
ANALYZING UTILITARIAN AND HEDONIC VALUE BETWEEN MALE AND FEMALE CUSTOMERS OF EXCELSE MANADO TOWN SQUARE

ANALISA NILAI UTILITARIAN DAN HEDONIS ANTARA PELANGGAN PRIA DAN WANITA DI EXCLESO MANADO TOWN SQUARE

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Abstract: Study found Coffee has now become part of the lifestyle. People come to the Excelso not simply want to drink coffee, but because there is a touch of emotion, whether it's a feeling of pride, prestige, or the warmth of one of the strategic steps performed by the provider of the Excelso Coffee shop. By knowing the values, excelso can increase customer to keep win the market share and be better than competitors. This research focuses on customers of Excelso Manado Town Square. This research conducted by a quantitative method and this research population is the buyers of wakai counterfeit shoes. By using an Independent Sample t-test, this research conducted a hypothesis is there is significant difference in utilitarian and hedonic value between male and female customers of Excelso Manado Town Square. Based on the result of this research, the data is normally distributed and homogenous. The result shows that there are no significant differences in utilitarian value and hedonic value between male and female customers of Excelso Manado Town Square. Findings suggest to develop strategies for enhancing utilitarian and hedonic value, which can increase the probability of customers revisiting to Excelso.

Keywords: *utilitarian value, hedonic value, gender*

Abstrak: Studi menemukan bahwa saat ini kopi menjadi bagian dari gaya hidup. orang-orang datang ke Excelso bukan hanya ingin memenuhi kebutuhan minum kopi tetapi karena ada sentuhan emosi, apakah itu perasaan bangga, gensi ataupun kehangatan adalah salah satu strategi yang dilakukan oleh pihak kedai kopi Excelso. Dengan mengetahui nilai-nilai yang ada, Excelso dapat meningkatkan pelanggan supaya tetap memenangkan pangsa pasar dan lebih baik dari pesaing. Dengan menggunakan Independent Sample t-test, penelitian ini dilakukan dengan hipotesis perbedaan yang signifikan pada nilai utilitarian dan hedonis antara pelanggan pria dan wanita di Excelso Manado Town Square. Berdasarkan hasil penelitian ini, data yang terdistribusi normal dan homogen. Hasilnya menunjukkan bahwa tidak ada perbedaan yang signifikan pada nilai utilitarian dan hedonis antara pelanggan pria dan wanita di Excelso. Temuan dari penelitian ini menyarankan untuk membangun strategi-strategi guna meningkatkan nilai utilitarian dan hedonis, dimana dapat meningkatkan kemungkinan pelanggan berkunjung kembali ke Excelso.

Kata Kunci: *nilai utilitarian, nilai hedonis, jenis kelamin*

INTRODUCTION

Research Background

Coffee has now become part of the lifestyle, especially for those who live in the city, specifically Manado concern this study. Moreover, with the growing number of speciality coffee cafes and innovation in the manufacture of coffee, thus giving birth to more and more coffee addicts in the world. Consumers come to the Excelso Café not simply want to drink coffee, but because there is a touch of emotion that is brought to their outlets. Whether it's a feeling of pride, prestige, or the warmth of one of the strategic steps performed by the provider of the Excelso Coffee shop Indonesia is how to attract new customers and of course make existing customers as long as it can stay longer to enjoy the coffee offered, by way of providing wireless internet access or better known as the Internet hotspots. With this facility, while you enjoy the warm Excelso coffee, visitors can still conduct business or access information via Notebook or PDA.

In the past, coffee activities carried out by consumers rationally, in the sense that the purchase is made by the consumer for the benefit consideration given the product or so-called utilitarian value. However, current coffee activities are also influenced by value that is emotional such as pleasure and pleasure, or who are known by hedonic value (Babin in Hanzae & Rezaeyeh, 2013).

