliability test uses Alpha Cronbach measurement. If Alpha is less than 0.06 then it is unreliable. The interpretation of Alpha Cronbach is:

- < 0.6 indicates unsatisfactory internal consistency or consider that the data is unreliable.
- 0.7 indicates that data acceptable.
- > 0.8 indicates good internal consistency or consider that the data resulted is reliable.

Table 2. Shows that Alpha Cronbach is 0.834 which is above the acceptance limit of 0.6; therefore the research instrument is reliable.

Normality Test**Table 3. Normality Test Result**

		Electronic Word-of-Mouth	Perceived Ease-of-Use
N		100	100
Normal Parameters ^{a,b}	Mean	24.5300	22.3200
	Std. Deviation	2.91099	3.53876
	Absolute	.113	.086
Most Extreme Differences	Positive	.062	.075
	Negative	-.113	-.086
Kolmogorov-Smirnov Z	1.132		.856
Asymp. Sig. (2-tailed)	.154		.457

Source: SPSS Output, 2017

It appears that a significant column (Asymp. Sig (2-tailed)) for Electronic Word-of-Mouth is 0.154 or more than 0.05 then the probability of H_0 received population mean of Electronic Word-of-Mouth normally distributed. It appears that a significant column (Asymp. Sig (2-tailed)) for Perceived Ease-of-Use is 0.457 or more than 0.05 then the probability of H_0 received population mean of Perceived Ease-of-Use normally distributed.

Independent Sample T-Test**Table 4.Independent Sample T-test for Electronic Word-of-Mouth**

		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
Electronic Word-of-Mouth	Equal variances assumed	2.405	0.124	-.0582	98	0.562	-0.34	0.58415	1.49923	0.81923

Equal variances not assumed	0.582	92.443	0.562	-0.34	0.58415	-1.5001	0.8201
-----------------------------	-------	--------	-------	-------	---------	---------	--------

Source: Data processed, 2017

Normality test results shows that both groups of subjects in the study had a normal distribution. Homogeneity test results of - bigger than 0.05 shows that the variance between the study samples was homogeneous. Because the Electronic Word-of-Mouth is homogeneous need to see the interpretation of equal variances assumed. Based on the table above the average perception of Electronic Word-of-Mouth of male at 24.36 and perception of Electronic Word-of-Mouth of female at 24.70. It shows that there are no differences in the average perception. In the table above can be seen that the value $t=0.582$ with a significance of $p=0.562$ ($p>0.05$) indicates that H_0 is accepted which means there is no significant difference in purchase decision based on Electronic Word-of-Mouth between male and female customers who buy on Instagram Online Shop.

Table 5. Independent Sample T-Test for Perceived Ease-of-Use

		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	
Electronic Word-of-Mouth	Equal variances assumed	4.648	.034	-2.371	98	.020	-1.64000	.69179	-3.01284	-.26716

	-	89.91	.020	-1.64000	.69179	-	-.26561
	2.37	8				3.0143	
	1					9	
Equal variances not assumed							

Source: Data processed, 2017

The table of Perceived Ease-of-Use interpretation: Normality test results shows that both groups of subjects in the study had a normal distribution. Homogeneity test results of $-$ smaller than 0.05 shows that the variance between the study samples was not homogeneous. Because the Perceived Ease-of-Use is not homogeneous we need to see the interpretation of equal variances not assumed. Based on the table above the average perception of Perceived Ease-of-Use of Male at 21.50 and perception of Perceived Ease-of-Use of female at 23.14. It shows that there are differences in the average perception of a significant, means more positive perception of consumer perception of Perceived Ease-of-Use on female than male. In the table above can be seen that the value $t=-2.371$ with a significance of $p=0.020$ ($p<0.05$) indicates that H_0 is rejected which means there is significant difference in purchase decision based on Perceived Ease-of-Use between male and female customers who buy on Instagram Online Shop.

