

A COMPARATIVE STUDY BETWEEN MALE AND FEMALE PURCHASE INTENTION TOWARD VISUAL MERCHANDISING AT CENTRO BY PARKSON DEPARTMENT STORE MANTOS

STUDI PERBANDINGAN NIAT BELI ANTARA LAKI-LAKI DAN PEREMPUAN TERHADAP VISUAL MERCHANDISING DI CENTRO BY PARKSON DEPARTMENT STORE MANTOS

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ABSTRACT

Fashion is a global industry with an important role in the continuity of economic, cultural, and social life. Fashion industry has significantly changed so fast. In fashion industry, visual merchandising has become tools that play an important role in apparel store in order to attract customers and in the selling of the products. The objective of this research is to find out the significant difference between male and female purchase intention toward visual merchandising in apparel store at Centro by Parkson Department Store Mantos. This research analyzed the significant difference between male and female purchase intention toward visual merchandising using independent sample t-test with 100 respondents are contributed in this research. The result of research obtained result that there is significant difference between male and female purchase intention toward visual merchandising in apparel store because male shoppers are more objective in making a purchase decision compared to female.

Keywords: purchase intention, visual merchandising, department store, independent sample t-test

ABSTRAK

Fashion adalah suatu industri global dengan satu peran penting di dalam kesinambungan ekonomi, budaya, dan kehidupan sosial. Industri fashion telah berubah sangat cepat. Perubahan yang terjadi di industri fashion ini sudah memaksa para pengecer untuk lebih menekan fleksibilitas dan biaya yang rendah pada desain dan kualitas untuk menjaga suatu posisi yang tetap menguntungkan di pasar. Pada industri fashion, visual merchandising telah menjadi alat yang memainkan suatu peran penting di toko-toko dalam rangka menarik pelanggan dan untuk penjualan produk-produk tersebut. Penelitian ini menganalisa mengenai perbedaan yang ada antara niat beli laki-laki dan perempuan terhadap visual merchandising di Centro by Parkson Department Store Mantos menggunakan metode independent sample t-test dengan 100 orang responden yang berpartisipasi dalam penelitian ini. Hasil dari penelitian ini menunjukkan bahwa ada perbedaan antara niat beli laki-laki dan perempuan terhadap visual merchandising karena pembeli laki-laki lebih memilih dalam membuat suatu keputusan pembelian dibandingkan dengan pembeli perempuan. Rekomendasinya adalah department store harus lebih memperhatikan desain bagian dalam toko untuk menarik lebih banyak lagi konsumen dan membutuhkan sebuah strategi untuk konsumen laki-laki karena mereka adalah pembeli-pembeli potensial sebagai target pasar.

Kata kunci: niat beli, visual merchandising, department store, independent sample t-test

1. INTRODUCTION

Research Background

Fashion is a global industry with an important role in the continuity of economic, cultural, and social life. Fashion industry has significantly changed so fast. This changing in fashion industry have forced retailers to urge low cost and flexibility in design and quality in order to maintain a profitable position in the market. In fashion industry, visual merchandising has become tools that play an important role in apparel store in order to attract customers and in the selling of the products.

Indonesia experienced a fairly rapid growth in fashion industry. Beside the consumers desire that keep increasing, globalization also being one of the factors of fashion growth that occurred in Indonesia. More apparel store was opened and a lot of new, unique, and attractive fashion products created and produced by designersfactory that can be found. Manado is one of the city in Indonesia, capital city of North Sulawesi. Regarding with fashion, this industry is growth in Manado overtime.

Fashion growth in Manado continue to evolve over time. More shops were opened to sell various models of fashion product, some famous brand also can be found in some certain store in Manado. One of the famous store is Centro by Parkson Department Store.

Research Objective

Based on the research problem above, research objective is concluding as follows: To find out the significant difference between male and female purchase intention toward visual merchandising in apparel store at Centro by Parkson Department Store Mantos.

2. LITERATURE REVIEW

Marketing

Ebert and Griffin (2009) stated that marketing is the activity, set of institutions and the process of creating, linking, presents and offers improvements providing value to the customer, client, partners, and wide society. Marketing as the process by which companies creates value for customers and build strong customer relationships in order to capture value from customers in return (Kotler and Armstrong (2012). Kotler and Keller (2015) said marketing is a total system of business activities designed to plan, price, promote and distribute goods and services to satisfy the desires of both to consumers and potential consumers at this time. Mohamed et al (2003) also stated that marketing is the process of planning and implementation of the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational needs.

