COMPARATIVE STUDY OF PROMOTIONAL MIX AND CONSUMER BUYING BEHAVIOR ON GENDER DIFFERENCES OF SMARTPHONE USERS IN MANADO CITY

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ABSTRACT

Communication is the exchange and flow of informations and ideas from one person to another. It is one of the most crucial things in human life. Smartphone is one of the living-proof of the communication development after the invention of mobile phone in early 90's. The complexity of people's need particularly in communication is also high. Therefore, smartphone market has been extremely potential with mass of consumers are waiting to be reached by outstanding promotion activities. This study aimed to analyze the difference in consumer behavior on promotional mix based on gender differences of smartphone users in Manado city. The type of this research is comparative study. The target of population was the smartphone users in Manado for the total 100 respondents. Data were collected using questionnaires and analyzed using independent sample t-test. The results from the study show there are no significant differences in consumer behavior on promotional mix based on gender differences of smartphone users in Manado. Thus, author has a few recomendations, namely internet marketing, Coupon/Rebates, Magazine and TV are most effective stimulations and mediums to female consumers buying behavior while newspaper, billboard, poster are most effective way to influenced male consumers buying behavior moreover, smartphone companies can use the data of this research to enhance their promotion channels to specific target market of gender. Smartphone companies for targeting male's consumer should focus more on informative content. On the other hand, to approach female consumers, the company should focus on emotional content about the product that is being marketed.

Keywords: communication, promotional mix, consumer behavior

INTRODUCTION

Research Background

Communication is one of the most crucial things in human life has been revolutionizing from the time to time. Communication is the exchange and flow of information and ideas from one person to another. Human communication was revolutionized with speech approximately 100,000 years ago. From non-electrical to basic electrical signals then advanced electrical and electronic signal. In the last decade the Mobile phone has become one of the most important masterpieces in the aspects of modern human life. Telecommunication technology enables business and industry to grow faster pace while simultaneously contributing to the economic development and at the same time telecommunication infrastructure can be reliable indicator of economic development.

eMarketer stated that a market research firm reveals that mobile phone users worldwide will reach 4.55 billion by 2014. However, the complexity of people's need particularly in communication is also high. In order to meet the demand, researchers develop the capabilities of mobile phones are becoming sophisticated and useful. Hence, the new generation of mobile phone has been created called as Smartphone; nowadays it has been become favourite personal communication for every young generation. GfK Research Institute fk institute states that the total sales of smartphones in Indonesia reached 14.8 million units with a total transaction of 3.33 billion US dollars or about Rp 39,2 trillion. Smartphones are becoming the most popular device in Southeast Asia. Many people are starting to switch from feature phones to Smartphones.

As big as this market is, there is still room to grow. In much of the world, the transition to smartphones is just beginning. Therefore, Smartphone companies have been racing to reach consumers as many as possible. One of the ways to reach consumers is through effective communication. Communication is one of the tools to achieve company objective. Promotion is one of the real forms of communication and to achieve company objective. Promotional is a tool in creating product awareness in the mind of a potential consumer to take eventual purchase decision. Every company must have creative and effective promotion strategies to compete with other companies to gain optimum profits of the consumer. Without strong promotion company or organization will be difficult to survive in the intense competition. Therefore many companies have strong allocation fund to introduce and promote their product to the market.

The development of the smartphone has increased significant, and also the production of the Smartphone. This competition makes the innovation in the marketing strategy. One common marketing strategy is to combine and sell two or more products in a package, so called bundling. This strategy is employed by companies in different industries and on different kinds of markets: on industrial as well as consumer markets, by manufacturers, wholesalers, and retailers, and of sellers of both goods and services. As consumers, we meet bundles almost every time we visit stores and, hence, as an empirical phenomenon, bundling widely familiar. So the company is not longer selling their product in the form of single product, but they put together a package with other products which is usually a product that complements its kind.

The basic tools used to Accomplish an organization's communication objectives are often referred to as the promotional mix, the elements of the promotional mix are advertising; direct marketing, interactive/Internet marketing, sales promotion, public relations, and personal selling. These are the variety tools of promotion that will be used by the company to introduce and promote their product in this case is Smartphone, each of the tools will contribute difference responses and influences to consumer behavior. Consumer buying behavior is an important area of research for marketers and business developers and they have been studying on this for many years. As smartphone market has been extremely potential with mass of consumer is waiting to be reached by outstanding promotion activities. A Smartphone promotion activity spent a lot of money by the companies respectively, yet does it have good contribution to reach the consumer for each gender? This is what researcher is looking for, having a good concept and comprehension of the consumer behavior towards smartphone promotion activity of gender respectively. Researcher hopes will find the best effective smartphone promotion medium between male and female consumers.

