COMPARATIVE ANALYSIS OF CUSTOMER ENGAGEMENT ON BRANDED FASHION APPAREL IN MANADO

ANALISIS PERBANDINGAN TENTANG KETERLIBATAN PELANGGAN PADA PAKAIAN BERMEREK DI MANADO

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Abstract: For centuries, textiles and clothing styles have been one of the most obvious and poignant indicators of cross-cultural interchange. With the rapid rise of globalization over the past several decades, the spread of fashion across global cultures has mirrored the changes in economy, culture, and daily life that globalization has brought. This research aims to see if there any significant difference of Customer Engagement between Single Woman and Married Woman branded fashion apparel in Manado. This research is using quantitative research methodology. The populations in this research are all woman who buy branded fashion apparel in Manado. The sample for this research is consists of 100 people, divided into 50 Single Woman and 50 Married Woman. The result shows that there is a significant difference in terms of consumer engagement between single woman and married woman on branded fashion apparel in terms of consumer engagement. The mean value of the married woman is higher than the single woman. The recommendation of this research is hence the focus of the improvement in order to develop a better strategy approach to boost the sales to the brand should be prioritized mostly in these 3 indicators which are trust, brand community, and loyalty, particularly aimed to the single woman.

Keywords*: customer engagement, engagement marketing.*

Abstrak: *Selama berabad-abad, tekstil dan gaya pakaian telah menjadi salah satu indikator pertukaran lintas-budaya yang paling jelas. Dengan meningkatnya globalisasi selama beberapa dekade terakhir, penyebaran mode lintas budaya global telah mencerminkan perubahan dalam ekonomi, budaya, dan kehidupan sehari-hari yang dibawa oleh globalisasi. Penelitian ini bertujuan untuk melihat apakah ada perbedaan yang signifikan antara Keterlibatan Pelanggan pakaian wanita bermerek pada Perempuan yang belum menikah dan yang sudah menikah di Manado. Penelitian ini menggunakan metodologi penelitian kuantitatif. Populasi dalam penelitian ini adalah semua wanita yang membeli pakaian fashion bermerek di Manado. Sampel untuk penelitian ini terdiri dari 100 orang, dibagi menjadi 50 Perempuan yang belum menikah dan 50 Perempuan yang sudah Menikah. Hasil penelitian menunjukkan bahwa ada perbedaan yang signifikan dalam hal keterlibatan konsumen antara perempuan yang belum menikah dan perempuan yang sudah menikah pada pakaian fashion bermerek dalam hal keterlibatan konsumen. Nilai rata-rata wanita yang menikah lebih tinggi daripada perempuan yang belum menikah. Rekomendasi untuk penelitian ini, fokus perbaikan untuk mengembangkan pendekatan strategi yang lebih baik untuk meningkatkan penjualan ke merek harus diprioritaskan terutama dalam 3 indikator yakni kepercayaan, persamaan macam, kesetiaan, terutama ditujukan untuk perempuan yang belum menikah.*

Kata kunci: *keterlibatan pelanggan, marketing engagement.*

INTRODUCTION

Research Background

Global retailers do not find success within cross-cultural consumption without extensive observation. When a product is produced in one country and consumed in another, we have cross-cultural consumption. For our global retailers to achieve success across the globe, the must adopt the cultures branding strategies of their target market. Those who attempt to do business in a foreign market have found understanding other cultures and adopting their ideas will help in achieving success. After observance, global retailers found some reconstruction and sensitivity to cultural facets was just what they needed. Fashion business includes all the industries and services connected with fashion: design, manufacturing, distribution, retailing, advertising, publishing and consulting; in other words, any business concerned with fashion goods or services. In a narrower sense, fashion business deals with the business engaged in designing and retailing, that is, selling the finished products to the consumers. Fashion can be viewed as an art or a science. It is an art because so much creativity is required in its products. Unlike most other businesses where conformity is the norm, fashion nurtures innovation and creativity in those who have chosen to work in this industry to help bring out the culture of people. Fashion is also a science because modern fashion manufacturing requires technology to be mass productive. Almost all stages of clothing from design to delivery depend on technology.

Within the last ten years, globalization has become a huge part of the fashion industry. Global retailers have taken note of Global consumers consumption patterns, culture, found what was selling where, and expanded business in top selling areas. Many luxury brands have discovered Asia to be their leading target market. As the west's economical situation declines, luxury retailers have migrated east to Asia where the economy is growing at a rapid pace. While the United States struggles with high unemployment rates, the luxury industry which thrived there before is experiencing some change. Luckily these luxury brands are found appealing to the taste of Asian shoppers and their desire to flaunt expensive goods. Those who achieve success yearn to show it off and what better what to display success that to purchase luxury goods.

