

Online Marketing Communication Model of the Decorative Products in Indonesia through User Background, Cultural Experience, Website Quality, Intention and Call to Action Netizen

Hatane Samuel
Petra Christian University
Jl. Siwalankerto 121-131
Surabaya
+6281331415351
samy@petra.ac.id

Serli Wijaya
Petra Christian University
Jl. Siwalankerto 121-131
Surabaya
+6282245787837
serliw@petra.ac.id

Angelina Tendean
Petra Christian University
Jl. Siwalankerto 121-131
Surabaya
+6282245075007
angelina.tendean@petra.ac.id

ABSTRACT

This study aims to understand the behaviour of customers from the netizen segment who actively use digital media for online shopping activities, especially in buying traditional Indonesian decorative products. User background, cultural experience, and website quality will be used to measure the effect of online marketing on intention, and then its effect on call to action. The focus of this research is SMEs in traditional decorative products. Samples were selected from an online questionnaire at the website www.legacyofindonesia.com. The research finds that the user background does not affect the buyers' intention of Indonesian decorative products, while the cultural background and website quality have a positive influence on the buyers' intention. Furthermore, the buyers' intention has a positive effect on the call to action in Indonesia.

CCS Concepts

• Information systems → World Wide Web → Online Advertising → Display Advertising.

Keywords

Netizen, user background, cultural experience, website quality, buyers' intention, call to action.

1. INTRODUCTION

1.1 Background

Decorative textile products in Indonesia are commonly used to fulfill several practical and functional needs as well as to convey symbolic meanings. Emotionally, traditional textile crafts are closely related to particular areas. These products are one of the Indonesian resources which can protect and preserve the local cultures and be developed according to the changing needs of the users. Indonesian traditional decorative products are one of the artistic products that contain Indonesian historical elements. These decorative ornaments can be found everywhere, ranging from public facilities to religious ceremonies. The main function is to add the aesthetic values on the products such as traditional houses, furniture, silverwares, and gold wares.

The media that can widely reach the consumers are required to promote the Indonesian decorative products. This places online marketing as one of the best media to that end. The

communication performed by individuals or organizations must have positive impact on the consumers. The development of digital media has enabled people to communicate through websites, web applications, mobile applications, animations, short message messenger, audio-visual media, virtual-reality, and augment reality media [1]. Communication is no longer limited by space and time. Individuals who actively use digital media are commonly known as netizens. The consumers' response toward the content in online media is called Call-to-action (CTA).

CTA is a concept of permission marketing as stated in the research done by [2]. Permission marketing is determined by the consumers' trust in the institution as well as his experience with mobile marketing [2]. Website visitors' CTA process is needed to provide essential and private information [3]. Therefore, CTA is highly influenced by individuals' intention to provide information. There is positive relation between intention and CTA [4] [5] [6]. One's intention is affected by one's interest and desire [7], and in marketing, is related to consumer behavior, which can be tracked when s/he does a purchase [6]. Someone's intention might appear spontaneously/impulsively or premeditatedly.

Purchase intention can be affected by *user background*, *cultural experience* and *website quality*. User background can be understood as individual characteristics and psychographics [8]. Cultural orientation of a person can also be an important factor in decision making, including in forming that individual's interest and intention [9]. Besides, in the context of online marketing communication, websites' elements and attributes also determine customers' interest and intention [10].

Data from the Ministry of Cooperatives and Small and Medium Enterprises show that the number of MSMEs in Indonesia grew by 2.41% from 55,206,444 in 2011 to 56.5 million in 2012. Most of the promotional media are still offline, and only a few companies use the digital communication. Several studies have been done to identify the MSMEs' challenges in Indonesia. One of the obstacles is the expansion of marketing distribution area. Netizens are a new potential market with distinctive purchasing behaviors. A continuous research to understand netizens' purchasing behaviors on Indonesian decorative products is needed. The effectiveness of the digital communication marketing that suits the characteristics of netizens needs to be measured. This will be seen from the user background, cultural experience, as well as website quality as a digital medium used to assess netizens' intention and CTA with regard to the decorative products.