Research Objectives

This research aims to examine whether there is any significant difference in consumer behavior based on:
1. Advertising on gender differences of smartphone users in Manado city.
2. Internet/interactive marketing on gender differences of smartphone users in Manado city.
3. Sales promotion on gender differences of smartphone users in Manado city.
4. Personal selling on gender differences of smartphone users in Manado city.

THEORETICAL FRAMEWORK

Theories

Marketing

Marketing theory is one of the popular theories in business. This is general theory that had been used for many years ago. There are many definitions of marketing from many experts that had been published in books of some authors. These are some theory or definition of marketing that had been used to support this research. Kotler & Keller (2012:27) stated marketing is about identifying and meeting human and social needs. One of the shortest good definitions of marketing is meeting needs profitably.

Lamb, et al. (2011:3) stated marketing is the activity, set of institutions, and process for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. A company will not be able to compete with others if it does not have a good marketing strategy. Marketing strategy is very crucial in determining the successful of a company in the future.

Marketing Communications

Kotler & Keller (2012:498) stated marketing communications are the means by which firms attempt to inform, persuade, and remind consumers – directly or indirectly – about the products and brands they sell. In a sense, represent the voice of the company and its brands; they are a means by which the firm can establish a dialogue and build relationships with consumers.

Promotion

Belch and Belch (2012:18) define promotion has been defined as the coordination of all seller-initiated efforts to set up channels of information and persuasion in order to sell goods and services or promote an idea.

Promotional Strategy

Lamb, et al. (2011:526) define promotional strategy is a plan for the optimal use of the promotional mix elements. The marketing manager determines the goals of the company's promotional strategy in light of the firm's overall goals for the marketing mix. Using these overall goals, marketers combine the elements of the promotional mix into a coordinated plan. This promotional plan defines the promotional strategy, which then becomes an integral part of the overall marketing strategy for reaching the target market. The main function of a marketer's promotional strategy is to convince target customers that goods and services offered provide a competitive advantage over the competition.

Promotional Mix

Belch and Belch (2012:18) define the basic tools used to accomplish an organization's communication objectives; the promotional mix has included 6 elements, which are: Advertising, Direct marketing, internet/interactive marketing, sales promotion, public relations, and personal selling.
1. Advertising is any paid form of non-personal communication about an organization, product, service, or idea by an identified sponsor.
2. Direct marketing in which organizations communicate directly with target customers to generate a response and/or transactions. Direct marketing is much more than direct mail and mail-order catalogs.
3. Internet/Interactive marketing it allows for a back-and-forth flow of information whereby users can participate in and modify the form and content of the information they receive in real time
4. Sales promotion which is generally defined as those marketing activities that provide extra value or incentives to the sales force, the distributors, or the ultimate consumer and can stimulate immediate sales.
5. Publicity Refers to non-personal communications regarding an organization, product, service, or idea not directly paid for or run under identified sponsorship.
6. Personal selling is a form of person-to-person communication in which a seller attempts to assist and/or persuade prospective buyers to purchase the company's product or service or to act on an idea.

Consumer Buying Behavior

Kotler & Keller (2012:173) define consumer buying behavior is study of how individual, groups, and organizations select, buy, use and dispose of goods, services, ideas, or experiences to satisfy their needs and wants. A consumer's buying behavior is influenced by cultural, social, and personal factors. Of these cultural factors exert the broadest and deepest influence.

Previous Researchers

Haque (2012) titled Effects of Advertisements on Buying Behavior: a Comparative Study on Male and Female Consumers. Hsu (2012) titled The Effect of Gender Differences in Information Processing: In Relation to Advertising Appeals Order.