Consumer Behavior

Consumer behavior, according to Walters (1974), represents specific types of human actions, namely those concerned with the purchase of products and services from marketing organizations. Belch and Belch (1990) stating that consumer behavior has been defined as the study of human behavior in a consumer role. Schiffman and Kanuk (1997) define consumer behavior as the behavior that consumers display in searching for, purchasing, using, evaluating,

and disposing of products, services, and ideas. According to McDaniel et. al (2011) 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. Mowen (1993) provides a different definition by explaining consumer behavior as the study of the buying units and the exchange processes involved in acquiring, consuming, and disposing of goods, services, experiences, and ideas.

Consumer Purchase Intention

Purchase intention is a kind of decision-making that studies the reason to buy a particular brand by consumer (Shah et al., 2012). Morinez et al. (2007) define purchase intention as a situation where consumer tends to buy a certain product in certain condition. Ghosh (1990) states that purchase intention is an effective tool to predict buying process. Purchase intention may be changed under the influence of price or perceived quality and value. In addition, consumers are affected by internal or external motivations during the buying process (Gogoi, 2013). Purchase intention might be altered by the influence of price, quality perception and value perception (Zeithaml, 1988) and Grewal et al (1998). In addition, consumers will be interrupted by internal impulse and external environment during purchasing process. Their behavior will be driven by the physiological motivation that stimulates their respond which bring them to the retail store to fulfill their need (Kim and Jin, 2001).

Gender Purchase Intention

There is an attractive impact of gender on purchase intention. There is also a lot of difference among men and women related to their decision making procedure and emotionalism about purchase intention. Age is another important demographic factor. Old shoppers are more loyal and there is high store loyalty among the people of 25-44 age groups that will be increase with the increase of their age (East, 1995). There are several issues on the basis of gender differences about their purchase intention like association among gender and time which they spent for shopping something (McDonald, 1994; Arndt, 1977), and impact of gender on unplanned purchase intention (Granbois, 1968; Kollat, 1967). Women are emotionally involved in shopping and get detailed information about the products and services and their satisfaction manner is also varying from men, and they are more loyal than men (Ndubisi, 2006).

Visual Merchandising Design (V.M.D)

Lea-Greenwood defined visual merchandising as the one that is integration of display function as well as part of whole design, and the visual communication tool for enhancing the image of stores and products, providing enjoyable shopping atmosphere, effectively organizing stores, improving sales effectiveness and utilizing differentiated strategies. 1) In addition, the environmental factor, which has visual characteristic among the physical environments of stores, can be the ingredient of V.M.D, and the ingredient of V.M.D has functional and aesthetic characteristic in the store environment, according to Lea-Greenwood. Mills, Paul and Moorman (1995) defined visual merchandising as “the presentation of a store/brand and its merchandise to the customer through the teamwork of the store’s advertising, display, special events, fashion coordination, and merchandising departments in order to sell the goods and services offered by the store/company”. Visual merchandising display is the presentation of merchandise at its finest. Iqbal et al (2011) defining visual merchandising as presentation art placing the merchandiser focus with aim to have special skilled in displaying goods at store. Dale M. Lewison M. Wayne Delozier (1989) stated Visual Merchandising is a first element in creating shop atmosphere at store, because appearance of the store started from view, voice, touch,

appetite, and scents which is components that highly can result a presentation of merchandise in store. Display is the glamour, the spark, the stage, the oomph and sparkle that surrounds a store and makes the consumers stop, look, and buy what has been placed together with care and presented with skill (Mathew, 2008). The visual merchandising display process is often referred to as the “silent sales person” by providing the consumers with information through visual mediums, as well as by suggestive selling – suggestions to add items to a consumer’s original purchase (Bhalla and Anuraag, 2010).

Apparel Store

Apparel is defined as “something that covers or adorns” and refers to outer garments or clothing. As such, it includes a number of subcategories such as clothing, footwear or accessories. Studies suggest that clothing has existed for more than 100,000 years (Kittler et al. 2003). Retailers want their stores to attract consumers by assisting them to find the merchandise they desire and to motivate them to make planned, unplanned and impulse purchases, and to ultimately provide them with enjoyable shopping experiences (Levi and Weitz, 2009).