Holbrook & Hirschman in Anderson (2012), explains that consumer behavior is utilitarian-oriented value will choose products efficiently based on rational reasons. According to Kim in Kim (2006) utilitarian value has two dimensions, namely efficiency and achievement.

Hedonic value associated with the fulfillment of pleasure or aesthetic aspects of a product (Blythe, 2005). Hedonic is stimuli that select environmental quality shopping from the side enjoyment are perceived, the interested due to the view the eyes (visual appeal) and the sense of relief (escapism) (Subagio, 2011). Arnold & Reynolds (2003), mentioned that hedonic value can be known from: 1) adventure shopping, 2) social shopping, 3) gratification shopping, 4) idea shopping, 5) role shopping, 6) value shopping.

Therefore, researcher is interested to conduct research titled "**Analyzing Utilitarian and Hedonic Value between Male and Female Customers of Excelso Manado Town Square**".

Research Objectives

Based on the research problem above, it can be stated formulation of the objective in this study are as follows:

1. To find out if there is significant difference in utilitarian value between male and female customers of Excelso Manado Town Square.
2. To find out if there is significant difference in hedonic value between male and female customers of Excelso Manado Town Square.

THEORITICAL FRAMEWORK

Marketing

According to Kotler (2009:151) One of the shortest definitions of marketing is meeting the needs of profitability. There is also a sense of marketing, namely: The American Marketing Association, in Kotler (2009), offer to follow the formal definition of marketing: "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".

Consumer Behavior

Schiffman & Kanuk (1997:133) define consumer behaviour as: "The behavior that consumers display in searching for, purchasing, using, evaluating, and disposing of products, services, and ideas." Schiffman & Kanuk (1997:133) elaborate on the definition by explaining that consumer behaviour is, therefore, the study of how individuals make decisions to spend their available resources (time, money, effort) on consumption-related items. It includes the study of what, why, when, where and how often they purchase and how they use the purchased product. In addition, it encompasses all the behaviors that consumers display in searching for, purchasing, using, evaluating and disposing of products and services that they expect will satisfy their needs

Utilitarian Value

Utilitarian Value is defined as that value that a customer receives. They intend to minimize any repetition of the search process in shopping malls (stores) and focus on purchasing a certain product (Babin, 1994).

Hedonic Value

Hedonic value associated with the fulfillment of pleasure or aesthetic aspects of a product Blythe , it is according to Blythe (2005:255). Hedonic is stimuli that select environmental quality shopping from the side enjoyment are perceived, the interested due to the view the eyes (visual appeal) and the sense of relief (escapism) (Subagio, 2011).

Customer Satisfaction

Kotler (2009:178) defines customer satisfaction as the feeling happy or upset someone who appears after compare performance (results) of products that are well thought out on performance (outcomes) expected. If the performance is below expectations, the customer is not satisfied. If the performance meets the customers expectations are satisfied. And if the performance exceeded expectations, customers are very satisfied or happy.

Previous Research

Irani Neda, Kambiz Heidarzadeh Hanzaee (2012), has conducted research about The Effects of Variety-seeking Buying Tendency and Price Sensitivity on Utilitarian and Hedonic Value in Apparel Shopping Satisfaction. This study offers new insights into the nature of consumers' utilitarian and hedonic value and development of the more exciting shopping environment which makes consumers get more involved in their clothing shopping and enjoy more their shopping, and in turn, feel more satisfied with their shopping. As confirmed in the structural modeling, for apparel (Manto and Shirt) Marketing in the Iranian market, efforts should be indentifying what the causal variables of utilitarian and hedonic value are. Based on the results of the present study, shopping satisfaction can be increased through manipulating consumers' utilitarian and hedonic value. For Manto and Shirt shoppers because consumer buying tendencies such as variety-seeking and price sensitivity were found to affect their utilitarian and hedonic value, meeting their intrinsic needs and wants can be important managerial strategy. Providing variety of new products, provision of better assortment of products, friendly sales personnel, and exciting shopping environments, providing shopping information regularly, and offering a high level of service might make shopping activities more recreational, enjoyable, and functional.

