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DIGITAL MARKETING COMMUNICATION MODEL OF TRADITIONAL INDONESIAN DECORATIVE ART PRODUCTS: ANTECEDENTS TO CALL TO ACTION

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Abstract - Marketing communication is an essential element in business and the measurement of communication process needs to be taken for both persuasive and instructive marketing content. The proliferation of digital communication media has posed a significant implication on marketing strategy. As call to action is used as an output indicator of digital communication, it has therefore become the ultimate goal of the whole communication process. This study aims to examine the antecedents to call to action as a consumer's immediate response towards digital marketing communication activity. User background, cultural experience, and website quality are adopted as exogenous variables while intention is selected as an intervening variable. The focus of this study is on the traditional Indonesian decorative art products. The samples involve small-scale entrepreneurs of batik products in Surabaya and Sidoarjo, East Java. The survey was completed online by 187 netizens as a non-probability sample. Netizens were asked to open a website that provides information about the traditional Indonesian decorative art products typical of East Java Indonesia, then fill out the online questionnaire provided. In addition, Focus Group Discussions (FGDs) were conducted against 15 owners of Small and Medium Enterprises (SME) in Surabaya and Sidoarjo. Analysis of experimental data using the Smart PLS. The results show that there is a significant and positive influence of user background, cultural experience, and website quality on intention, which in turn, poses a significant and positive effect on call-to-action. In addition, intention is shown as a perfect intervening variable between user background, cultural experience, and website quality, and call-to-action. The results also indicate that the majority of the SMEs owners have adequate understanding of online product marketing.

Index Terms: Digital marketing communication, call-to-action, user background, cultural experience, website quality, traditional Indonesian decorative art products.

I. INTRODUCTION

In this post-modern era, people increasingly communicate through digital media, such as website, website application, mobile application, animation, short message messenger (SMS), audio-visual media, virtual reality, and augmented reality media (Lister et al., 2009). The measurement of online communication effectiveness has thus become an essential issue. One of the indicators that is often used as the basis to identify the output of digital communication is the clicking act of netizens on an icon in the digital communication interface, which is called *Call-to-Action* (CTA). CTA plays important role in evaluating online marketing communication behavior. This constitutes a concept of *permission marketing* (Jayawardhena et al., 2008). Permission marketing is determined by customer trust both individually and institutionally and customer experience in mobile marketing (Jayawardhena et al., 2008). The CTA process of website user needs to be traced to reveal important and private information (Park and Gretzel, 2007). The relation between intention and CTA has been explored by several studies (Zhang et al., 2007; Verhagen and Dolen, 2011; Badgaiyana and Vermab, 2015). A person's intention is influenced by his interest and desire (Fill, 2002). Intention is connected to customer behavior during a purchase (Badgaiyana and Vermab, 2015). Intention can also be influenced by user background, cultural experience, and website quality. User

backgrounds such as individual demographic and psychographic characteristics can influence purchase intention (Sahney et al., 2013). Individual cultural orientation may become an essential factor in decision making, including encouraging individual interest and intention (Banerjee, 2008). In the online marketing communication context, elements and attributes in websites can also determine customer interest and intention (Hsu et al., 2015).

In 2014, The Nielsen Global Survey of E-Commerce conducted a survey to participants who had internet access in 60 countries to study online purchase intention of consumers all over the world (The Nielsen Company, 2014). The specific overview of Indonesian market shows that travel service is the highest intended online purchase, followed by ticket selling service (of cinema, performance, exhibition, and sport games). They are the top five, followed by the intention to purchase e-book and garment. Digital media as marketing communication tools have been used by nearly all product and service lines. Nevertheless, this use has not been found among SME owners in Indonesia. SME product marketing's are mostly done offline and just a few of them use digital media communication.

Traditional Indonesian decorative art products are one of cultural products that exposes aesthetic elements of the past. These products can be found in the society's daily life, public facility, and religious ritual. Netizens, as a new market, have different characteristics of purchase behavior from those of

other groups of consumer and constitute a potential market for traditional Indonesian decorative products. Textile-related decorative products in Indonesia can be roughly divided into modern and traditional textile crafts. Modern textile crafts are mostly used to fulfill practical and functional needs while traditional textile crafts generally have symbolic meanings and emotionally related to certain places of origin. Crafts typically carry unique characters of places where they are made. Textile craft products are one of vital resources for Indonesians to protect and preserve the existence of local cultures while at the same time they can also be developed based on customer needs.