Previous Researches

Kim (2013), research title: A study on the effect that V.M.D (Visual Merchandising Design) in store has on purchasing products. This research determines the effect that visual merchandising design in store has on purchasing products. The result of this research find that female had higher interest in store ads rather than male. Also it was found that when applying the visual merchandising design, it should be considered carefully since consumers preference for visual merchandising design varies, depending on area and age.

Rahma and Purwanegara (2013), research title: Effect on Visual Merchandising in Fashion Store on Female Consumers’ Purchase Intention. The purpose of this research was to investigate the relationship between the importance of visual merchandising elements on customers’ purchase intention especially toward female in fashion store and also to gain differences of customer perception in visual merchandising elements. Analysis of the survey questionnaires find that there was significant relationship between purchase intention to visual merchandising elements in the store when it is linked partially. When the entire visual merchandising element is linked together to purchase intention, only window display that give the highest effect related to purchase intention compare to another visual merchandising elements.

Hefer and Cant (2013), research title: Visual Merchandising Displays’ Effect On Consumers: A Valuable Asset Or An Unnecessary Burden For Apparel Retailers. This study seeks to explore the effect visual merchandising displays have on consumer behavior. The survey results were analysed that their buying behaviour is influenced on a subconscious level, based on the superiority of the visual merchandising displays, as well as their personal preferences and gender. Overall, consumers’ perception of the impact of visual merchandising displays on their buying behaviour varied. Consumers’ attention is drawn to certain aspects of visual merchandising displays which create a space where their shopping experience can be positive. The consumers tend to be attracted to visual merchandising displays that are well designed when they first walked into a store.

Soundhariya and Sathyan (2015), research title: Visual Merchandising and its Impact on Customer Buying Decisions. The main objective of visual merchandising is to attract customer and to sell the products in a neat and attractive manner to the customers within the given area. The survey result where analyzed that visual merchandising helps to showcase the product by using end cap technique or by placing them near the counters for higher visibility or by cross

merchandising to increase the sale of the products. From this research, it can be concluded that the locations of various goods are chosen carefully to ensure that the customer is exposed to the entire store, and increasing the possibility of purchase. Not only the locations, but visual merchandising helps retailers to understand the brand, their customers, their product and how to present it to the best advantage to increase sales from the customers.

Mohan and Ojha (2014), research title: Impact of Visual Merchandising on Consumers' Purchase Decision In Apparel Retail. This research work is done in order to understand how the various ways of visual merchandising practiced by the several retail outlets for apparels affect the consumers' buying decision. The results and interpretations reveal that all the factors considered in this study have a significant impact on consumers' purchase decision and it was further suggested that retailers must allocate their resources judiciously towards these various tools of visual merchandising to create greater appeal to their prospective customers.

Asirvatham and Mohan (2014), research title: Role of Visual Merchandising on Consumer Buying Decision. This study attempts to explore the role of visual merchandising on consumer buying decision. One way to do so is through effective visual merchandising. Visual merchandising involves displaying products and décor in a store in a way that elicits a positive image of the store, gets customers' attention and entices them to buy. Visual merchandising refers to anything that can be seen by the customer inside and outside a store, including displays, decorations, signs and layout of space. The overall purpose of visual merchandising is to get customers to come into the store and spend money. It is a key component to the success of business.

Park, Jeong, Sullivan (2015), research title: How does visual merchandising in fashion retail stores affect consumers' brand attitude and purchase intention?. This research develops measures of visual merchandising cognition and examines the impact of visual merchandising cognition on brand preference, with a focus on fashion brands. This research adds to the body of knowledge about retail merchandising and display through the use of a visual merchandising cognition scale. This scale extends understanding of relationships between visual merchandising and retail brand preferences and patronage behavior. Additionally, study findings provide academics and practitioners new insights into the role of visual merchandising in effective fashion brand communication strategies.

Cant and Hefer (2014), research title: Visual merchandising displays effect – or not – on consumers: The predicament faced by apparel retailers. The research study suggests that women are more attentive to the complete retail experience which includes visual merchandising displays. In comparison, men search for signs in a store about where to find what they are looking for. Other important aspects of visual merchandising that were identified were positioning of displays and the use of space, lighting, and the neatness of displays. Emotional responses to the visual merchandising displays ranged from feeling overwhelmed, as well as experiencing severe irritation or feelings of serenity and recreation. What is noticed by the consumers in terms of the visual merchandising displays are mostly below the threshold of consciousness, and it is influenced by personal preferences, contextual aspects such as themes, type of store and brand or branding, gender to some extent, quality of the visual merchandising display and sensory and cognitive aspects.