2. LITERATURE REVIEW

2.1 Online Communication Behavior

There are previous studies which use digital/online marketing communication perspective, and those studies contribute a number of important findings such as integrated online marketing [11], the value of online marketing communication [12], and electronic word of mouth/ eWom [13]. Those researches have not focused on the increase of call-to-action in the digital/online marketing. This has become one of the latest and increasingly important issue. Users of online shopping websites only need to move the cursor and see the products on the display, and it troubles traditional outlets in malls. Therefore, call-to-action is very essential to measure the impact of online marketing communication process.

2.2 The Effect of Intention to Call to Action

Desire and intention which appear before customer do the purchase is very important. Most of the purchasing happens when there is intention to do it. Even more, intention or encouragement from the customer to buy spontaneously (impulsive) may lead to the purchasing [4]. The impulsive purchase might happen because a customer has a very strong willingness to buy the product. Therefore, most of the times, the customers do not consider the use of that product and what will happen after buying the product [5]. [6] states that a person who did the impulsive purchasing was triggered by his intention and desire to do that impulsive purchasing. Besides the purchase action, call to action is also seen through the "act" from the review. In the online system, someone's interest can be seen when he spends a long time to browse the product in the website [5]. The long and effective browsing time shows that the user is interesting with the product offered in the website.

2.3 The Effect of User Background to Intention

Habit is a spontaneous reaction of a person when he has to face his environment [10]. The customer habit behaviour has an impact to his intention to make online repeat order [10]. [14] show that a person who has strong psychographic characteristic towards his environment has more intention to buy echo friendly products. [8] state that there are seven factors of the motivations which are *Pragmatic motivations*, *Product motivations*, *Economic motivations*, *Service excellence motivations*, *Demographic motivations*, *Social motivations* and *Situational motivations*. The demographic factors such as education level, income level, and customer's ability to operate computer have the significant effect to his intention to order online ticket. Similar to social motivations, a customer wants to buy online ticket because there are support from friends or family and peer group. [6] state that the fund availability factor, welfare, family, time availability, and credit card usage have positive impacts to the customer behaviour to make an impulsive purchasing.

2.4 The Effect of Cultural Experience to Intention

Someone's experience upon a culture has a relation with the cultural product such as art, music, food and language [15] [16] [17]. It implies that cultural experience can affect someone's intention to a cultural product. Cultural effect of a person such as beliefs, cultural practices and values which happen in the society take an important role for an individual to make a decision [9]. In their research entitled "*The role of personal cultural orientation in consumer ethnocentrism among Indian consumers*", [18] find out that cultural orientation of a person will affect his ethnocentrism

behavior. Ethnocentrism behavior is shown when someone only wants to buy his local product because he loves his country.

2.5 The Effect of Website Quality to Intention

The website quality has an important role to the success of online shopping [10]. It is because of the elements and attributes in the website also affect the customer satisfaction and loyalty [19]. The elements in the website such as colour, voice, layout, and even the graphic design will create website atmosphere that moves customer's *Stimulus-Organism-Response* (S-O-R). Website atmosphere will create the atmosphere that affect customer during his browsing time [20]. [10] state that website quality is one of the causes how the customer satisfaction is created and it will lead to the repeat order. [5] state that the important element of a website such as the functional convenience through product appeal and ease of use of the site, will create a pleasant feeling and will have a positive impact on customer emotions. This positive impact will make the customer browse the website even longer.

2.6 Hypothesis

Based on the description above, the four hypothesis that can be made from this research are as follows:

- H1: *User Background* has some effects to *Intention*
- H2: *Culture Experience* has some effects to *Intention*
- H3: *Interface Quality* has some effects to *Intention*
- H4: *Intention* has some effects to *Call to Action*

3. RESEARCH METHOD

The research population is netizens in Indonesia and the sample is those who fill out the online questionnaire. FGDs are conducted with SME owners who runs businesses in decorative batik in Surabaya and Sidoarjo. The FGDs focus on the business owners' understanding of marketing communication through digital media. The research variables are user background, cultural experience, and website quality (independent variables), intention (an intervening variable), and call to action (a dependent variable). There are 214 participants who filled out the online questionnaire; they are university students from various places in Indonesia. From the 3 groups (35 members) participants who join the FGD, 10 of them are SME owners from Makassar (South Sulawesi), 15 SME owners from Banjarmasin (South Kalimantan), and 10 SME owners from Jambi (South Sumatera). The information collected from the FGDs is related to the online marketing communication by website.