Luxury global retailers such as Prada, Louis Vuitton, and Michael Kors have expanded in Asia where they have experienced great success with Asian consumers. Asia has become a target market for these luxury brands because of their rapid economic growth. Nowadays, brands are companies' most valuable asset. Brands are the source of a promise to consumer. A proper branding can result higher sales of product and also can be a measurement of a success company. In these sense, many company have developed in researching, defining, and building a brand. Brand is the personality that identifies a product, service, or company (name, term, sign, symbol, or design, or combination of them). Every company in the world are likely to know that their customer repeatedly using their products or their services. In general, consumers are generally believes in well-know brands because it means that the brand has a good image in the community. Brand image is a kind of associations that arise in the minds of consumers when considering a particular brand. The association may be the memory of the brand. This is can be a character, traits, strengths, weaknesses and even the brand.

People in Indonesia also start to look for something better, people are used to look for some low-prices product. However, now as the time passed by and the technology could provide almost anything that people need, the need and want of every people start to change from the regular product to something more prestigious. The need and want of clothes also change as the foreign brand introduced to the people. Many designer products spread in every store even they build their own outlet. Like Armani, Gucci, Prada, Chanel and other well-known and expensive brand from other countries. People no longer have an intention in local brand. They thought that foreign brand has better quality than local brand. The trend of consumer behavior in Indonesia who adores products from outside country comparison the local product not be a secret again. At least this is evident from the result of research by frontier in 2008 the Indonesian consumer characteristics, one of which Indonesia stated that consumer like foreign made. This happen by the low of consumer interest to Indonesian product that are not directly create the perception of foreign products use a more considered prestigious.

As we can see in the Manado there are lot of people uses high qualities brand everyday especially in woman. In branded fashion apparel that takes a lot of funds if people want to use it, it may found a difference on single woman or married woman, since the two of it comes from different level and stage in life. Comparative analysis being used since it comes from two samples and in order to look for a same result.

Research Objectives

The objective of this research is to find out if there is significant difference of Customer Engagement between Single Woman and Married Woman on branded fashion apparel in Manado.

THEORETICAL FRAMEWORK

Marketing

According to Kotler (2009:27), marketing is a nodal and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others. Marketing means managing markets to bring about exchanges for the purpose of satisfying human needs and wants. Thus, return to definition of marketing as a process by which individuals and groups obtain what they need and want by creating and exchanging products and value with others. Exchange processes involve work. Sellers must search for buyers, identify their needs, design good products and services, promote them, and store and deliver them. Activities such as product development, research, communication, distribution, pricing and service are core marketing activities.

Customer

This study uses three different keywords: "customer involvement", "customer participation" and "lead user". These keywords were selected as the study focuses on supplier-customer codevelopment processes in which the supplier aims to create an innovation and therefore manages the process. This differs from co-innovation and supplier involvement, as in these phenomena the customer may also have a leading role.

Customer Engagement

The concept of customer engagement (CE) has emerged from the body ofknowledge on the phenomenon of the customer active presence in value cocreation process which is a component of relationship marketing. It derives from the notion of enhanced (extended) competence network, where consumers and consumer communities are the source of newcompetencies and they co-create value with firm (Prahalad and Ramaswamy, 2004:12). It is also in line with the concept of service dominant logic in marketingsuggesting that value is defined by and co-created with the consumer rather than embedded in product (Vargo and Lusch, 2004). Customer engagement also refers to customer's behavioural manifestations toward a brand or firm that has a brand or firm focus, beyond purchase, resulting from motivational drivers (Van Doorn et al., 2010).

Value

According to Grönroos and Ravald (2011), value from the customer point of view plays a relevant role in the marketing discipline and practice. It carries a direct impact on customer behavioral outcomes. It is considered to lead to customer loyalty, and thus to a better financial performance (Reichheld, 1994), assisting in predicting customer behavior and in achieving sustainable competitive advantage (Grönroos and Ravald, 2011).