Male consumers buying behavior	←	Internet Marketing	→	Female consumers buying behavior
Male consumers buying behavior	←	Sales Promotion	→	Female consumers buying behavior
Male consumers buying behavior	←	Personal Selling	→	Female consumers buying behavior
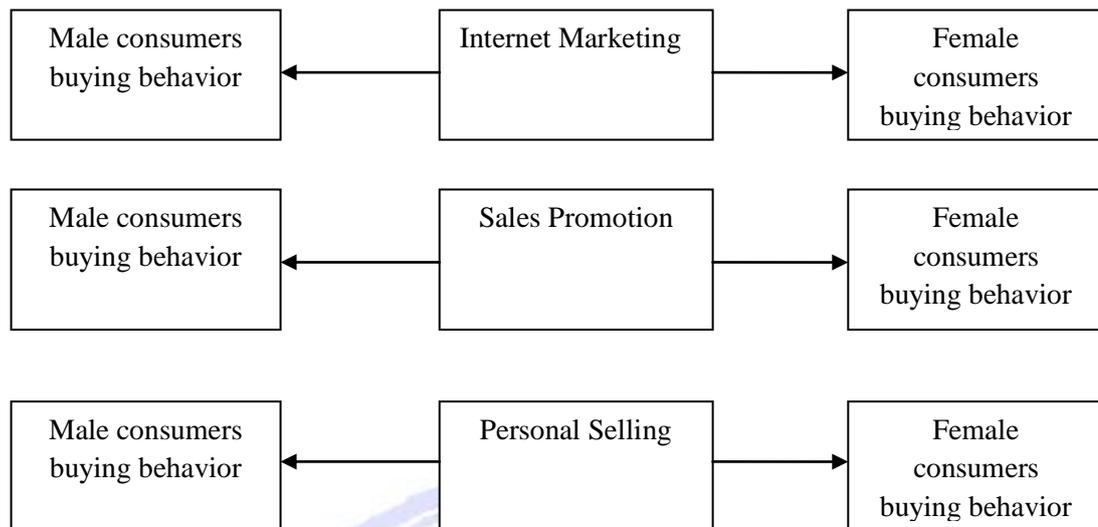
Figure 1. Conceptual Framework
Source: Theoretical Review 2014

Research Hypothesis

Based on the research problems the hypotheses are, there is any significant difference in consumer behavior based on:

H_1:   Advertising on gender differences of smartphone users in Manado city.
H_2:   internet/interactive marketing on gender differences of smartphone users in Manado city.
H_3:   Sales promotion on gender differences of smartphone users in Manado city.
H_4:   Personal selling on gender differences of smartphone users in Manado city.

RESEARCH METHOD

Type of Research

Type of this research is comparative study; it will compare the influences of promotional mix toward consumer buying behavior based on gender of smartphone users. This research used quantitative method.

Place and Time of Research

This study is conducted in Manado between two months from July to August 2014.

Population and Sample

Population is the entire group of people, events or things of interest that the researcher wishes to investigate (Sekaran and Bougie, 2009:262). Thus, population of the research is all male and female of Smartphone users in Manado city. The responses of the respondents are the sources of information. Sample is a subset of a population that comprises some members selected from it (Sekaran and Bougie 2009:263). The study is based on the primary data to analyze how promotional mix affects male and female consumers differently. The sampling design is random sampling methods which in random sampling, all times have some chance of selection that can be calculated. Stratified random sampling is helps to estimate population parameters, there may be identifiable subgroups of elements within the population that may be expected to have different parameters on a variable of interest to the researcher. The sample of this research is consumer of Smartphone product in Manado city, as many as 100 respondents (50 males and 50 females).

Data Collection Method

They are two types of data: (1) Primary data refer to information obtained first-hand by the researcher on the variables of interest for the specific purpose of the study. Individual provide information when interviewed, administered questionnaires, or observed. Self-administered Survey, the researcher also gets primary data from the result of questionnaires. Questionnaires are distributed to respondents so they can respond

directly on the questionnaires. (2) Secondary data is data collected for some purpose other than the problem at hand. The secondary data is taken from books, journals, and relevant literature from library and internet. These secondary data were used in the background, literature review, theoretical review, research method, and discussions.

Operational Definitions and Measurement of Research Variable.

