

## A COMPARATIVE STUDY OF MALES AND FEMALES BUYING BEHAVIOR TOWARD MUSIC PLAYING IN STORE IN MANADO

*STUDI PERBANDINGAN ANTARA PERILAKU PEMBELIAN LAKI-LAKI DAN PEREMPUAN TERHADAP PRESENTASI MUSIK DI TOKO D KOTA MANADO*

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### ABSTRACT

*Music is a crucial element of everyday life. The music has influenced many people, including gender and group of age. While within marketing, it has been demonstrated that music influences the shopping experience in store atmospherics and can affect the consumers. This research aims to find out the influence of music playing in store on the buying behavior which will be compared between males and females buying behavior. 100 customers of Planet Surf Mantos were surveyed as samples by using purposive sampling technique and sample size. This study used simple regression analysis and independent sample  $t_{test}$  method with results that music playing in store has significantly influence buying behavior and there's significant difference between males and females buying behavior. Music makes consumers spend more time in the store and will lead to more profit for the marketers.*

*Keywords: music, buying behavior, gender*

### ABSTRAK

Musik adalah elemen penting dari kehidupan sehari-hari. Musik adalah cara untuk mengekspresikan perasaan dan emosi kita. Keberadaan musik telah mempengaruhi banyak orang, tidak hanya terbatas pada satu jenis kelamin atau kelompok usia tertentu, tetapi juga mencakup semuanya, dari laki-laki ke perempuan, dari muda ke dewasa. Sementara dalam pemasaran, telah terbukti bahwa musik mempengaruhi pengalaman belanja di atmosfer toko dan dapat mempengaruhi konsumen. Tujuan dari penelitian ini adalah untuk mengetahui pengaruh musik yang diputar di toko pada perilaku pembelian yang akan dibandingkan antara perilaku pembelian pria dan wanita. Dalam penelitian ini, populasi mengacu pada pelanggan dari Planet Surf Mantos dengan menggunakan teknik purposive sampling dan ukuran sampel 100 responden melalui kuesioner. Penelitian ini menggunakan analisis regresi linear sederhana dan uji t sampel tidak berhubungan dengan hasil, musik yang diputar di toko telah mempengaruhi perilaku pembelian secara signifikan dan ada perbedaan yang signifikan antara perilaku pembelian pria dan wanita. Musik membuat konsumen menghabiskan lebih banyak waktu di toko dan akan menyebabkan lebih banyak keuntungan bagi pemasar. Selain itu, disarankan untuk manajer toko ritel untuk mempertimbangkan musik sebagai salah satu elemen penting di toko.

Kata Kunci: musik, perilaku pembelian, jenis kelamin

## 1. INTRODUCTION

### Research Background

Music is a way of expressing our feelings and emotions. It can make people happy, sad, or angry, which may have a positive or negative impact on people's lives (Rentfrow, 2012). Music can be listened in every situation every day. There are a lot of benefits of music. Musical training helps develop brain areas involved in language and reasoning, music benefits health, music makes people happier, music lowers stress, and music also relaxes and reduces pain. The interest in music also can be seen in Indonesia. The high public interest in music certainly attracts the Indonesia music industry to continue to produce more products that suit the tastes of the market (Jatmiko, 2014). While within marketing, it has been demonstrated that music influences the shopping experience in store atmospherics and can affect the consumers. The importance of music in shaping in-store experience has been proved in a number of studies. Kulkarni (2012) explained in his study that it has been demonstrated by research over the years that sounds and music influence the shopping experience in retail atmospherics and can affect the consumers.

This research is focused on clothing store that sells products for teenagers to young adults. Nowadays, distributions of clothing spread across the areas in Indonesia. Great demand from buyers, push the retailers to become more creative (Chan, 2014). Due to changes in the marketing environment the technological revolution, information explosion, evolution in the culture, the retailers can no longer afford to stick to the old ways of doing the business. Therefore, the retailers have figured out about the elements that could influence consumer buying behavior to buy their products. Today, in addition to in-store design and displays, retailers need innovatively use the various elements that appeal to the senses of the, flooring, coloring, lighting, and graphics to create an environment to trigger the customers to buy the products. In Manado city, the people are consumptive, especially about food and fashion. Fashion itself now becomes the lifestyle of people in Manado. That is why it leads clothing market to a highly competitive market where the one who can take the opportunity to affect the consumer buying behavior to buy their products can survive in the industry. The examples of clothing store in Manado are; Quiksilver, Roxy, MOC, Manzone, Gaudi, Planet Surf, and Sixty One. Planet Surf is a type of store that often plays music genre such as rock, punk, or heavy metal.