Discussion

With internet involvement in everyday life keeps increasing, it also involves the way of people doing Shopping nowadays. Online Shopping is become more easy and more applicable to anyone because the simplicity of it. Instagram, one of the biggest Social Media also became a field for Online Shopping since there are so many Online Shopping accounts in Instagram that have many variance of product that being sold. The objectives of this research is to find out if there is significant difference in purchase decision based on Electronic Word-of-Mouth and Perceived Ease-of-Use between male and female customers who buy on Instagram Online Shop. The buyers of Instagram Online Shop can be categorized as public, student and private sector employees who have experience on shopping online through Instagram. In this research, demographic factors like gender, age, education level, occupation and monthly income are used to describe the characteristics of respondents. This research used Independent Sample T-test method to analyze the data. The data analysis shows the t-test result between male and female that has the intention to buy on Instagram Online Shop. Sample of this research is 100 respondents: consist of 50 respondents of male and 50 respondents of female. This research conducted in Manado. After the data is analyzed, the researcher find out that there is no significant difference in purchase decision based on Electronic Word-of-Mouth between male and female customer who buy on Instagram Online Shop and there is significant difference in purchase decision based on Perceived Ease-of-Use between male and female customer who buy on Instagram Online Shop.

1. Purchase Decision between Male and Female Measured by Electronic Word-of-Mouth

Electronic Word-of-Mouth involve in the way delivering message of a product/services to customers. It uses the past experience of a customer to be a testimonial for future customers. It can be said that Male and Female tend to buy the product through Instagram Online Shop regardless the review of the product/online shop from past customer. With no significant difference being showed on the result, it proves that Male and Female gives almost same perception of Electronic Word-of-Mouth on Instagram Online Shop.

2. Purchase Decision between Male and Female Measured by Perceived Ease-of-Use

Female have bigger perception of Perceived Ease-of-Use than Male it's because there are more female users on Instagram rather than Male users, making female have more tendency to visit online shop rather than Male. According to April 2016 data from comScore, a company that measures Internet traffic, 42 percent of

Instagram's 108 million unique visitors were male, while 58 percent were female. It can also mean that female tends to be more skillful and used to Instagram features rather than Male, making them more easy to browse shops to buy from Instagram Online Shop.

CONCLUSION AND RECOMMENDATION

Conclusion

Based on the Data Analysis and Discussion, the conclusion of this research concluded as follows:

1. There is no significant difference on Purchase decision measured by Electronic Word-of-Mouth of people who buy on Instagram Online Shop with a normal and homogeneous data distribution. The mean of Electronic Word-of-Mouth perspective on male and female are almost the same.
2. There is a significant difference in Purchase decision measured by Perceived Ease-of-Use of people who buy on Instagram Online Shop with a normal and homogeneous data distribution. The mean of Perceived Ease-of-Use perspective of female better than male.

Recommendation

The researcher provided recommendation in order as the answer to the research problem on this research. The recommendation is listed as follows:

1. Instagram Online Shop owner should make clearer information about the products that they going to sell, because not everyone have the same capabilities or experience of using Instagram features. Owners should make a simple yet informative enough for future customers of Instagram Online Shop.
2. Instagram can consider to add more feature that valuable and useful not just for personal account, but for business accounts. Because Instagram now is become a market for online-shopper.

REFERENCES

- Davis, F. D. (1989), September. *Perceived Usefulness, Perceived Ease of Use, and User Acceptance of Information Technology*. MIS Quarterly, 13 (3), 318-340.
- Haque, A., Khatibi, A., & Rahman, S. (2009). *Factors influencing buying behavior of piracy products and its impact to Malaysian market.*, 5(2), 383-401.
- Horn, R. (2008). "Online Courses: Understanding Independent T-Test". Northern Arizona University. Accessed on 23-05-2017. Retrieved by <https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=1&cad=rja&uact=8&ved=0ahUKEwiYg6e2vqHWAhWlY08KHbBmB5QQFgglMAA&url=http%3A%2F%2Foak.ucc.nau.edu%2Frh23%2Fcourses%2FEPS525%2FUnderstanding%2520the%2520Independent-Samples%2520t%2520Test.pdf&usq=AFQjCNHxFAP5k1nuR4mYG8SGFyaVRZieM>
- Hoz, J., and Boeje, H. (2005). "Data collection, primary versus secondary." Elsevier, 199-200.
- Kotler and Armstrong, (2012), *Principles of Marketing, thirteenth edition*, Pearson Education. Prentice Hall, 150-153.
- Rong, Tai-Sheng. (1999). *Consumer Behavior*: Taipei city: Wu-Nan Books Co. Ltd, 200-202.
- Sudman, S., & Blair, E. (1998). *Marketing research: A problem-solving approach*. 102-104.
- Zheng, X., Cheung, C. M., Lee, M. K., & Liang, L. (2015). *Building brand loyalty through user engagement in online brand communities in social networking sites*. Information Technology & People, 28, 90-106.