

COMPARATIVE ANALYSIS OF CONSUMER EMOTIONS ON MULTI-LEVEL MARKETING BETWEEN ADULT AND YOUTH IN MANADO

STUDI KOMPARATIF EMOSI KONSUMEN TERHADAP BISNIS MULTI-LEVEL MARKETING ANTARA ORANG DEWASA DAN ANAK MUDA DI MANADO

By
Daniel Kasenda¹
S.L.H.V Joyce Lapijan²
Merinda Pandowo³

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

e-mail :

danieljevon07@gmail.com¹
slhvjoycelapijan@unsrat.ac.id²
merindapandowo@unsrat.ac.id³

Abstract: As we know that multi-level marketing business is popular among Indonesian people, where the system of that business type is offering a multiple source of income by selling the product simultaneously. Multilevel marketing business is offering a second profit option that the member of the company can gain more profit by recruiting a new member. The main purpose of this research is to find out the difference of the consumer emotion from youth and adult people on multilevel marketing business. This research used quantitative research methods that will describe and explore the role of social media and mobile usage to e-commerce in small medium enterprise and its customer. The result showed that sad, anger, disgust, surprise, emotions are no significant differences between the youth and adult towards multi-level marketing experiences, and there are significant differences for enjoy and fear emotions. From the conclusion above, the suggestions for multi-level marketing business that enjoy and fear needs to be considered as the main factor to approach customer and for surprise, disgust, anger and sad emotions not recommended to approach customer.

Keywords: *comparative analysis, consumer emotion, adult and youth people*

Abstrak: Seperti kita ketahui bahwa bisnis pemasaran multi-level sangat populer di kalangan masyarakat Indonesia, di mana sistem jenis bisnis itu menawarkan banyak sumber pendapatan dengan menjual produk secara bersamaan. Bisnis pemasaran multilevel menawarkan opsi keuntungan kedua sehingga anggota perusahaan dapat memperoleh lebih banyak keuntungan dengan merekrut anggota baru. Tujuan utama dari penelitian ini adalah untuk mengetahui perbedaan emosi konsumen dari orang muda dan orang dewasa pada bisnis pemasaran bertingkat. Penelitian ini menggunakan metode penelitian kuantitatif yang akan menggambarkan dan mengeksplorasi peran media sosial dan penggunaan ponsel untuk e-commerce di perusahaan kecil menengah dan pelanggannya. Hasil penelitian menunjukkan bahwa sedih, marah, jijik, terkejut, emosi tidak ada perbedaan yang signifikan antara pemuda dan orang dewasa terhadap pengalaman pemasaran multi-level, dan ada perbedaan yang signifikan untuk menikmati dan takut emosi. Dari kesimpulan di atas, harus direkomendasikan untuk bisnis pemasaran multi-level yang menikmati dan takut perlu dianggap sebagai faktor utama untuk mendekati pelanggan dan untuk kejutan, jijik, marah, dan emosi sedih yang tidak direkomendasikan untuk mendekati pelanggan.

Kata Kunci: *studi komparatif, emosi konsumen, orang tua dan anak muda*

INTRODUCTION

Research Background

There are many opportunities for people in search of running their own business. One popular business model uses a salesperson's social network of friends, family, and acquaintances for direct selling. Excel Telecommunications used social networking as a sales tactic to successfully compete with other companies as a long distance telephone service provider in the 1990s when the telecommunications industry was deregulated. A commonality of these companies is that each of them relies on their distributors to sell among personal social networks as a primary sales tactic within a specific business structure called multi-level marketing (MLM). Multi-level marketing is the business practice of selling products or services through independent agents who are financially compensated for their sales. As there are different definitions that place different companies in these specific categories, the term "multi-level marketing" is preferred here to more broadly capture the practice of independent direct selling with sales recruiting components. By now, scientific investigations have proved that at least seven universal emotional states are indeed universal (Ekman, 2003). Many acclaimed researchers have come to agree that emotional reactions are very important to our welfare given the essential role they play in, influencing everyday life, assessment and decisions (Ekman, 2003). The measurement of customer emotions for marketing purposes is a growing, challenging, and exciting area of study, to which many have turned. Whilst the effect of emotions on consumers has been an interesting topic for many scientists, psychologists and business speakers for some time, most of the scientific research available only concerns general consumer psychology. The aim of this research to compare analysis the social emotion between adult and youth on multi-level marketing in Manado.