Trust

Actually trust is a relation who attaches the customer with the company. Trust also involves between the employees of an organization. The higher level of trust upon each other in multinational and multicultural organizations creates productive relationships, which at the end generates long term benefits for the organizations (Pappas and Flaherty, 2008). Basically, trust plays an important role at e-business. Because at e-market privacy and security are keys elements to develop trust. Trust development is more suitable to trade when considering the business to consumer market (Wirtz and Lihotzky, 2003). Even in store salesperson behavior influences more to build trustworthy relationships (Swan, Bowers, and Richardson, 1999). Sales effectiveness ultimately increases the trust of customer (Johnson and Grayson, 2005). Salesperson behavior plays a vital role in trust building.

Effective Commitment

Allen and Meyer (1997) reported that there have been various researchers analyzed the relationship between affective organizational commitment and their quality of life. These researchers also reported that the predictors of affective organizational commitment generally occurred in three categories: (a) organizational characteristics, (b) personal characteristics, and (c) work experiences. Besides that, Mayhew et al., (2007) stated that organizational-based psychological ownership is concerned with individual members' feeling of possession and psychological connection to an organization as a whole including organizational culture and climate, attitudes of senior management, corporate affective commitment, life satisfaction. goals and vision, reputation of the organization, and corporate policies and procedures.

Brand Community

Brand communities represent an instrument that contributes to "strengthening consumer - brand relationships". The notion of brand community has been presented in marketing science by Muniz and O'Guinn (2001), authors who have described it as a "specialized, non-geographically bound community, based on a structured set of social relationships among admirers of a brand". It is specified that they consider such a consumption community to be specialized because "at its centre is a branded good or service".

Word of Mouth

Word-of-mouth marketing activities are exceedingly important especially for the businesses operating on service sector. This is because service expectations are not as clear and certain as benefits expected from concrete product. Especially, individuals' cultural situations, earlier experiences, and social environment may provide different opinions about service's quality and benefits. Thus, individuals are mostly, influenced by the ones from their close acquaintances who live at the same circumstances and have the same cultural characteristics (Ateşoğlu ve Bayraktar, 2011).

Loyalty

Customer loyalty is the customer attitude and behavior to prefer one brand over all competitor ones, whether due to satisfaction with the product or services. It encourages consumers to shop more consistently. Customer loyalty is defined as the willingness of any given customer to purchase the company's goods or services over competitive ones available in the marketplace (Singh and Khan, 2012).

Previous Research

Cheung (2017) Customer Engagement in an Online Social Platform: A Conceptual Model and Scale Development. This study addresses these limitations in part by theoretically conceptualizing and empirically validating a scale to measure customer engagement in an online social platform. In this research-in-progress paper, we present our conceptual model of customer engagement and propose a rigorous approach in scale development and validation. The authors believe that this research will contribute to the development of online community literature and add to the repository of rigorous research instruments for researchers to use.

Lian (2018) Customer Engagement in Social Media and Tourism Brand Performance Implications. This study aims to provide empirically tested nomological framework that places CE in social media as consequences of social interaction, surveillance and attraction, and as an antecedent of tourism brand image and brand loyalty. Data are collected through survey questionnaire from 350 airline and hotel customers who utilizes social media in Malaysia. Structural equation modeling is applied to analyse the data. Results shown that effective CE in social media enhances brand image and loyalty. Surveillance had the greatest positive influence on CE, followed by social interaction and attraction. The theoretical implications include both a conceptual foundation and empirical-based evaluation of CE through a gamified brand platform. From a pragmatic perspective, this research may aid practitioners in developing more effective CE strategies such as more attractive contents, continuous promotions or rewards, sharing valuable information, and intensity of interactivity to enhance brand performance.

Tomar and Pandey (2016) Customer Engagement on Social Media: Understanding the Functional Perspectives of Social Media towards Customer Engagement. This study aims at highlighting the functional perspectives of social media which contribute towards active customer engagement that benefit the companies in multiple ways. With the help of extensive literature review the study has given justifiable reasons to companies for adopting social media as one of supportive mediums along with traditional media to enrich customer engagement. The findings are of interest to marketers like to explore opportunities unfolded by social media with its functional benefit.