Operational definitions of research variables are:

1. Advertising (X_1) is one of the fundamental promotion tools to enhance and promote products value to the market. Proper type of ads to specific consumer will induce them to buy the product.
2. Internet Marketing (X_2) in the last few years' internet marketing has been one of the powerful tools used by many organization/company to promote their goods or services. The globalization and technology advance have contributed in changing the difference way of shared the information. Researcher tries to measure about frequency and effectiveness of internet marketing between male and female consumers.
3. Sales Promotion (X_3) in daily life, when we were talking about compulsive or induce impulse buying because of discounts, coupons, rebates, etc. Females tend to be more easily influenced in this kind of promotion things, was it true? Researcher will analyze to get valid information.
4. Personal selling (X_4) is one of the most effective ways to encourage consumer purchased decision. Meanwhile some of consumers reveal that this kind of promotion created inconvenient buying pressure to them. Researcher will analyze about what gender most influenced by personal selling and what gender tend to dislike/inconvenient of this promotion activity.

Data Analysis Method

Validity and Reliability Test

The reliability of a measure is established by testing for both consistency and stability. Consistency indicate how well the items measuring a concept hang together as a set, Gronbach's alpha is a reliability coefficient that indicates how well the items in a set are positively correlated to one another since reliable scale are not necessarily valid researchers also needed to be concerned about validity. It assesses whether scale measure what is supposed to be measured. Thus validity is a measure of accuracy in measurement.

Independent Sample T-Test

The independent-samples T-test compares the average values of a characteristic measured on a continuous scale between two subgroups of a categorical variable (for example, smokers and nonsmokers, male and female). This t-test to analyze the influences on consumer buying behaviour based on promotional mix between male and female of Smartphone users in Manado.

RESULTS AND DISCUSSION

Result

Validity Test

This sub-section shows the validity test of this research. The validity test uses Pearson product moment to know whether the research instrument is valid or not. Pearson product moment shows the comparing correlation index with the significance level, if the Pearson correlation coefficient is more than 0.3 and the significance level is less than 0.05 or 5%, it means the research instrument is valid.

Table 1. Validity Testing Data

Advertising		$X_{1.1}$	$X_{1.2}$	$X_{1.3}$	$X_{1.4}$	X_1 Total
$X_{1.1}$	Pearson Correlation	1	.258(**)	.194	.329(**)	.652(**)
	Sig. (2-tailed)		.009	.054	.001	.000
	N	100	100	100	100	100
$X_{1.2}$	Pearson Correlation	.258(**)	1	.285(**)	.417(**)	.723(**)
	Sig. (2-tailed)	.009		.004	.000	.000
	N	100	100	100	100	100
$X_{1.3}$	Pearson Correlation	.194	.285(**)	1	.213(*)	.619(**)
	Sig. (2-tailed)	.054	.004		.033	.000
	N	100	100	100	100	100
$X_{1.4}$	Pearson Correlation	.329(**)	.417(**)	.213(*)	1	.703(**)
	Sig. (2-tailed)	.001	.000	.033		.000
	N	100	100	100	100	100
X_1 Total	Pearson Correlation	.652(**)	.723(**)	.619(**)	.703(**)	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

Source: SPSS Data, 2014

Table 2. Validity Testing Data

Internet Marketing		$X_{2.1}$	$X_{2.2}$	$X_{2.3}$	$X_{2.4}$	X_2 Total
$X_{2.1}$	Pearson Correlation	1	.209(*)	.177	.101	.478(**)
	Sig. (2-tailed)		.037	.079	.319	.000
	N	100	100	100	100	100
$X_{2.2}$	Pearson Correlation	.209(*)	1	.737(**)	.450(**)	.854(**)
	Sig. (2-tailed)	.037		.000	.000	.000
	N	100	100	100	100	100
$X_{2.3}$	Pearson Correlation	.177	.737(**)	1	.509(**)	.855(**)
	Sig. (2-tailed)	.079	.000		.000	.000
	N	100	100	100	100	100
$X_{2.4}$	Pearson Correlation	.101	.450(**)	.509(**)	1	.700(**)
	Sig. (2-tailed)	.319	.000	.000		.000
	N	100	100	100	100	100
X_2 Total	Pearson Correlation	.478(**)	.854(**)	.855(**)	.700(**)	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