Research Problem

Regarding the problem which have been formulated and identified that are mentioned in previous section, the research objective of this research is there any significant differences of Consumers Emotion between Adult and Youth people in Manado or not. the background problem of this research is the lack of information about how to approach the adult and youth customer since there is so much differences between them and the only way that can connect between those two type of customer is through their emotion, which is can affect their decision personally to use the product from Multi-Level Marketing Business or even join the business as a partner.

THEORETICAL REVIEW

Marketing

Kotler and Armstrong (2001) stated that broadly 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". Burns and Bush (2006) defined marketing as an organization function, not a group of persons or separate entity within the firm. Marketing is also a set of processes and not a single tactic such as creating and display, in other words, it is the processes of creating, communicating, and deliver the value of the product to customers. It is not trying to sell customer something, it is providing customers with something they value.

Consumers Emotion

Emotions play an important role in people's lives as they guide, enrich and enable life; provide meaning to everyday analyzed throughout the study, understanding emotions and how they are evoked become important to discuss. In the following section, definitions of emotions, theories of emotions, and how they are evoked according to these theories will be examine desistance (Cacioppo, 2001). It is also acknowledged that cultural artifacts like art elicit a substantial part of people's emotions (Desmet, 2002). As the emotions of users towards products and brands will be discussed and how they are evoked become important to discuss. In the following section, definitions of emotions, theories of emotions, and how they are evoked according to these theories will be examined. Smiles unambiguously, demonstrate whether people feel enjoyment.

Surprise is the briefest emotion in length and considered to be neutral - not necessarily pleasant or unpleasant Adult and Youth may have different response on multi-level marketing youth may have significance on multi-level marketing. It can be unexpected or expected, after which another emotion quickly follows. Surprise lasts only until the triggering event has been evaluated. Surprise, for example, is an emotion with a big family:

questioning surprise, dumbfounded surprise, dazed surprise, slight, moderate, and extreme surprise (Ekman and Friesen, 2003).

Fear is an unpleasant feeling that can be the most traumatic and toxic of all emotions. It is one that usually occurs gradually, and compared to surprise, lasts longer. Fear can be followed by any of the other emotions or by no emotion at all. Fear may also be experienced as a blend with another emotion (Ekman and Friesen, 2003). The fear family contains anxious, nervous, tense, worried, apprehensive, frightened, terrified, horrified, and mortified feelings (Matsumoto, 2009).

Disgust is a negative emotion, comparative to the feeling of aversion. Contempt is related but different from disgust (usually experienced with regards to people or the actions of people, rather than tastes, smells or touches). Contempt and disgust are often accompanied by anger. Disgust can blend with anger, surprise, fear, sadness and happiness. Disgust and contempt can vary in intensity (Ekman and Friesen, 2003).

Anger is an unpleasant feeling, which is also the most dangerous. Angry people are most likely able to hurt others purposefully. Anger varies in intensity, from irritation and annoyance to rage or fury, and anger can occur either gradually or suddenly. Angry can blend with any of the other emotions (Ekman and Friesen, 2003). In the words of Matsumoto: "Anger family contains emotions denoted by the terms annoyed, irritated, frustrated, pissed off, angry, mad, hostile, exasperated, furious, and enraged" (Matsumoto, 2009).

Sadness is passive, and agony attempts to deal actively with the source of the loss. Often agony appears when a situation is uncontrollable, whilst, sadness is one of the longer-lasting emotions. After a period of protesting agony, there is usually a period of resigned sadness, in which the person feels totally helpless. People suffer in sadness, a variation or form of distress, which is the most general negative emotion (unpleasant). Sadness can blend with any of the emotions, but most often with anger or fear (Ekman and Friesen, 2003).