Conceptual Framework

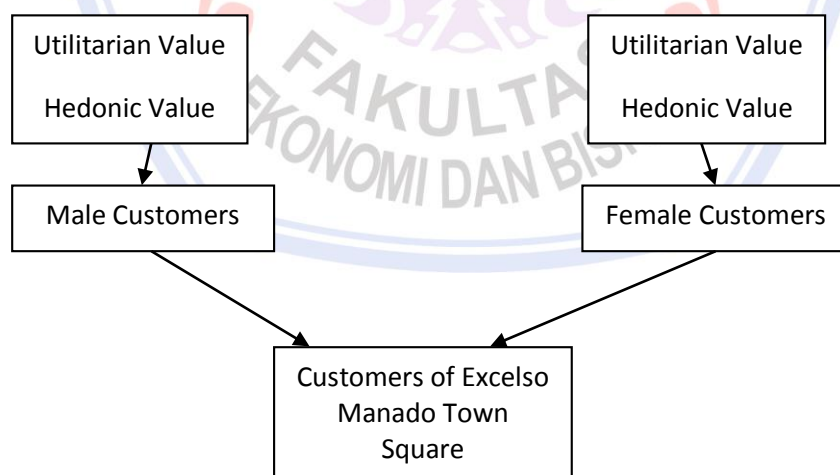


Figure 1. Conceptual Framework

Source: *Conceptual Theory* (2017)

Hypothesis

H₀: There is no significant difference in Utilitarian Value between Male and Female Customers of Excelso Manado Town Square.

H₁: There is significant difference in Utilitarian Value between Male and Female Customers of Excelso Manado Town Square.

H₀: There is no significant difference in Hedonic Value between Male and Female Customers of Excelso Manado Town Square.

H₂: There is significant difference in Hedonic Value between Male and Female Customers of Excelso Manado Town Square.

RESEARCH METHODOLOGY**Type of Research**

Type of this research is quantitative research. Quantitative research are research methods dealing with numbers and anything that is measurable in a systematic way of investigation of phenomena and their relationships. It is used to answer questions on relationships within measurable variables with an intention to explain, predict and control a phenomena (Leedy, 1993).

Place and Time of Research

The place of this research will be conducted in Manado for two months, September – October 2017.

Population and Sample

The population in this research is all buyers IN Excelso Manado own Square. The sample in this research is 100 buyers (50 male and 50 female) of counterfeit wakai shoes in Manado.

Data Collection Method

The primary data of this study gets from the results of questionnaires. The secondary data collected in varied of sources and the sources are books, journals, articles, thesis, and websites.

Operational Definition of Research Variable

Utilitarian value is the selection of products efficiently based on rational reasons in Excelso Manado Town Square. Hedonic value is overall evaluation of a consumer that is based on fulfillment of pleasure in Excelso Manado Town Square.

Data Analysis Method**Validity Test**

To analyze the validity of questionnaire, Pearson Product Moment was used. If probabiility of correlation is less than 0.05 (5%) then the research instrument is considered valid.

Reliability Test

Reliability tests in this study using Cronbach's Alpha formula. If Alpha is less than 0.6 the it is unreliable.

Normality Test

The distribution of data with normal distribution pattern (data distribution is not skewed to the left or right). If the probability value > 0.05 then population is normally distributed.

Homogeneity Test

The Levene's F test for Equality of Variances is the most commonly used statistic used statistics to test the assumption of homogeneity of a variance. The criteria of Levene's test is if the variance or value of significant higher than 0.05 it means homogeneous.

Independent Sample T-test

The independent-samples *t* test evaluates the difference between the means of two independent or unrelated groups. That is, we evaluate whether the means for two independent groups are significantly different

from each other. This *t-test* is to analyze the difference in utilitarian and hedonic value between male and female customers of excelso.