Source: SPSS Data, 2014

Table 3. Validity Testing Data

	Sales Promotion	$X_{3.1}$	$X_{3.2}$	$X_{3.3}$	$X_{3.4}$	X_3 Total
$X_{3.1}$	Pearson Correlation	1	.566(**)	.581(**)	.255(*)	.798(**)
	Sig. (2-tailed)		.000	.000	.011	.000
	N	100	100	100	100	100
$X_{3.2}$	Pearson Correlation	.566(**)	1	.781(**)	.228(*)	.859(**)
	Sig. (2-tailed)	.000		.000	.023	.000
	N	100	100	100	100	100
$X_{3.3}$	Pearson Correlation	.581(**)	.781(**)	1	.177	.824(**)
	Sig. (2-tailed)	.000	.000		.079	.000
	N	100	100	100	100	100
$X_{3.4}$	Pearson Correlation	.255(*)	.228(*)	.177	1	.527(**)
	Sig. (2-tailed)	.011	.023	.079		.000
	N	100	100	100	100	100
X_3 Total	Pearson Correlation	.798(**)	.859(**)	.824(**)	.527(**)	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

Source: SPSS Data, 2014

Table 4. Validity Testing Data

	Personal Selling	$X_{4.1}$	$X_{4.2}$	$X_{4.3}$	$X_{4.4}$	X_4 Total
$X_{4.1}$	Pearson Correlation	1	.615(**)	.391(**)	.522(**)	.795(**)
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
$X_{4.2}$	Pearson Correlation	.615(**)	1	.432(**)	.494(**)	.803(**)
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
$X_{4.3}$	Pearson Correlation	.391(**)	.432(**)	1	.597(**)	.760(**)
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
$X_{4.4}$	Pearson Correlation	.522(**)	.494(**)	.597(**)	1	.820(**)
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
X_4 Total	Pearson Correlation	.795(**)	.803(**)	.760(**)	.820(**)	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

Source: SPSS Data, 2014

Table 5. Reliability Test

Cronbach's Alpha	N of Items
.805	4

Source: SPSS Data, 2014

The reliability statistic in table 5 above, the Cronbach Alfa is 0.805. It means that the results is higher than 0.6 with the standard minimum of 5%. Based on that fact, data used in this research is reliable data. Therefore the instrument data used in this research can be trusted.

Table 6. Group Statistic Result

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Advertising (X_1)	Male	50	12.96	3.084	.436
	Female	50	12.78	2.957	.418
Internet Marketing (X_2)	Male	50	11.82	3.330	.471
	Female	50	11.94	3.133	.443
Sales Promotion (X_3)	Male	50	12.16	3.771	.533
	Female	50	12.44	3.333	.471
Personal Selling (X_4)	Male	50	13.40	3.314	.469
	Female	50	13.42	3.447	.487

Source: SPSS Data, 2014

From the table above we can see the deference can be seen between the independent sample based on group of gender 1 and 2 which is defined as male and female. Group statistics explains the average of descriptive statistic on the influences promotional mix to male and female consumer buying behavior. Advertising: the mean difference from male and female shows by table mean where male consumers are more influenced by advertising of Smartphone products at 12.96 rather than female consumers at 12.78. Internet marketing: the mean difference from male and female shows by table mean where female consumers are more influenced by internet marketing of smartphone products at 11.94 rather than male consumers at 11.82. Moreover it shows female consumers tend to used internet channels either to find the information or do the buying activity higher than male consumers.

Sales promotion: the mean difference from male and female shows by table mean where female consumers are more influenced by sales promotion of Smartphone products at 12.44 rather than male consumers at 12.16. Personal Selling: the mean difference from male and female shows by table mean where female consumers are more influenced by personal selling of Smartphone products at 13.42 rather than male consumers at 13.40. Independent t-test used to test the effect in a level of significant different between group which are male and female of consumer buying behavior towards smartphone promotional mix. Advertising, internet marketing, sales promotion, and personal selling are the variables to analyze the smartphone consumer behavior by performing a comparison the T_{count}, at α= 0.05, or compare the real level of probability of 95% partially so the different can be seen as individual independent variables. The criteria of t-test as follows:

a.   Sig ≤ 0.05 means Ho is rejected and accepting Ha
b.   Sig > 0.05 means Ho is accepted and rejecting Ha

Table 7. Independent Sample t-test

Advertising (X_1)		t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
							Lower	Upper
Total	Equal variances assumed	.298	98	.766	.180	.604	-1.019	1.379
	Equal variances not assumed	.298	97.830	.766	.180	.604	-1.019	1.379

Source: SPSS Data, 2014

In the table above can be seen that the value t = 0,298 with a significance of p = 0.766 (p > 0.05) indicates that the H₀, is acceptable. It means there are no significant differences in consumer buying behavior based on advertising of smartphone products between male and female consumers.

