COMPARATIVE STUDY OF MALE AND FEMALE PURCHASE INTENTIONS TOWARD COLOR OF CITY CAR IN MANADO

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ABSTRACT

Many people want products with attractive color. The product's color may play a significant role in the consumer's purchase intentions for certain products. It strongly influences the elegant, price, design of products like City Car. The objective of this research is to find out if there is any significant difference between male and female purchase intention toward color of city car in Manado. The type of this research is comparative study. This research use quantitative method and Independent sample T-test to analyze the data. This research is conducted in Manado. Population of this research is people in Manado who wants to buy and already have a City Car. The sample of this research is 100 respondents, consist of 50 respondents of male, and 50 respondents of female. The result of this study is, there is no significant different between male and female purchase intention toward color of city car. People in Manado does not really care about color of car because color is not important factor when they plan to buy a city car. A lot of people choose city car because it has a lower price, attractive design, economical gasoline, and flexible. Suggestion for all manager of city car, do not care too much with color when produce the city car.

Keywords: purchase intention, color

INTRODUCTION

Research Background

Color affects every moment in life. Many people want products with attractive color. The product's color may play a significant role in the consumer's purchase intentions for certain products. It strongly influences the furnishings in home, the clothes, the backpack or hand bag, the shoes or sneakers, and it also influences the car that people use.

Car companies in Indonesia compete in order to improve the quality of their sales. Car has many classifications. Classifications of car consist of Micro car, MPV Car, Compact car, midle size car, subcompact car. Subcompact car consist of two types which are supermini car and city car. City car is a small car. It refers to a particular size of vehicle. City car are usually a little over four meters long and about 1.8 meters wide. City cars used to be mostly sedans in either two or four door configuration. Most of city car or small car has a four cylinder engine in them with the majority being petrol powered. Typical city car had a 1400, 1500, or 1600cc. And today most of city cars are in the 2000cc category of engine size. Diesel city cars too, often rely on tinier engines, due to their greater torque outputs. Today most diesels are between 1.6 to 2.0 liters. City car are generally more fuel efficient and pollute less then large car.

In Manado there are so many city cars that modify with attractive color combination. Color is a key element of design due to the fact that is usually vivid and memorable. In modify their car, male and female has different think to make their car different from the others. Nowadays, women are becoming an increasing force in the car buyer market. Their pattern of car buying is different from men. Because of that, the factors of satisfaction with car purchase would differ from those of men. Because there is a different factor between male and female, the researcher want to know what color can be the factor that differentiates car purchase between male and female or not.

Research Objectives

The objective of this research is to find out if there is any significant difference between male and female purchase intention toward color of city car in Manado.

THEORETICAL FRAMEWORK

Theories

Marketing

Kottler, et al (2005:5) defined marketing as a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others. To explain this definition, writers examine the following important terms: needs, wants, and demands; products; value, satisfaction and quality; exchange, transactions and relationships; and markets. Stanton (2001:7) stated that Marketing is a whole system of business activities intended for planning, pricing, promoting and distributing goods or services that satisfy the needs of both the existing buyers and potential buyers.

Consumer Behavior

Schiffman and Kanuk (2004:8) 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. Consumer behavior focuses of how individuals make decisions to spend their available resources (time, money, effort) in consumption-related items. That includes what to buy, why buy it, when buy it, where buy it, how often buy, how evaluate after the purchase and the impact of such evaluations on future purchase and the impact of such evaluations on future purchases, and how disposed of it. McDaniel et al (2011:191) defined that Consumer behavior is processes a consumer uses to make purchase decisions, as well as to use and dispose of purchased goods and services. It also includes factors that influence purchase decisions and product use. Furthermore, consumer behavior is a process and purchase is only one step in that process.

Color

Clarke & Honeycutt (2000) cited by Nezhad (2013) defined color is one of primary factors considered by consumers when you are shopping and is a very influential factor in product selection. Color acts as the visual stimulus, attracting people to touch and feel the product and to some extent even buy it. Color is an integral element of corporate marketing communications strategy. It is an important tool for shaping customers feelings and responses

Color for Gender

Khouw (2002) found that men were more tolerant of gray, white, or black and that woman reacted to the combination of red and blue more frequently, and got confused and distracted more than men. It was also found that the combination of red and blue was the most preferred color by adults. These results suggest that there are gender differences in the perception of color. Radeloff (1990) cited by Khouw (2002) has found that women were more likely than men to have a favorite color. In expressing the preferences for light versus dark colors, there was no significant difference between men and women; however, in expressing the preference for bright and soft colors, there was a difference, with woman proffering soft colors and men proffering bright ones.