Conceptual Framework

Miles and Huberman (1994) defined a conceptual framework as a visual or written product, one that "explains, either graphically or in narrative form, the main things to be studied the key factors, concepts, or variables and the presumed relationships among them".



Figure 1. Conceptual Framework

Source: Data Proceed 2018

RESEARCH METHOD

Type of Research

This research uses quantitative research methods that will describe and explore the role of social media and mobile usage to e-commerce in small medium enterprise and its customer. (Sugiyono, 2007) states that quantitative methods are often called naturalistic research methods for research conducted on natural conditions; also known as ethnography method, because initially this method is more widely used for research in the field of cultural anthropology, referred to as quantitative methods, because the data collected and analysis is more quantitative. (Kahija, 2006) interpreted qualitative research as a process of describing and understanding the world experience of subjects / participants by stemming from traditions and certain quantitative research designs.

Research Procedure To socialize the comparison of consumer emotions on Multi Level Marketing business experience between youth people and adult people in Indonesia, the procedure that follows is :

1. Statement of Research Problem
2. Survey of Related Literature
3. Theoretical Model: Formulation of Hypothesis
4. Analysis of Data: Testing of Hypothesis
5. Write-up of Research Report

Population and Sample

Population

In a research, population is one of the important points, where the population has a role as a source of data will be obtained, in qualitative research population also called social situation that consists of aspects place, actor, and activity. A place is any physical setting where people are engaged in social activities. For example, streets, offices, or villages can all be seen as places. People become actors when they play role in a certain situation. For example, on a bus there are passengers and a driver. Obviously, these same people may take on a different role when they are engaged in a different activity in another place. Activities are recognizable patterns of behavior that people perform. For example, people might select a seat on a bus or be engaged in answering email.

Sample

In this research sample is necessary if it is not possible to cover the entire population, in this study the population is numerous, therefore the sample is used, Rao Purba (2006) defined that there is no particular principal in determining the presentation that consider as the right way to determine the amount of the sample. Sample also means as a partial or representative of the population under study (Arikunto, 2010). Sugiarto (2001) stated that sample is part of the population selected by using certain procedures in order to be able represents the population. In this research, the amount of the sample is 100 respondent based on Rao Purba formula

:

$$n = \frac{N}{(1 + N \cdot Moe^2)}$$

InformationS:

n = Sample amount

N = Population amount

Moe = Margin of Error Maximum

Data Collection Method

Primary data

Primary data is one source of data obtained with the purpose for a research, and will be managed to get results, stated by Hair (2007), primary data are the result of conducting some type. The data needed for this research were gathered through interview and observation in the social situation. Primary Data also mean data in the form of verbal or spoken words orally, gestures or behaviors performed by a reliable subject, the subject of research or informants concerning the variables studied or data obtained from respondents directly (Arikunto, 2010).

Secondary Data

Secondary data collected for some purpose and taken from books, journals, articles, and relevant and reliable literature from library and internet. In secondary data, researcher collect several sources such as books that dominated used in theoretical review, several articles to compare and analyze the previous research and relevant literature from library and internet about another keyword that can be contained in this research (Sekaran and Bougie, 2010).

Data Validity Method

In a study required a validation stage of a data that has been obtained, to make sure the data is valid or not before the data processed. Hair (2007) describes in quantitative research, validation is the extent to which qualitative findings accurately represent the phenomena being examined.

Reliability and Validity Test

Reliability and validity are needed to present in research methodology chapter in a concise but precise manner. These are appropriate concepts for introducing a remarkable setting in research. Reliability is referred to the stability of findings, whereas validity is represented the truthfulness of findings.

Normality Test

Normality Test is used to determine if a data set is well-modeled by a normal distribution and to compute how likely it is for a random variable underlying the data set to be normally distributed.

Independent Sample T-Test

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 dependent samples).

RESULTS AND DISCUSSION

Result

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.

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

Correlation Table

The table below contain the information about the correlation between indicators that are significant due to the result that $p < 0.05$, it shows us that between the question that represent the indicators of the variable between young and adult respondents are valid. Therefore, the instrument of this research is valid.