Conceptual Framework

This study aims to find out if there is significant difference of Customer Engagement between Single Woman and Married Woman on branded fashion apparel in Manado.
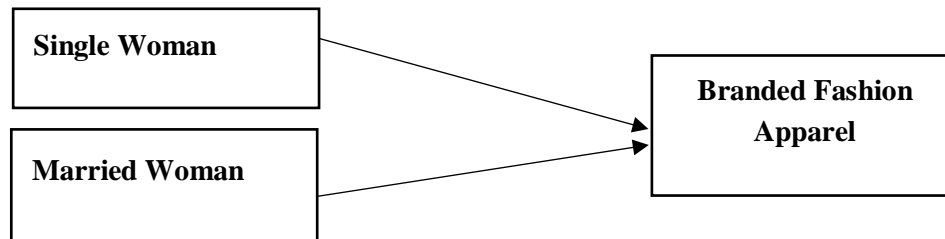
Figure 1. Conceptual Framework
Source: Data Processed, 2019

RESEARCH METHOD

Types of Research

This research is going to be done with a quantitative approach. Quantitative research relies on deductive reasoning or deduction (Sekaran and Bougie, 2013:47) and make us of variety of quantitative analysis techniques that range from providing simple descriptive of the variables involved, to establishing statistical relationships among variables through complex statistical modeling (Saunders et al., 2009).

Population, Sample and Sampling Technique

Population is the entire group of people, events, or things that the researcher desires to investigate (Sekaran and Bougie, 2013:71). According to Sudman and Blair (1998:20) 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 allwoman who buy branded fashion apparel in Manado. A sample is a subset of the population by which researcher select to be participants in research or study. According to Sugiono (2013:80), sample is a part of number and characteristic of population. The sample should be "representative in the sense that each sampled unit will represent the characteristic of a known number of units in the population."

This research will adopt a purposive sampling method. Due to the unknown number of the population, the technique used to determine the sample size is as follow:

$$n = \frac{Z^2}{4\,(moe)^2} = \frac{1.96^2}{4(0.1)^2} = 96.04 \approx 100$$

The sample for this research consists of 100 people, divided into 50 Single Woman and 50 Married Woman, who buy branded fashion apparel in Manado.

Data Collection Method

The data used in this research consist of two types of data, which is primary and secondary data. The primary data is the data that collected directly from respondents to address the research problem using questionnaire survey. The secondary data is data collected from several sources such as articles, journals and relevant literature from library and internet.

Operational Definition

The operational definition is a description of Customer Engagement based on some specific terms for supporting this research related to it. From the definition operational is the articulation of operationalization used in defining the terms of a process needed to determine the nature of an item or phenomenon and its properties such as duration, quantity, and extension in space

Table 1

Definition of Research Variable

Variable	Definition	Indicators
Consumer Engagement	Business communication connection between an external stakeholder (consumer) and an organization (company or brand) through various channels of correspondence.	- Value - Trust - Affective Commitment - Brand Community - Word of Mouth - Loyalty

Source: Journals Review on Secondary Data (2019)

Data Analysis Method, Validity and Reliability

According to Zikmund (2003) Validity is the ability of a measure to measure what it is supposed to measure. If it does not measure what it is designated to measure, there will be problems. Constructing validity is the assessment of validity (truth that an item is measuring something that actually measurement) based on the pattern of linkages between items that measure the questions. Reliability is the degree to which measures are free from error and therefore yield consistent results. Reliability test in this study using Crobach's Alpha Formula. If Alpha is less than 0.6 the it is unreliable. In this research used Cronbach Alpha to test the reliability of the measures (Zikmund, 2003).

Independent-Samples 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

Result

The data used of this research is collected by distributing questionnaires to the target.

Validity Test
Table 2. Validity Test

		Extrinsic Motivation	Intrinsic Motivation
Customer Engagement	Pearson Correlation	1	-.110
	Sig. (2-tailed)		.277
	N	60	60

Source: Data Processed, 2019

Table 2 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 3. Reliability Test Result

Cronbach's Alpha	N of Items
.834	6

Source: Data Processed, 2019

Table 3 Shows that Alpha Cronbach is 0.833 which is above the acceptance limit of 0.6; therefore the research instrument is reliable.sdasdsa

Independent Sample T-Test

The independent sampe t-test was conducted to test the significant difference between the single and married woman who buy branded fashion apparel in terms of customer engagement, which were divided into several indicators as of value, trust, affective commitment, brand community, word-of-mouth, and loyalty.

Table 4. Group Statistic

	Marital Status	N	Mean	Std. Deviation	Std. Error Mean
Consumer	Single	50	52,0400	7,80622	1,10397
Engagement	Married	50	55,4000	7,27029	1,02817

Source: Data Processed, 2019

Table 4 shows that the mean value of married customer in consumer engagement is higher than its single customer.