4. DISCUSSION

4.1 Response Profile Description

The research data is collected by filling out the online questionnaire in the certain website www.legacyofindonesia.com. The total responses who contribute in this research are 231 people, but there are 17 questionnaires which are not completely filled out and they are considered as unreliable, so the total number that can be used is 214 data. The data findings show that 54% are male and 46% are female. In terms of education level, 73% of the responses are university students and the rest (27%) are diploma or undergraduate. Based on the online

shopping activity, it is seen that 44% of the respondents have done 1-2 online shopping in the last 6 months. Meanwhile, there are 35% of the respondents who have done intensive online shopping or more than 2 times in the last 6 months. The online shopping is done 50% from social media, 25% from online shop website, and 25% from mobile application. The products are various, 66% are the fashion, then followed by the food and drink in 20%, and then the products about hobby in 14%. The university students who have an average monthly income less than IDR 3.000.000 are 75% and 22% of them have IDR 3.000.000 – IDR 6.000.000. For the average amount that they spend to online shopping, 32% spend less than IDR 500.000, 45% spend between IDR 500.000 – IDR 1.000.000 and 23% spend more than IDR 1.000.000.

4.2 User Background

User background variable can be traced from netizen's psychographic which is one of the variable that can affect someone's intention to use and visit a website. This research will analyze netizen's psychographic factor that connected to the website www.legacyofindonesia.com. There are 10 indicators which can be tools to measure the psychographic variable, those are the happiness when do the online shopping, trust to the security of the online shopping, do the online shopping when the price is cheaper than the offline, achievement they got from the online shopping, active as the reviewer for the online shop, consideration of the difficulty to decide the quality of the online product, the return consideration, the shopping time consideration, and the convenient to do the online shopping.

The consideration about the risk of doing online shopping and the time to do the online shopping become the main concern for the customer. There is consideration about the security of the online shopping. The online buyer feel that he is supposed to spend less time to gather the information about the product compare to the offline shopping. Meanwhile, the factor that become the favorite reason to do the online shopping is when a buyer finds the new thing that he never found before. The other thing is rational consideration, which is when a buyer feels that the online price is cheaper than the offline. The cheaper price consideration might have happened in this research because of the sample in this research is dominated by the students who have not had their own income that they can spend freely.

4.3 Cultural Experience

The cultural experience variable is measured by ten indicators and based on the survey from 214 respondents, it is found that there are 4 indicators with the mean above 3,5. Those factors are, being proud of my own culture, being open to the other cultures, being proud of my national culture, and having national craft product as a sense of pride of Indonesian culture. The cultural experience of Indonesia netizen can support the traditional batik in Indonesia to have a segment among Indonesian youth.

In addition to the affirmation statements, there are also some statements that show the weakness of cultural experience, such as some of the respondents only wear batik or traditional accessories occasionally, some of them have not ever involved or even join the cultural activities. It happens because the data information is dominated by youth. When Indonesian batik and tenun are related to the cultural product, then the attention to the cultural experience needs to be intensified. Some other indicators are seen in the neutral point of view. The FGD results about SME, get the information that the experience with some popular online shopping such as Bukalapak and Alibaba which have had security

system can protect the personal information for both customer and entrepreneur. The education about online shop by collaborating with SME has been intensively done, just like what Bukalapak did by creating Bukalapak community. Advertisement through annual fashion show may increase the comprehension of cultural experience to the cultural product particularly Indonesian batik and tenun. This thing has been done in Makassar and sponsored by Bukalapak. Some participants feel that the traditional decorative products have not been really introduced and widely marketed in online shops, so that products have not been able to raise public awareness to use Indonesian batik and tenun traditional products.

4.4 Website Quality

Website quality is measured by eleven indicators. Based on the mean and standard deviation, it is seen that the netizens have a well understanding about website quality. All the indicators' means are above 3.5 and the SD values are less than 1. The quality indicator is illustrated from the ease to browse the website content, security guarantee in the payment transaction, trustworthy information, and the vivid website layout. For the netizens those things are considered very important. In addition to those important component, there are some other components that need to be improved from the website manager, such as the instruction availability to search the product.