Table 1. Correlation Table

	Pearson's Correlation	Sig. (2-Tailed)	N
Q1	.700	0.01	
Q2	.650	0.00	
Q3	.435	0.00	
Q4	.765	0.00	
Q5	.715	0.04	
Q6	.882	0.00	100
Q7	.875	0.00	
Q8	.400	0.00	
Q9	.653	0.00	
Q10	.889	0.00	
Q11	.675	0.00	
Q12	.554	0.00	
Q13	.437	0.00	
Q14	.886	0.00	
Q15	.625	0.00	
Q16	.885	0.00	
Q17	.762	0.00	
Q18	.539	0.00	

Source: Data Processed 2019

Reliability Test

The table below contain the information about the amount of sample or respondent (N) in this research is 100 people, and it is divided by 50 young people and 50 adult people. 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 2. Reliability Test Table

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 2019

Normality Test

There are two types of normality test output from SPSS that can be used as an interpretation of this normality test based on the amount of the respondent. Since the amount of the respondent is more than 20 people, then we are using Kolmogorov-Smirnov table. As you can see, On the table below we can see that the p value is > 0.05 it means the data is normally distributing between the variable (take a look at Sig. column).

Table 3. Test of Normality Table

Tests of Normality	Kolmogorov-Smirnov ^a		
	Statistic	Df	Sig.
Enjoy	.281	100	.99
Surprise	.209	100	.016
Fear	.253	100	.198
Disgust	.179	100	.075
Anger	.213	100	.227
Sad	.222	100	.865

Source: Data Processed 2019

Independent Sample t-Test

On the table below, we can see that each group of youth and adult people consist of 100 respondents (N value) is having a mean value > 0.60 .

Table 4. Independent Sample t-Test Table

	Group Statistics				
	Youth	N	Mean	Std. Deviation	Std. Error Mean
Enjoy	Youth	50	13.20	1.080	.216
	Adult	50	13.72	1.100	.220
Surprise	Youth	50	13.96	.735	.147
	Adult	50	14.00	1.000	.200
Fear	Youth	50	9.44	2.987	.597
	Adult	50	11.40	1.190	.238
Disgust	Youth	50	11.44	1.227	.245
	Adult	50	11.28	.980	.196
Anger	Youth	50	7.36	2.039	.408
	Adult	50	6.44	1.387	.277
Sad	Youth	50	9.76	1.562	.312
	Adult	50	8.84	1.179	.236

Source: Data Processed 2019

Independent Sample t-Test Result

The result on the next table is giving us the information about the relation or the mean difference between two groups (youth and adult) that carrying each indicator that represent the emotion variable. As we can see that indicator Enjoy and Fear has a significant result between the youth group and adult group, while other indicator does not show the same result.

Table 5. Independent Sample t-Test Result

Independent Samples 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
Enjoy	Equal variances assumed	.814	.372	-1.687	48	.000	-.520	.308	-1.140	.100
	Equal variances not assumed			-1.687	47.984	.001	-.520	.308	-1.140	.100
Surprise	Equal variances assumed	3.008	.089	-.161	48	.873	-.040	.248	-.539	.459
	Equal variances not assumed			-.161	44.068	.873	-.040	.248	-.540	.460
Fear	Equal variances assumed	37.528	.000	-3.048	48	.004	-1.960	.643	-3.253	-.667
	Equal variances not assumed			-3.048	31.433	.005	-1.960	.643	-3.271	-.649
Disgust	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
Anger	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
Sad	Equal variances assumed	1.278	.264	2.350	48	.023	.920	.391	.133	1.707
	Equal variances not assumed			2.350	44.645	.023	.920	.391	.131	1.709

Source: Data Processed 2019

Discussion

Result of this research is that for each emotion indicator for youth group and adult group not all of them has a significant difference. For Sad, Anger, Disgust, and Surprise emotion, between the youth people and adult people tend to show the same reaction towards Multi Level Marketing business in terms of experiencing the product, or services, or become the member of Multi Level Marketing business, but they are showing the different reaction which is Enjoy emotion and Fear emotion when it comes to Multi Level Marketing business. What causing the differences of Enjoy and Fear emotion between youth and adult respondent is the motivation between them in experiencing the Multi Level Marketing business, either as a customer or the member in it. In youth respondent, how Enjoy emotion motivate them to become the part of Multi Level Marketing business is towards the perspective of the Multi Level Marketing itself, where youth people sees Multi Level Marketing as an opportunity to gaining the first source of income or maybe as a side stream source of income.