Chea (2011), research title: Gender Differences in the Fashion Consumption and Store Characteristic In Swedish Clothing Stores. The study examined gender differences in fashion consumption in reflecting to retailing-store characteristics. The study found that female were gather shoppers who went shopping for reasons of enjoyment and relaxation. Thus, they like spending time browsing for comparing price, products, and quality. On the other hand, men

were hunter shoppers who went shopping for need-driven. As a result, men preferred shop where they can search for their intended items easily. Similarly, shop characteristics were found to reflect and adapt to consumer behavior by gender. The study found that gender constitutes to both retail store display and consumer behavior. Gender shapes the different characteristics of female and male shopper. To respond to different market needs, different marketing strategies are required to have a competitive business.

Jamnani and Daddikar (2015), research title: Influence Of Visual Merchandising On Customer Buying Decision- A Case Study Of Inmark Retail Store. This paper mainly focuses in knowing the customers insights on visual merchandise and its effect on customers buying decision while shopping. The paper tries to explore the dynamics of marketing programs by analyzing significant perceptions that buyers have towards visual merchandising strategies. The paper shows that visual merchandising plays a significant role in apparel purchase decision of the customer. Customers' expectations changes periodically and retailers must realize the significance of these expectations and offer them a congenial environment to attract and retain the customers. Apparel retailers must consider various factors like store design, layout, store front, display themes, lighting, music, etc. while making visual presentation.

3. RESEARCH METHOD

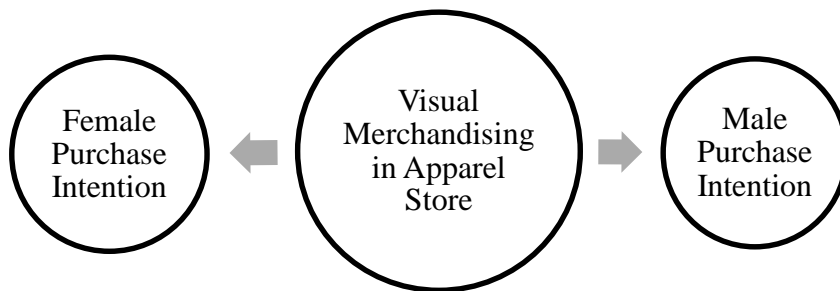
Types of Research

This research use comparative analysis to investigate purchase intention toward visual merchandising in apparel store by looking the gender.

Place and Time of Research

This research conducted in Manado between three months, from June to August 2016.

Research Procedure



Picture 1. Research Procedure

Source: Data Processed, 2016

Population and Sample

Population refers to the entire group of people, events, or things of interest that the researcher wishes to investigate (Sekaran, 2003). The population of this research is people in Manado who already visited Centro by Parkson Department Store Mantos.

Sample is a subset of the population. It compares some members selected from it. In other words, some, but not all, elements of the populations of the sample. By studying the sample,

researcher should be able to draw conclusions that are generalizable to the population of interest. (Sekaran, 2003). This research uses purposive sampling technique. Purposive sampling is a sampling technique with certain considerations (Sugiyono, 2010). The purposive sampling will be applied in this research regarding to obtain information according to criteria. The sample of this research is 100 respondents who already visited Centro by Parkson Department Store Mantos.

Data Collection Method

Primary Data

Primary data information collected by a researcher to support the research (Burns and Bush, 2006). The researcher gets primary data from the result of questionnaires. Questionnaires are distributed to respondents so they can respond directly on the questionnaire.

Secondary Data

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 (Burns and Bush, 2006). 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.

Data Analysis Method

Reliability Test

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. According to Zikmund (2003) Reliability is the degree to which measures are free from error and therefore yield consistent results.

Validity Test

The validity test is the degree to which a test procedure accurately measures what it was designed to measure. According to Zikmund (2003) 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. Constructing validity is the assessment of validity (truth that an item is measuring something that actually measurement) based on the pattern of linkages between items that measure the questions.

Normality Test

Normality test is used to determine whether sample data has been drawn from a normally distributed population within some tolerance.

Independent Sample T-Test

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 toward visual merchandising in apparel store. Independent Sample T-Test 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.

3. RESULTS AND DISCUSSION

Result of Independent Sample T-Test

This t-test is used to analyze the purchase intention between male and female toward visual merchandising in apparel store. Independent Sample T-Test 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.