From the Batik SME's producer perspective through the FGD, it is revealed that most of the entrepreneurs have known about the online media even not all the area is covered with the internet connection. The social media usage for business activity is various, but the entrepreneurs understand that social media ease the communication process and the distance between producer and consumer is not a problem anymore. Online marketing communication through website is considered efficient in the marketing process. There are some businessmen who assume that the benefit of marketing communication and online sales really depend on the segmentation. For the generation Y and Z, online media is very effective. However, for the generation X, looking at the product before buying it is very important and this thing cannot be replaced virtually. This condition makes online communication and marketing have some strengths and weaknesses when the target and segmentation are applied.

4.5 Intention

The intention variable in this research is related to the intention to use the website to find the information about online shops especially the ones who sell Indonesian traditional products. Besides, intention also shows the intention intensity to do the online purchase. This variable is measured by four indicators. There are three indicators with the mean values above 3.5. Those indicators are (1) Will visit the website if it as Indonesian traditional product which have been sold in the online shops ($M=3.55$; $SD=0.84$), (2) will buy Indonesian decorative products by online in the future ($M=3.68$; $SD=0.82$), and the last one, (3) when I am interested with the appearance of the Indonesian decorative products in the website, I will tell anyone in the online world. One indicator that has mean value bellow 3.5 is I will be interested to buy in the online shops which offer Indonesian decorative products ($M=3.49$; $SD=0.80$).

4.6 Call to Action

The Call to action variable in this research relates to the netizen's action after having intention upon stimulus from the three variables which are user background, cultural experience and website quality. Call to action is measured by three indicators.

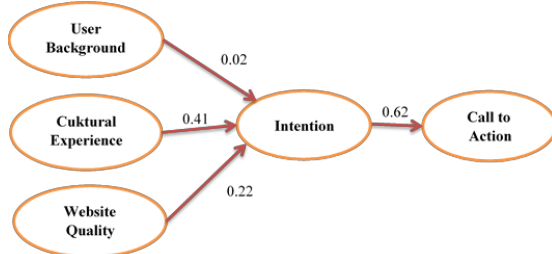
The first indicator is 'buy the online product as the response of the intention which comes from the website information. The second is 'do the online registration as a response of the intention which comes from the website information. The last indicator is 'revisit the website as a response of the intention which comes from the website information'.

The result from 214 respondences shows that all the three indicators have the average mean value above 3.5 and the standard deviation is below 1. It means that netizens have good reaction to call to action. The small SD value shows that the mean value may illustrate that in majority netizen agree with all the statements. From the FGD results SME entrepreneurs of decorative products in Makassar find that the information that they need can be found in the website. Social media is mostly used to get the information rather than to provide information. Using online media for sales might change the consumer behaviour and netizens use Instagram, Twitter, Facebook, and chat to do call to action.

4.7 Influential between Variables in the Model

Based on the data discussion using GESCA (Generalized Structured Component Analysis), the models obtained are shown in the following figure. The information that can be seen from the figure is: the presence of path coefficient that explains the effect of independent variables on the dependent variable. However, in this model the influence relationship explains the existence of a perfect mediation variable that mediates the influence of user background, cultural experience, and website quality against call to action. From the figure 1, it shows that there are two regression equations as follows:

Figure 1. User Background, Cultural Experience, Website Quality, Intention and Call to Action



$$\text{Intention} = -0.02 \text{ User Background} + 0.41 \text{ Cultural Experience} + 0.22 \text{ Website Quality}; R^2 = 0.28 \dots \dots \dots (1)$$

$$\text{Call to Action} = 0.62 \text{ Intention}; R^2 = 0.38 \dots \dots \dots (2)$$

The result of these two equations will show the ability of the whole models to predict Call to Action which is:

$$Q^2 = 1 - (1 - 0.28)(1 - 0.38) = 0.518, \dots \dots \dots (3)$$

The Q^2 value above shows the ability to predict netizen's Call to Action which is illustrated inside the model through user background, cultural experience, and website quality and then mediated by the intention is 51.58%. Overall, it can be said that the prediction ability has exceed 50%, then the models are considered good.