Youth people also sees the benefit to take part in Multi Level Marketing business as an opportunity to expand their relation, collage, and experience to learn from the seniors. It is different with adult respondent. The Enjoy emotion factor that motivate adult people to be a part of Multi Level Marketing business is not also as simple as gaining more income for them self, but also to support their family. Gaining more income for adult people is a different thing if we comparing with youth people, since youth respondent in this research is not having their own family or did not obligate to support their family. Gaining more income for adult people means that they have an opportunity to change their life, for example like they have an opportunity to giving a proper education for their kids or relative, as a priceless long term investment, since in Multi Level Marketing business they also building a networking to expand their relation.

Emotion has an important role in Multi Level Marketing business model, whether to seeking the customer, member, reseller, or selling the product, since Multi Level Marketing business itself is not only focusing on selling and create a good product, but also it is focusing on how the system can support all the member in it. Emotional approach is an effective way to attract more customer, since as a human being is a social creature that has a strong feeling and emotion. The reason why emotional approach is an effective way because it is create a intimate bond between the seller and the buyer that mostly affect their buying decision, or their desire to join Multi Level Marketing business beside the benefit that they are gaining from the product itself. Also from the youth and adult customer perspective, the result of this research can be a basic form of how the Multi Level Marketing Business should be considered as profitable business and a safe way to invest their money in it, since the Multi Level Marketing Business offers a multi way source of income in their business specially in their trading system, where in Multi Level Marketing business, the member can gaining more income by recruiting other people through their registration fee or member fee that paid by the member every month, as long as there are no scam or deceive in the process, and it is the Multi Level Marketing Business duty to keep it positive.

CONCLUSION AND RECOMMENDATION

Conclusion

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

1. For Sad emotion there is no significant between the youth respondent and adult respondent towards Multi Level Marketing experiences.
2. For Anger emotion there is no significant between the youth respondent and adult respondent towards Multi Level Marketing experiences.
3. For Disgust emotion there is no significant between the youth respondent and adult respondent towards Multi Level Marketing experiences
4. For Surprise emotion, there is no significant difference between the youth and adult towards Multi Level Marketing experiences
5. There is a significant difference in Enjoy emotion between youth and adult respondent towards Multi Level Marketing experiences.
6. There is a significant difference in Fear emotion for youth and adult people towards Multi Level Marketing business.

Recommendation

1. The Multi Level Marketing practices must started to see Joy and Fear emotion as a new way to approaches, since it already proved on the previous chapter that it can be an effective way to get more customer or get more member. The breakdown of the recommendation by each factor are:
 - a.) For Enjoy factor as a recommendation, based on the result above it needs to be considered as the main factor or new way to approach the customer in terms of gender which is youth and adult people.
 - b.) For Surprise factor, the author not recommend it to be considered as a new way to approach the youth and adult customer in Multi Level Marketing Business
 - c.) For Fear factor as a recommendation, based on the result above it needs to be considered as the other main factor or new way to approach the customer by providing a real guarantee that it is safe to using or joining the Multi Level Marketing Business for youth and adult people.
 - d.) For Disgust factor, the author not recommend it to be considered as a new way to approach the youth and adult customer in Multi Level Marketing Business
 - e.) For Anger factor, the author not recommend it to be considered as a new way to approach the youth and adult customer in Multi Level Marketing Business
 - f.) For Sad factor, the author not recommend it to be considered as a new way to approach the youth and adult customer in Multi Level Marketing Business
2. The result of this study can be used as a references for other Multi Level Marketing practices to gain more customer and member.

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