Customers do have different buying behaviors as well as interaction happened at the store, influenced by gender. Chea (2011) explained that men had a high independent, confident, risk in spending. They seem to make a quick and careless decision on purchasing clothes, and they are less influenced by opinion from friends or companions. In this regard, employees' behavior was more important for men in evaluating their shopping experiences, while women gave more value on product assortment. Another study by Santos (2013) showed that female consumers were more positive when present in the environment without music or slow songs, and male consumers were more positive when present in the environment with music and fast-paced music. Another important point to emphasize is that the consumer is affected differently when separated by gender. Women have been shown to be more sensitive in the buying decision depending on the genre than men (Santos, 2013).

Planet Surf became authorized dealer of world famous Surf and Skate brands such as: Insight, Juice Ematic, Spyderbilt, PS Clothing, Channel Islands, One Tea Spoon, Oakley, Polar Bottle, Ripcurl, Volcom, Dickies, No Fear, Carve, Dragon, Sin Eyewear, etc. Planet Surf is a fast growing company, now they have 56 outlets in 6 major Islands all around Indonesia, separated in 3 main region, West Indonesia, Center Indonesia, and East Indonesia. They have totally about 650 employees In Jakarta and Bali office, and all of Planet Surf stores. Planet Surf established their Head Office in Bali and Branch Office in Jakarta (Planet Surf Online, 2013). Planet Surf opened one of the branches in Manado Town Square, Manado. The types of customer that can be found

at Planet Surf Mantos are teenagers and adult who concern about the fashion trends. Regarding to that, Planet Surf Mantos offers a store atmosphere that will attract the potential buyers. One of the store atmosphere elements is the music playing in the background at the store. Researcher chose Planet Surf Mantos because it has been established since Mega Mall Manado opened which in 2004 (Mega Mas Manado, 2008). It thus, will be easier for the researcher to find Planet Surf's consumers regarding to respondents required. Planet Surf is also one of the stores that play music to attract the customers.

### **Research Objectives**

1. To know the influence of music playing in store on males and females buying behavior at Planet Surf Mantos.
2. To know the difference of males and females buying behavior toward music playing in store at Planet Surf Mantos.

### **Theoretical Framework**

#### **Marketing**

Hult, Mena, and Ferrell (2011) explained marketing is an organizational function and a set of processes for creating, communicating and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders. The marketing process, consequently, involves both mental and physical aspects mental, in that sellers must know what buyers want and buyers must know what is for sale and physical, in that goods must be moved to the places at which they are wanted by the time they are wanted (Brunswick, 2014).

#### **Consumer Behavior**

Schiffman and Kanuk (2004) defined consumer behavior as the behavior that consumers display is searching for, purchasing, using, evaluating, and disposing of products and services that they expected will satisfy their needs. Solomon (2013) stated that the field of consumer behavior covers a lot of ground. It is the study of the processes involved when individuals or groups select, purchase, use, or dispose of products, services, ideas, or experiences to satisfy needs and desires. Most marketers now recognize that consumer behavior in fact an ongoing process, not merely what happens at the moment a consumer hands over a money or a credit card and in turn receives some good or services.

#### **Consumer Buying Behavior**

Kotler and Armstrong (2008) defined consumer buying behavior refers to the buying behavior of final consumers-individuals and household who buy goods and services for personal consumption. Consumer buying behavior is influenced by the buyer's characteristics and by the buyer's decision process. The most important thing, which influences the individual behavior, is the consumer's family, social, and cultural environment. Hair, Lamb, and McDaniel (2012) explained consumer buying behavior describes how consumers make purchase decisions and how they use and dispose of the purchased goods or services. The study of consumer buying behavior also includes the factors that influence purchase decisions and product use. Consumer buying behavior involves a long process where the buyer has to identify the product, study well also includes its features, the pros and the cons and finally deciding on whether to purchase it or not.

#### **Store Atmosphere**

Store atmosphere was first introduced to marketing by Kotler, who initially defined that store atmosphere is a component of store image along with other variables such as brightness and crowding (Kotler, 1973). Berman, and Evans (2001) stated atmosphere refers to the store's physical characteristics that are used to develop on image and draw costumer. From the above definition, it can be interpreted that for retail store, atmosphere was also based on physical characteristic to build an impression to attract the customers.

### **Music**

According to Liu, Tse, and Michael (2010), Music is a form of creative art which is often identified as a signature of a particular composer, a group of people, a country or a culture at different times in history. People from different parts of the world and in different eras have their own music. The literature review done by Kellaris (2008) defined that music was heavily used in consumer environments as motivating to buy more.