RESULT AND DISCUSSION

Validity Test Result

Table 1. Correlations

	Utilitarian Value	Hedonic Value	TOTAL
Utilitarian Value	Pearson Correlation	1	.979**
	Sig. (2-tailed)		.000
	N	100	100
Hedonic Value	Pearson Correlation	.920**	.981**
	Sig. (2-tailed)	.000	.000
	N	100	100
TOTAL	Pearson Correlation	.979**	.981**
	Sig. (2-tailed)	.000	.000
	N	100	100

Source: SPSS Output (2017)

The value could be classified as a good variable when the significant level below 0.005 and the correlation values are above 0.30.

Reliability Test Result

Table 2. Reliability Statistics

Cronbach's Alpha	N of Items
.830	14

Source: SPSS Output (2017)

Reliability test result in the Table 2 the Alpha Cronbach has a value 0.841, it proves the data is reliable.

Normality Test Result**Table 3. One-Sample Kolmogorov-Smirnov Test**

	Utilitarian Value	Hedonic Value
N	100	100
Mean	3.5570	3.5251
Normal Parameters ^{a,b}		
Std. Deviation	.46272	.47272
Absolute	.094	.086
Most Extreme Differences		
Positive	.060	.058
Negative	-.094	-.086
Kolmogorov-Smirnov Z	.940	.855
Asymp. Sig. (2-tailed)	.340	.457

Source SPSS Output (2017)

Based on the Table 3 above further decisions are resulted as follows:

1. It appears that a significant column (Asymp. Sig (2-tailed)) for Utilitarian Value is 0.340 or more than 0.05 then the probability of H_0 received population mean of Utilitarian Value normally distributed.
2. It appears that a significant column (Asymp. Sig (2-tailed)) for Hedonic Value is 0.457 or more than 0.05 then the probability of H_0 received population mean of Hedonic Value normally distributed.

Homogeneity Test Result**Table 4. Homogeneity Test**

	Levene Statistic	df1	df2	Sig.
Utilitarian Value	1.554	1	98	.216
Hedonic Value	1.112	1	98	.294

Source: SPSS Output (2017)

Based on the Table 4, further decisions are resulted as follows:

1. The table of Utilitarian value interpretation: Normality test results shows that both groups of subjects in the study had a normal distribution. Homogeneity test result the significance of $p=0.216$ ($p>0.05$) show that the variance between the study samples was homogeneous.
2. The table of Hedonic value interpretation: Normality test results shows that both groups of subjects in the study had a normal distribution. Homogeneity test result the significance of $p=0.294$ ($p>0.05$) show that the variance between the study samples was homogeneous.

Independent Sample T-test result**Independent Sample t-test for Utilitarian Value and Hedonic Value Divided Between the Group Male and Female****Table 5. Group Statistics**

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Utilitarian Value	Male	50	3.6018	.51762	.07320
	Female	50	3.5122	.40070	.05667
Hedonic Value	Male	50	3.5771	.50980	.07210
	Female	50	3.4731	.43137	.06101

Source: SPSS Output (2017)

The mean difference from male and female shows by table mean where male has better perception about Utilitarian Value of Excelso at 3.60 while female at 3.51 but this mean difference will be tested with independent sample t-test by following table. In other words, male has on average higher Utilitarian Value than female.

The mean difference from male and female shows by table mean where male has better perception about hedonic value of Excelso at 3.57 while female at 3.47 but this mean difference will be tested with independent sample t-test by following table.

Independent Sample t-test for Utilitarian Value between Male and Female**Table 6. Independent Samples Test for Utilitarian**

		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
Utilitarian Value	Equal variances assumed	1.554	.216	.968	98	.335	.08960	.09257	-.09411	.27331	
	Equal variances not assumed			.968	92.210	.336	.08960	.09257	-.09425	.27345	

Source: SPSS Output (2017)

In the table above can be seen that the value $t = 0.968$ with a significance of $p = 0.335$ ($p > 0.05$) indicates that H_0 is accepted which means there is no significant difference in Utilitarian Value between male and female customers of Excelso in Manado Town Square.