Purchase Intention

Peter and Olson (2005:27) define that the intention to buy a product based on the person's attitude towards behavior of buying the product. Thus it can be withdrawn conclusion that the intention of purchase is intention to behave in particular where useful for predicting how strong desire and effort to show behavior to be performed by someone in his decision to buy a product.

Previous Research

Akcay et al (2012) conducted a study about The importance of color in product choice among young Hispanic, Caucasian, and African American groups in the USA. This research found that product color is very important among young adults, more important for this age group than older age groups; more important for girls than boys, and race is not an important characteristic in determining color preference. Akcay and Sun

(2012) conducted a study about Cross-cultural analysis of gender difference in product color choice in global markets. Researcher founds that color is a very important characteristic for woman when they are making product purchase decisions.

Akcay et al (2011) conducted a study about Perception of Color in Product Choice among College Students: A Cross-National Analysis of USA, India, China and Turkey examine color in product choice among college students in a cross-cultural context. This research found that people in different cultures perceive colors differently; the importance of color choice for the same products differs from country to country; Color is more important for self-expressive products. There are some similarities among different cultures about product color choice in utilitarian products. From the analysis, it can be seen that people in different countries prefer similar colors for many products. Akcay (2013) conducted a study about Product Color Choice and Meanings of Color: A Case of Germany. He found that Consumer considers color to be a very important feature when making purchasing decision for various Products; The degree of importance of color varies according to product type; Color is a very important factor in purchasing self-expressive products; Color is not a very important factor when purchasing utilitarian products; The meaning of different colors is diverse across cultures and countries; and A consumer's favorite color choice varies with the product type.
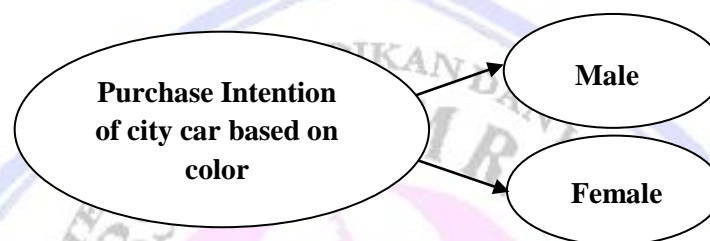

Figure 1. Conceptual Framework
Source : Data Processed, 2014

Hypothesis

The hypotheses of this research are :
- H_0: There is no significant difference between male and female purchase intention toward color of city car in Manado
- H_1: There is significant difference between male and female purchase intention toward color of city car in Manado

RESEARCH METHOD

Type of Research

The type of this study is comparative research. Mills and Bunt (2006) defined comparative research or analysis is a broad term that includes both quantitative and qualitative comparison of social entities. Social entities may be based on many lines, such as geographical or pollitical ones in the form of cross-national or regional comparisons. The underlying goal of comparative research or analysis is to search for similarity and variance. Those searching for similarity often apply a more general theory and search for universals or underlying general processes across different contexts.

Place and Time of Research

This research is already held in Manado city between two months, from June – July 2014.

Population and Sample

Population refers to the entire group of people, events, or things of interest that the researcher wishes to investigate (Sekaran 2003: 265). The population of this research is people in Manado that has a plan and already buys a city car. A sample is a subset of the population. It comprises some members selected from it. In other words, some, but not all, elements of the population form the sample. By studying the sample, researcher should

be able to draw conclusions that are generalizabale to the population of interest (Sekaran and Bougie, 2009: 263). This research uses purposive sampling technique. Purposive sampling is a form of non-probability sampling in which decisions concerning the individuals to be included in the sample are taken by the researcher based upon a variety of criteria that can bring more accurate results. The sample of this research is 100 respondents that have a plan and already buy a city car.

Data Collection Method

The type of data that will be collected for this research is primary and secondary data. (Burns and Bush, 2006:50) defined primary data is the information that collected by researcher to support the research The researcher gets primary data from the result of questionnaires. Questionnaires are distributed to respondents so they can respond directly on the questionnaire. Burns and Bush, (2006:51) defined secondary data is the existing data which is collected by the previous researchers and use to support the statements that are used in the research analysis. 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, research method, and discussion.

Operational Definitions and Measurement of Research Variable

Operational definition of research variable: 1) Purchase Intention is the plan in which a person intends to buy a particular goods or service sometime in the near future. This research discuss about purchase intention of city car based on color.