4.8 Hypothesis Testing

The hypothesis in this research consists of 4 hypotheses that describe the effect between variables in the models. Next, those four hypotheses can be tested by looking at the output recapitulations from GESCA program. The testing will verify whether the hypotheses are accepted or rejected. However, in order to make a further test, there are some required criteria regarding the validity and reliability instruments used to measure the variables in the models. Table 1 is the information which provides the criteria of validity measurement through the instruments. There are 10 indicators for user background, 11 indicators for cultural experience, 10 indicators for website quality, 4 indicators for intention, and 3 indicators for call to action. The AVE square root value on each variables is $>$ from the correlation coefficient, so it can be said that the discriminant validity has been fulfilled. Meanwhile, for the reliability measurement can be seen from the composite reliability coefficient is $>$ 0.7 or the Cronbach's alpha is $>$ 0.6.

Table 2. Composite Reliability Coefficient & Cronbach's Alpha Coefficient

Reliability Measurement	User Background	Culture Experience	Website Quality	Intention	Call to Action
Composite Reliability	0.832	0.848	0.936	0.868	0.92
Cronbach's Alpha	0.777	0.8	0.924	0.796	0.87

The result in Table 2 shows that the reliability requirements have been fulfilled. Therefore, the instruments used in the variable measurement have met both validity and reliability terms. Thus, the hypothesis testing can be continued. The further hypothesis testing can be done by referring to the significant level of alpha testing which is 5%. The statistic data of the testing and the test result are shown that there is no influence of the user background to the intention. It makes the first research hypothesis is not accepted. The reason why the user background does not affect the intention is because the majority sample is students who are very familiar to the online communication. The measurement used to construct this variable does not provide sufficient diversity, so it is not able to give a significant influence on intention. Cultural experience and website quality give the significant and positive impact to the intention. Cultural experience is a variable which has stronger effect to the intention compare to the website quality. It might be happened because of the research object is related to the batik and tenun products as Indonesian traditional products are Indonesian cultural products. Batik culture experience is very diverse from every netizen among young people. The use of Indonesian batik and tenun on formal occasions is an impact on young people who happen to be the majority of the sample in this study. This thing is certainly good to the development of the online marketing of Indonesian batik and tenun products. Website quality effect is not as strong as cultural experience to the intention, but it is an important thing to encourage the intention to do the repeat order and visit the website again.

Next, the path coefficient which illustrate the intention influence to the call to action. It shows that intention is a perfect mediation which is highly noticed when the netizen reaction is expected in the form of online marketing. The FGD result of SME owners of Indonesian traditional batik and tenun also understand that online marketing communication can eliminate the distance between producer and the user of Indonesian decorative product

user. Furthermore, the understanding about online media as the medium of marketing communication can increase the customer's intention and will lead to action or response to the online information.

5. CONCLUSION AND RECOMMENDATION

From the previous analysis and discussion, then can be summarized that the results of this research are as follows: First, user background which is measured through psychography variable among young netizen do not give any influence to the intention towards website usage or even the purchasing of Indonesian decorative products. Second, cultural experience is the strongest factor which positively affect the intention of young netizen towards the website usage and also the purchasing of Indonesian decorative products. Third, website quality is also a factor which positively influence the intention of young netizen towards the website usage and also the purchasing of Indonesian decorative products. And last one, the intention of young netizen towards website usage and the purchasing of Indonesian decorative products will strongly and positively influence to the response (call to action) about online information related to the traditional decorative products.

This research has some weaknesses especially in revealing online retailers who have experience in the marketing online products. For the further research a different measurement approach is needed for the background user in addition to psychographic factors, so it can be further tested for its influence on intention. Moreover, it should be considered to include product design and websites innovations so they can provide stimulus to the intention and call to action of netizens regarding the traditional Indonesian decorative products.

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First Author	Position: Prof. Hatane Samuel
	Research Field: Marketing Research
	Homepage URL: Petra.ac.id
Second Author	Position: Assoc. Prof. Serli Wijaya, PhD
	Research Field: Hospitality Research
	Homepage URL: Petra.ac.id
Third Author	Position: Angelina Tendean, MS.
	Research Field: Finance
	Homepage URL: Petra.ac.id

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Proceedings of the 2017 International Conference on Information Technology

Publication of:

- Conference
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Singapore, Singapore — December 27 - 29, 2017
[ACM](#) New York, NY, USA ©2017



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Singapore, Singapore — December 27 - 29, 2017

Pages 492

In-Cooperations Kyoto University Kyoto University

Nanyang Technological University

Publisher [ACM](#) New York, NY, USA

ISBN 978-1-4503-6351-8

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Paper ID: **IT0167**

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