Independent Sample t-test for Hedonic Value between Male and Female**Table 7. Independent Samples Test for Hedonic Value**

		Levene's t-test for Equality of Means								
		Test for Equality of Variances								
		F	Sig.	T	Df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper	
Hedonic Value	Equal variances assumed	1.112	.294	1.101	98	.274	.10394	.09444	-.08348	.29136
	Equal variances not assumed			1.101	95.387	.274	.10394	.09444	-.08354	.29143

Source: SPSS Output (2017)

In the table above can be seen that the value $t=1.101$ with a significance of $p=0.274$ ($p>0.05$) indicates that H_0 is accepted which means there is no significant difference in Hedonic Value between male and female customers of Excelso Manado Town Square.

Discussion

The preference of hanging out in Excelso Manado Town Square is currently increasing since has range of good quality of the product, the touch of emotion of the place and the atmosphere or the facilities that people can get it by become the buyers this place. Excelso are easy to find because it is located in strategic place in Manado Town Square.

Utilitarian Value Between Male and Female Customer

Mean comparison of male and female shows there is no significant difference in group. Male and female are answering the perception of utilitarian value based on their experience hanging out or buying in Excelso. Seems in the indicator of utilitarian value mean of male bigger than female, shows that more positive perception of utilitarian value in Excelso. This result also shows by the t value, which is group 1 (Male) better than group 2 (Female). But this compare means does not have proven by significant different between male and female, means both of these groups are not significantly different. It seems that there is a difference among the group mean but it can proved by an independent sample t-test. Therefore, there is no significant difference in utilitarian value between male and female customers of Excelso Manado town square.

Moreover, previous research (Irani & Hanzaee 2012, Hanzaee & Rezaeyeh 2012), concluded that utilitarian value has a positive and significant influence to customer satisfaction and showed there is no significant difference in utilitarian value between male and female customers. In this case either male or female have the same opinion based on the utilitarian value. This research also supported theory by Underhill (2009) that showed the specific of gender on utilitarian value has no significant difference.

Hedonic Value Between Male and Female Customer

The indicator of hedonic value mean of male bigger than female, shows that more positive perception of hedonic value in Excelso. This result also shows by the t value, which is group 1 (Male) better than group 2 (Female). However, this mean comparison does not have proven by significant different between male and female, it means both of these groups are not significantly different. On the other hand that there is a difference among the groups mean but it can be proved by an independent sample t-test. Therefore, there is no significant difference in hedonic value between male and female customers of Excelso Manado Town Square.

Moreover, previous research (Irani & Hanzaee 2012, Hanzaee & Rezaeyeh 2012), concluded that hedonic value has a positive and significant influence to customer satisfaction and showed there is no significant difference in hedonic value between male and female customers. In this case either male or female have the same opinion based on the hedonic value. This research also supported theory by Underhill (2009) that showed the specific of gender on hedonic value has no significant difference.

CONCLUSION AND RECOMMENDATION

Conclusion

1. There is no significant difference in utilitarian value between male and female customers of Excelso Manado town square measured by utilitarian value with a normal and homogeneous data distribution.
2. There is no significant difference in hedonic value between male and female customers of Excelso Manado town square measured by hedonic value with a normal and homogeneous data distribution.

Recommendation

1. Develop strategies for enhancing hedonic and utilitarian value
2. Require the use of a more entertaining and delighting atmosphere, such as interior and exterior coffee shop design, music and lighting, variety of refreshments, professional appearance and behaviors of employee.
3. Excelso should consider offering enjoyable and pleasant coffee shop environment to customers.

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