Data Analysis Method

Validity and Reliability Test

Zikmund (2003:300) defined Reliability is the degree to which measures are free from error and therefore yield consistent results. The main usage of the Reliability test is to make sure that the used measurement tool (questionnaire) is really consistent in measuring some cases, even though the observation has been conducted frequently at the same object. The validity test is the degree to which a test procedure accurately measures what it was designed to measure. Zikmund (2003:301) defined validity is the ability of a measure to measure what it is supposed to measure. If it does not measure what it is designated to measure, there will be problems.

Independent Sample T-Test Method

A t-test is any statistical hypothesis test in which the test statistic follows a student's *t* distribution, if the null hypothesis is supported. It is most commonly applied when the test statistic would follow a normal distribution if the value of a scaling term in the test statistic were known. When the scaling term is unknown and is replaced by an estimated based on the data, the test statistic follows a Student's *t* distribution. This t-test is used to analyze the purchase intention between male and female to buying city car with look at the color.

RESULTS AND DISCUSSION

Result

Compare Means Based on Gender

Table 1. Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Purchase Intention (X_1)	Male	49	3.8844	.46796	.06685
	Female	50	3.7900	.54690	.07734

Source : SPSS 20, 2012.

From the table above we can see the difference between the independent sample based on group of gender 1 and 2 which is defined as male and female. Mean of this table calculates from total respondent's answers of Purchase intention of city car based on color ($X_1 - X_6$). Samples are distribute to 100 respondents of

male and female that has the intention to buy a city car. Male has 3.8844 and Female has 3.7900. This means that the Purchase intention of city car based on color of Male better than Female based on the mean parametric.

Independent Sample T-Test

Table 2. Homogeneity Test

X_1		Levene's Test for Equality of Variances	
		F	Sig.
Total	Equal variances assumed	.506	.479
	Equal variances not assumed		

Source : SPSS 20,2012

Normality test results show that both groups of subjects in the study had a normal distribution. Homogeneity test results of 0.479 show that the variance between the study samples was homogeneous. Because the data is homogeneous this research use the interpretation of Equal variances assumed for the next table.

Table 3. Independent Sample T-test

X_1		T	Df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
							Lower	Upper
Total	Equal variances assumed	.921	97	.359	.09435	.10239	-.10887	.29757
	Equal variances not assumed	.923	95.277	.358	.09435	.10223	-.10859	.29730

Source : SPSS 20, 2012

Table above shows information about the difference among male and female purchase intention, measured by total of six indicators which are $X_{1.1}$ until $X_{1.6}$. Normality test results show that both groups of subjects in the study had a normal distribution. Homogeneity test results of 0.479 which shows that the variance between the study samples was homogeneous. In the Table above shows that the value t = 0.921 with a significance of p = 0.359 (p > 0.05) indicates that the H_0, is acceptable. It means, there are no significant difference between Male and Female purchase intention toward color of city car.

Discussion

The objective of this research is "To find out if there is any significant difference between male and female purchase intention toward color of city car in Manado". This research used Independent Sample T-test method to analyze the data. The data analysis shows the t-test result between male and female that has the intention to buy a city car. Sample of this research is 100 respondents; consist of 50 respondents of male and 50 respondents of female. But when doing the normality test, there is one outliner data and the respondents become 99 respondents, consist of 49 of male and 50 of female. This research is conducted in Manado. After the data is analyzed, the researcher find out that there is no significant different between male and female purchase intention toward color of city car.

Contrary with the research that conducted by Akcay and Sun (2012). In they research about "Cross cultural analysis of gender difference in product color choice in global market", they found that color is a very important characteristic for woman when they are making product purchase decision. The result of the study's survey indicates that product color is very important for females for most of the product categories such as clothing, hats, house paint. Color was more important for men in products such as digital cameras, game system, and beverage. The gap for color choice between genders varies country by country in different product

categories. So researcher find that male and female has the difference perception about color in different categories.

People In Manado does not really care about color of car because color is not important factor when they plan to buy a city car. While spread the questionnaire, some of respondents give their opinion why they choose city car. They choose city car because it has a lower price, attractive design, economical gasoline, and flexible.

CONCLUSION AND RECCOMENDATION

Conclusion

The conclusion of this research is: There is no significant difference between male and female purchase intention toward color of city car. Male and female has difference perception about color, but when they want to buy a city car, color does not give any influence towards the purchase intention between male and female.

Recommendation

Recommendations that can be concluded from the overall result in this research, which are listed as follow:

1. To the manager of city car, do not even care about color of car. Because people in Manado not buy a car just by looking at its type of colors. The company should care about the price, and design of car.
2. For future researcher, this research only analyzes the difference between male and female towards city car's color. It is suggested that the future researcher may investigate about the difference between male and female towards other factors such as city car's design or price.

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