Table 5 Group Statistic per Indicators

	Marital Status	N	Mean	Std. Deviation	Std. Error Mean
Value	Single	50	11,1800	1,66218	,23507
	Married	50	11,7400	1,38225	,19548
Trust	Single	50	10,8400	1,81108	,25612
	Married	50	11,7000	1,74087	,24620
Affective	Single	50	10,3800	2,02928	,28698
Commitment	Married	50	10,9800	1,62242	,22944
Brand	Single	50	9,7200	2,48292	,35114
Community	Married	50	10,9800	2,13322	,30168
Word-of-	Single	50	9,9200	2,01869	,28549
Mouth	Married	50	10,0000	1,88442	,26650
Loyalty	Single	50	10,7000	1,90863	,26992
	Married	50	12,0400	1,79523	,25388

Source: Data Processed, 2019

Table 5 shows that all of the mean value of indicators have a result of married customer higher than the single customer. The result indicates that there is a significant difference between single and married customer which in consumer engagement.

The result in the table 5 shows that not every indicator has a result indicating that there is a significant difference. In the consumer engagement, there are only 3 out of 6 indicators with p-value resulted under 0.05, which are trust indicator, brand community indicator, and loyalty indicator.

Discussions

The diversification of brand of fashion apparel in Manado City is getting huge these days, alongside with the growth of Manado economy. The increasing competition among the brands is inevitable. Hence, it is important for these brands whether those that have been here since long ago, or the recent ones, to be aware, and keep maintaining their business to be able to compete with each other, as well with the possible new ones later in the

future. The purpose of the research is to find out whether there is a significant difference between the single and married woman in terms of consumer engagement toward branded fashion apparel. For later can be used to have a better understanding of the customer to help in developing the best approach of strategy to boost the customer sales in order to maintain the brand.

The result shows that, there is a significant difference between the single and married woman of branded fashion apparel in terms of consumer engagement. By looking at the mean result from table above, the mean value of the married woman is higher than the single woman. It indicates that, the married woman is more affected by the consumer engagement, rather than the single woman. This finding discloses that the consumer engagement of the salon did not affects the customer equally. By looking at table Independent Samples t-Test per Variables, there are actually only 3 out of the 6 indicator in the consumer engagement that show there is a significant difference. They are trust indicator, brand community indicator, and loyalty indicator.

The result can be useful to form a strategy beneficial for brands to maintain and boost sales on the product. The result proposes to focus on the single woman because the mean value is lower so we need to increase it, and married woman has to be maintained. The value indicator indicates that the customer is affected, for instance, by the way of how the brand builds their product value through their marketing strategies, by knowing the right strategies that can be implemented for both single woman and married woman, the value for customer will be higher.

The trust indicator that customer is affected by the way that the trust between brands and customers is built within shopping. This trust indicator had more effect on married woman since married woman indicates an older woman and they may have buy the brand for a long time. The way to increase it from single woman perspective is for brand to keep gaining trust not only from old customer but new customer too, treat them as an equal is a really important thing to building trust between brand and customer. The affective commitment indicator is focus on which commitment is considered an affective or emotional attachment to the brand itself. This indicator did not affect much on single woman and married woman which means that affective commitment on Branded Fashion Apparel is still low to them.

The brand community indicator is focus on specialized, non-geographically bound community, based on a structured set of social relationships among admirers of a brand (Muniz and O'Guinn, 2001). This indicator have significant effect on married woman since married woman usually have more community that like a same brand because they tend to be older and have more social circle. The word-of-mouth indicator is the most effective form of communication in influencing consumers. (Yang et al.,2012). In this research, this indicator does not affect much anyway. Maybe because word-of-mouth on branded fashion is not much needed since it is a branded already and people will know it anyway.

The loyalty indicator is the customer attitude and behavior to prefer one brand over all competitor ones, whether due to satisfaction with the product or services. It encourages consumers to shop more consistently. (Singh and Khan, 2012). This indicator have more effect on married woman since they tend to be older and may have shop more consistent within brand.

CONCLUSION AND RECOMMENDATION

Conclusion
The conclusions of this research are:
1. There is a significant difference in terms of consumer engagement between single woman and married woman on branded fashion apparel in terms of consumer engagement
2. The married woman is more affected by the consumer engagement, rather than the single woman.
3. The indicators that had the most impact are trust, brand community, and loyalty.

Recommendation
The recommendations of this research are:
1. As the result shows that there is a significance difference in trust, brand community, and loyalty. Hence the focus of the improvement in order to develop a better strategy approach to boost the sales to the brand should be prioritized mostly in these 3 indicators, particularly aimed to the single woman.
2. The results of this study can be used as references for contributing the knowledge of management marketing.
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