### **Previous Research**

Santos (2013) explained that music takes an important role in affecting the consumer buying behavior. Music can give the customers positive responses toward the retail environment, and the buying behavior between male and female toward music playing in store gives significant difference. Women are more sensitive in buying decision depending on music genre than men. Kulkarni (2012) also stated in his study that music can contribute to store environment. It gives benefits for the retailers in order to satisfy the customers. Music creates relaxing atmosphere for the customers while shopping, music motivates customers to buy more, music makes the customers to spend more times in the store, music makes the customers comfortable while waiting, and when music makes the customer have the excellent shopping experience, they will recommend the stores to others which will lead to attract the new customers. When customers enjoy their shopping experience, they tend to come visit the stores again. From the previous research above, it can be concluded that music is categorized as a very important element in the store environment. Chea (2011) conducted a research about gender differences in the fashion consumption and store characteristics in Swedish. This study found that different gender gives different characteristics for male and female shoppers. Women and men have different shopping characteristics. Women consider shopping as a fun activity. They tend to enjoy spending time in the store comparing the prices, styles, and qualities before they choose the one they like the most. While men in contrast, are a shopper who tend to get in and out as quick as possible. Men go shopping because they need something. When they go to the store, they tend to buy the product directly rather than spending time walking around the store.

## **2. RESEARCH METHOD**

### **Type of Research**

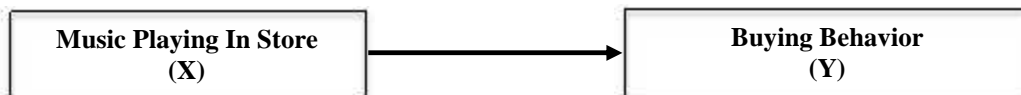
This research used quantitative method that formed from the respondents responses by a questionnaire.

### **Place and Time of Research**

The study was conducted in Planet Surf Mantos 2, Manado from the period of March to May 2016.

**Research Framework**

This research was conducted to know about the influence of music playing in store on males and females buying behavior. The research procedure will be explained by this following conceptual framework.



**Picture 1. Research Framework**  
 Source: Data analysis, 2016

**Population and Sample**

The population in this research is customer of Planet Surf Mantos. The samples of this research are customers of Planet Surf Mantos. The samples are divided into male and female which are 50 males and 50 females. The sampling method is purposive sampling

**Simple Linear Regression Analysis Model**

Simple regression analysis is used in a situation where one independent variable is hypothesized to affect one dependent variable. The formula for Simple Linear Regression Analysis is as follow:

$$Y = a + bx + e$$

Whereas:

- Y = the predicted variable (buying behavior)
- X = the variable used to predict y (music playing in store)
- a = the intercept or point where the line cuts the y axis and the X = 0
- b = the slope or the change in y for any corresponding change in one unit of X
- e = error term associated with the observation

**Independent Sample T<sub>test</sub>**

The Independent Sample T<sub>test</sub> is a statistical technique that compares the means of two independent groups in order to examine whether there is statistical evidence that the associated population means are significantly different. This test is done by comparing t<sub>value</sub> with table. The level of significance is 5% (α = 0.05). If t<sub>value</sub> is greater than t<sub>table</sub> hypothesis is accepted.

**3. RESULT AND DISCUSSION**

**Validity Test Result**

**Table 1. Validity Test**

Indicator	MSA Correlation	Conclusion
Music Playing in Store (X)		
Question 1	.890	Valid
Question 2	.870	Valid
Buying Behavior (Y)		
Question 3	.900	Valid
Question 4	.948	Valid
Question 5	.897	Valid
Question 6	.914	Valid

Question 7	.886	Valid
Question 8	.894	Valid
Question 9	.880	Valid
Question 10	.839	Valid

Source: Data processed, 2016

Table 1 shows that the results of MSA correlation on each instruments are more than 0.5, which means that the data result for all variables are valid and can be used for further research.

**Reliability Result**

**Table 2. Reliability Test**

**Reliability Statistics**

Cronbach's Alpha	N of Items
.902	10

Source: Data processed, 2016

The following table shows that the value of Cronbach's Alpha is 0.902. It means that Cronbach's Alpha is greater than 0.6, therefore the research instrument is good and can be declared as reliable.