Table 8. Independent Sample t-test

Internet Marketing (X_2)		t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
							Lower	Upper
Total	Equal variances assumed	-.186	98	.853	-.120	.647	-1.403	1.163
	Equal variances not assumed	-.186	97.636	.853	-.120	.647	-1.403	1.163

Source: SPSS Data, 2014

In the table above can be seen that the value t = -.186 with a significance of p = 0.853 (p > 0.05) indicates that the H₀, is acceptable. It means there are no significant differences in consumer buying behavior based on internet marketing of smartphone products between male and female consumers.

Table 9. Independent Sample t-test

Sales Promotion (X_3)		t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
							Lower	Upper
Total	Equal variances assumed	-.393	98	.695	-.280	.712	-1.692	1.132
	Equal variances not assumed	-.393	96.544	.695	-.280	.712	-1.693	1.133

Source: SPSS Data, 2014

In the table above can be seen that the value t = -.393 with a significance of p = 0.695 (p > 0.05) indicates that the H₀, is acceptable. It means there are no significant differences in consumer buying behavior based on sales promotion of smartphone products between male and female consumers.

Table 10. Independent Sample t-test

Personal Selling (X_4)		t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
							Lower	Upper
Total	Equal variances assumed	-.030	98	.976	-.020	.676	-1.362	1.322
	Equal variances not assumed	-.030	97.848	.976	-.020	.676	-1.362	1.322

Source: SPSS Data, 2014

In the table above can be seen that the value t = -.030 with a significance of p = 0.976 (p > 0.05) indicates that the H₀, is acceptable. It means there are no significant differences in consumer buying behavior based on personal selling of smartphone products between male and female consumers.

Discussion

The main objective of this research is to prove the hypothesis state by researcher. Based on the result above, Consumer behavior of smartphone products measured by advertising by comparing the mean of male and female, it shows that there are no significant differences between groups. Male and female had answered the perception of advertising influenced based on the experience when deciding to buy smartphone products. The

mean indicator of advertising influence to male consumer behavior is higher than female. T value is positive, it means group 1 (male) is better than group 2 (female). However, the mean comparison cannot prove by significant degree differences between male and female, means both groups are not significantly different. There is a difference among the group mean wherein it can be proved by an independent t-test. In order to understand deeply about respondents' answers, the researcher reveals findings of the report: Females are more affected of smartphone advertisement through on TV and magazine while males are more affected of smartphone advertisement through on newspaper, poster, billboard or any kind of public channels. Thus, there is no significant difference in advertising influence towards male and female smartphone users in Manado city.

Advertisement on TV have strong role in persuading consumer buying decision compare to newspapers, magazines, billboards, posters, and others. On other hand, TV is one of the effective medium to promote products or services and source of information to consumer society in Manado city. This can be proved by respondents' reply that is above average, newspapers are in second place as promotion medium follow by billboards, posters while magazines occupied in the lowest rank. Haque (2012) in his findings reveals males have a higher exposure rate to newspaper as compared to females, males perceived that advertisements do not portray the true picture of products. Females are easier to target and affect through marketing due to their higher emotional quotient and TV exposure. Companies should spend a greater proportion of their marketing budget on targeting females through adverting campaigns based on emotional and celebrity endorsed themes. TV is the most effective mediums for marketing to consumers belonging to both the genders. Billboard and newspapers are second best effective advertisement medium for females and males respectively. For targeting females there should be more focus on celebrity endorsed and emotional content and. For targeting males on the other hand the focus should be more on humorous and informative content about the product being marketed.

Consumer behavior of smartphone products measured by internet marketing, by comparing the mean of male and female, it shows that there are no significant differences between groups. Male and female had answered the perception of internet marketing influenced based on experienced when they decided to buy smartphone products. The mean indicator of internet marketing influence to female consumer behavior is higher than male. T value is negative, it means group 2 (female) is better than group 1 (male). However, the mean comparison cannot prove by significant degree differences between female and male, means both groups are not significantly different. There is a difference among the group mean wherein it can be proved by an independent t-test. In order to understand deeply about respondents' answers, the researcher reveals findings of the report: Females prefer either to search the information or do purchase of smartphone products through internet rather than males. Meanwhile males buy smartphone products through internet because they think it is cheaper than brick-and-mortar establishments. Thus, there is no significant difference in internet marketing influence towards male and female smartphone users in Manado city.