Validity Test

Table 1. Validity Test

Variable	Pearson Correlation	Sig. (2-tailed)	N	Conclusion
interior design	1		100	Valid
signs and graphic	,412**	,000	100	Valid
properties	,583**	,000	100	Valid
window display	,449**	,000	100	Valid
lighting	,470**	,000	100	Valid
mannequins	,415**	,000	100	Valid
neon box	,389**	,000	100	Valid
banners	,467**	,000	100	Valid
purchase intention	,812**	,000	100	Valid

Source: Data Processed (2016)

Rtable value for 100 respondents is 0.195. Table 1 shows that the value of Pearson Correlation of nine items in this research are above rtable. therefore this data is considered as valid and can be used for further test and analyses. the table also shows that purchase intention is the most influencing factor on visual merchandising with value 0,812 compared to other factors in this research

Reliability Test

Table 2. Reliability Test

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,792	,891	10

Source: Data Processed (2016)

Table 2 shows that the value of Cronbach Alpha is 0.792, which means it's above the acceptance limit of 0.6, hence, the research instrument ensured to have stability and consistency and therefore the data can be accepted. If Alpha is less than 0.6 then it is unreliable. The interpretation of Alpha Cronbach is :

- < 0.6 indicates unsatisfactory internal consistency or consider that the data is unreliable.
- 0.7 indicates that the data is acceptable.
- > 0.8 indicates good internal consistency or consider that the data resulted is reliable.

Normality Test

Table 3. Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	,18025130
Most Extreme Differences	Absolute	,142
	Positive	,068
	Negative	-,142
Test Statistic		,142
Asymp. Sig. (2-tailed)		,000 ^c

Source: Data Processed (2016)

Normality test can be identified by using Kolmogorov-Smirnov Test. Table 3 shows the result for the normality test, that test distribution is Normal calculated from data.

1. Test distribution is Normal.
2. Calculated from data.
3. Lilliefors Significance Correction.

Independent Sample T-Test

Table 4. Independent Samples Test of Visual Merchandising

		t-test for Equality of Means						
		t	df	Sig. (2-tailed)	Mean Diff	Std. Error Diff	95% Confidence Interval of the Diff	
							Lower	Upper
Visual Merchandising	Equal variances assumed	-18,422	98	,000	,66750	,03623	-,73940	-,59560
	Equal variances not assumed	-18,422	87,713	,000	,66750	,03623	-,73951	-,59549

Source: Data Processed (2016)

Table 5. Visual Merchandising

Levene Statistic	df1	df2	Sig.
10,357	1	98	,002

Source: Data Processed (2016)

Statistical test result of responses between male and female for visual merchandising variables obtained 0,000 for two-sided significance level, where the result obtained are smaller than the required alpha of 5%. Through the table shown above, we can see resulted by using Levene's

test for equality variances (Sig. of 0.002) is greater than 0.05, then it is confidence to interpreted the t . The table showed that the t equal to -18,422 with the degree of freedom (df) equal to 98 and the significance level is 0.002. So, because the value of Sig. (2-tailed) is less than 0.05, it can be concluded that, the hypothesis state that there are differences in purchase intention for interior design variable between male and female is acceptable.

Discussion

Through the study of whether or not there is significant difference on male and female purchase intention toward visual merchandising shown above, it shows a result that there is significant difference on male and female purchase intention toward visual merchandising at Centro by Parkson Department Store Mantos. This is because the purchase intention between men and women toward the visual merchandising discrepancies caused male shoppers are more objective in making a purchase decision compared to female buyers, because male are less attentive to the visual merchandising but focusing more on the stuffs that needed to be purchased. While female in taking decisions to buy are always comparing the goods to be purchased with visual merchandising that are displayed on the store. with the increase of their age. Furthermore, purchase intention between male and female toward the visual merchandising at Centro by Parkson Department Store Mantos, whether seen from interior design, signs and graphic, properties, windows, lighting, display mannequins, neon box, and banners turned out to be a good purchasing decision there may be differences of male and female. It can be seen from the results of the calculation of statistics where there is a significant difference of 0,000 where this result is smaller than an alpha 0,05.

5. CONCLUSIONS

Based by the result of analysis and discussion, the conclusions that gained it can be concluded that, the hypothesis state that there are differences in visual merchandising variables between male and female is acceptable.

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