**Simple Linear Regression Result**

**Table 3. Simple Linear Regression Result**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta	B	Std. Error
1	(Constant)	.859	.174		4,947	.000
	Music Playing In Store	.676	.050	.809	13,600	.000

a Dependent Variable: Buying Behavior

Source: Data processed, 2016

**Independent Sample T<sub>test</sub> Result**

**Table 4. Independent Sample T<sub>test</sub> Result**

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	T	df	Sig. (2-tailed)	MD	SED	95% Confidence Interval of the Difference	
Music Playing	Equal variances assumed	2.612	.109	.491	98	.625	.06400	.13042	.32281	.19481
	Equal variances not assumed			.491	93.070	.625	.06400	.13042	.32298	.19498

Notes: MD=Mean Difference; SED=Std. Error Difference

Source: Data processed, 2016

**Hypothesis Testing**

**T<sub>test</sub>**

**Table 5. T<sub>test</sub> Result**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta	B	Std. Error
1 (Constant)	,859	,174		4,947	,000
Music Playing In Store	,676	,050	,809	13,600	,000

*Source: Data Processed, 2016*

Table 5 shows that  $t_{count}$  for Music Playing in Store (X) is 13.600. Value on  $t_{table} = 1.984$ . The result for Music Playing in Store (X) is  $t_{count} = 13.600 > t_{table} = 1.984$  meaning  $H_1$  is accepted. The result of this test can be used to declare that Music Playing in Store (X) influences males and females buying behavior (Y) significantly.

**Discussion**

Nowadays, consumers are not only shopping to meet their needs, but they also are going to look for stores that provide a pleasant experience. Consumers today are looking at purchasing as experiential activity and would like to enjoy the entire process of buying from the word go to the post purchase stage. Music playing in store is an important component of store atmosphere and plays a role in influencing consumers' buying behavior. The result of simple linear regression shows that music playing in store influences males and females buying behavior significantly. There are some findings based on the frequency of answers that given by respondents. First, it shows that music motivates the consumers to buy more. Second, music makes the consumers to spend more time in the store. The relaxed store environment creates a relax state of mind for customers to make them enjoy spending time in the store. The increasing time spending is a good opportunity for marketers to promote their product. Consumers stay longer in the store means that there will be more buyer-seller interactions and the consumers probably will spend this time on information searching or evaluate alternatives and can influence their final decisions. Moreover, it may lead consumer to make impulse purchase. Third, music makes the consumers to visit the store again. Due to enjoyable experience while buying in the store, the consumers tend to visit the store again. Fourth, music makes the consumers recommend the store to others. Pleasant experience in the store due to music creates and spreads good word of mouth. The majority of respondents from both males and females agreed with the statements. Music Playing in Store have been proven to influence the Buying Behavior. Like a theory from Kulkarni (2012) said that "music can be rated as a very important element in the store environment and can be strategically used by understanding demographics and psychographics of its target market, and can create a stimulating audio environment in the stores making customers feel relaxed, comfortable, delighted, and spend more time in the stores and translating it into more sales." According to this research, consumers of Planet Surf Mantos think that music playing in store is one of the factors that influence their buying behaviors.

**Gender Differentiations in Buying Behavior**

The customers whom have been observed in the study include both female and male teenagers and adults. Through independent sample  $t_{test}$ , this research showed that male and female respond differently in their attitude and behavior toward music playing in store. According to the data, there is significant difference between males and females buying behavior toward music playing in store in Planet Surf Mantos. Even though both female and male feel more relaxed, happy, and like to spend more time in the store because of the music playing in store, but the music playing

in store affects female consumers more than male consumers. The same result was found by Santos (2013). He mentioned in his study that consumer is affected differently when separated by gender. Women have been shown to be more sensitive in buying decision depending on music than men. The study related musical genres with the perception of time of time that the consumers stay in the store (differentiating male and female). Men are less sensitive to variations in musical rhythm. The female consumers were more positive when present in the environment of slow songs and male consumers were more positive when present in the environment with fast-paced music.

#### 4. CONCLUSION AND RECOMMENDATION

##### Conclusion

From the overall result, some important findings can be concluded, which are listed as follow:

1. Music playing in store significantly influences the consumers buying behavior.
2. There is difference between males females buying behavior toward music playing in store. Both buying behaviors are influenced by music playing in store but female consumers are more sensitive depending on music rather than male consumers.

##### Recommendation

According to the result of this research, there are several recommendations.

1. To the manager of the store where the research takes place, it is recommended to the store to consider about the music playing in store as an important element because music can affect people's mood and make consumers feel more comfortable.
2. To the marketers, it is suggested that the marketers might consider using music as one of the element of store environment because it can make consumers feel relaxed and spend more time in the stores.

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