The average value of respondents' answers it can be concluded that internet is the primary medium in seeking information by most people of Manado. Most of respondents seeking smartphone informations on internet as their references, but the result is difference when compare on purchase transactions of smartphone products, wherein the people of Manado prefer to buy the product directly in retails or stores rather than internet cause by the internet selling price are not cheaper than retails or stores prices. It can be concluded that smartphone suppliers in Manado city have the ability to supply market demand. Thanuskodi (2013) stated that the main reason of people use internet is to seek information, which is align with the author's finding.

Consumer behavior of smartphone products measured by sales promotion, by comparing the mean of male and female, it shows that there are no significant differences between groups. Male and female had answered the perception of sales promotion influenced based on experienced when they decided to buy smartphone products. The mean indicator of sales promotion influence to female consumer behavior is higher than male. T value is negative, it means group 2 (female) is better than group 1 (male). However, the mean comparison cannot prove by significant differences degree between female and male means both groups are not significantly different. There is a difference among the group mean wherein it can be proved by an independent t-test. In order to understand futher about respondents' answers, the researcher reveals findings of the report: Females more affected by discount/rebate, coupon, sweepstakes, and premium than males when they do purchase decision on smartphone products. Then, Product sampling is more affected for male smartphone

consumers. Thus, there is no significant difference in sales promotion influence towards male and female smartphone users in Manado city.

In Manado city, the phenomena of coupons or rebate, premiums and sweepstakes do not give much impact in stimulating immediate sales. This could be seen in the average amount of respondents' reply in the survey that were not significant. Yet, it is different from the sampling strategy method that allows the smartphone users to try out the phones before they buy it. The people in Manado seemed to like this method more. Javed at al, (2013) stated that there is no significant relationship between free samples, coupons and buying behavior. On the other hand price discount, buy-one-get-one-free, physical surrounding has a significant relationship with buying behavior.

Consumer behavior of smartphone products measured by personal selling, by comparing the mean of male and female, it shows there are no significant differences between groups. Male and female had answered the perception of personal selling influenced based on experienced when they decided to buy smartphone products. The mean indicator of personal selling influence to female consumer behavior is higher than male. T value is negative, it means group 2 (female) is better than group 1 (male). However, the mean comparison cannot prove by significant degree differences between female and male, means both groups are not significantly different. There is a difference among the group mean wherein it can be proved by an independent t-test. In order to understand about respondents answer, researcher reveals findings of the report: rational explanation by seller is more influenced males to induce buying activity whereas; females are more likely influenced by the courtesy and emotion appeal. Thus, there is no significant difference in personal selling influence towards male and female smartphone users in Manado city.

Good counseling and post-purchase service indicated by the good verbal and non-verbal skills of the marketer can directly influence the buyer's decision. This is shown by the respondents' reply in the questionnaire that is above average. For high-involvement products, men prefer to be exposed to a rational appeal first, while women prefer initial exposure to an emotional appeal (Huei-Chen Hsu 2012:1). The results show significant relationships between the variables, and support the hypothesis that males prefer rational information first, while females prefer emotional information first.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

There are five findings that are found from the overall result in this research, which are listed as follow:

1. There is no significant difference in consumer buying behavior based on advertising between male and female consumers of smartphone products with a normal and homogeneous data distribution. Overall, male consumer's behaviors are more affected by advertising channels than female.
2. There is no significant difference in consumer buying behavior based on internet marketing between male and female consumers of smartphone products with a normal and homogeneous data distribution. Overall, female consumer's behaviors are more affected by internet marketing channels than male.
3. There is no significant difference in consumer buying behavior based on sales promotion between male and female consumers of smartphone products with a normal and homogeneous data distribution. Overall, female consumer's behaviors are more affected by sales promotion channels than male.
4. There is no significant difference in consumer buying behavior based on personal selling between male and female consumers of smartphone products with a normal and homogeneous data distribution. Overall, female consumer's behaviors are more affected by personal selling channel than male.

Recommendations

Study recommended for this research:

1. Internet marketing, Coupon/Rebates, Magazine and TV are most effective stimulations and mediums to female consumers buying behavior while newspaper, billboard, poster are most effective way to influenced male consumers buying behavior. Smartphone companies can use the data of this research to enhance their promotion channels to specific target market of gender.

2. Smartphone companies for targeting male's consumer should focus more on informative content. On the other hand, to approach female consumers, the company should focus on emotional content about the product that is being marketed.

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