It is necessary to conduct periodic and continuous research to figure out netizen behavior as a potential market for Indonesian decorative products. Digital marketing communication needs to be attuned to the characteristics of netizen market, and its effectiveness needs to be measured specifically.

II. LITERATURE REVIEW AND RESEARCH HYPOTHESES

A. User Background and Intention

User background can be identified through individual demographic and psychographic characteristics. Individual demographic factors can be seen from age, gender, income level, and education level (Creusen, 2010; Sahney, Ghosh and Shrivastava, 2013). Individual characteristics affect marketing communication interpretation (FitzGerald and Arnott, 1996). They are also needed to identify the must-have aspects of a product (Creusen, 2010). Individual demographic characteristics affect behaviour and decision making (Branca, 2008). Money availability and economic welfare influence individuals' purchasing behaviour (Badgaiyana and Vermab, 2015). Psychographic characteristics are used to identify and measure individuals' lifestyle, particularly through activities, interests, and opinions (AIO) (Tam and Tai, 1998). Individual psychographics will determine how customer segmentation and marketing strategy must be implemented (Tam and Tai, 1998). Psychographics can be measured through individuals' value, attitude, and lifestyle (Barber et al., 2012), and individual psychographic characteristics will influence intention for a product.

Habit is a spontaneous reaction of an individual when stimulated by a condition/environment cause (Hsu et al., 2015). Customer habit has a moderating effect on online repeat purchase intention (Hsu et al., 2015). An individual who has a strong psychographic tendency towards the environment will have purchase intention for environmentally-friendly products (Barber et al., 2012). There are seven factors who motivate customers to make online train ticket reservations in India, namely: pragmatic motivations, product motivations, economic motivations, service

excellence motivations, demographic motivations, social motivations, and situational motivations (Sahney et al., 2013). Demographic factors like education level, income level, and computer literacy exert significant effects on online purchase intention (Sahney et al., 2013). The first proposed hypothesis is thus: H1: User background is positively related to intention.

B. Cultural Experience and Intention

As a concept, *experience* began to grow in marketing in the 1980s, particularly related to the role of *experience* in product consumption process (Holbrook and Hirschman, 1982). *Experience* was no longer seen as a mere personal event but also as an emotional reaction that was developed based on the interactions between consumers and stimulus from consumed products or services (Holbrook and Hirschman, 1982). Experience was seen as one of the key elements in understanding customer behaviours, as well as a basis for future economic and marketing activities (Caru and Cova, 2003). Experiences have been offered by companies as added values to main products and services. Unique experiences become points of differentiation, leading to the creation of competitive excellence (Cetin and Bilgihan, 2014). Pine and Gilmore's (1999) concept of experience has been adopted in many business contexts. Literature review show that customer experience is a significant factor that influences customer value, customer loyalty, and word of mouth (Cetin and Bilgihan, 2014). *Experience* is strongly related to *culture*, and is a key concept in the society, past and present, is still evolving (Giles and Middleton, 1999). From the anthropological and sociological perspectives, culture can be defined as a set of characteristics, attitudes, behaviours, and values being learned, shared, and distributed among a group of individuals from one generation to another, aiming to direct what is to be done and how to achieve a desirable result (Reisinger and Turner, 2003). Culture is also seen as values, beliefs, attitudes, and variables acceptable to members of a given society (Kittler and Sucher, 2004).

Cultural experience requires participation or involvement and attachment to a cultural product in the society (Lee et al., 2014). There are two types of measurement that can be used to identify cultural attachment, namely, social bond and local sentiment (Goudy, 1990). Social bond can be seen from the quantity and the quality of interpersonal relation between members of the society, such as friendship and network. Local sentiment is expressed through sense of community, interest in being involved in a cultural community, and level of sorrow to leave. The authenticity of cultural product should be considered part of cultural experience (Ramkisson, 2015). It may become a pull motivator for consumers to be involved

and participate in a cultural activity and influence customer satisfaction (Ramkisson, 2015).

Individual experience with culture is usually related to cultural products, such as art, music, food, and language (Sussmann and Rashcovsky, 1997; Hegarty and O'Mahony, 2001; Lee et al., 2014). Cultural experience can influence a person's interest in understanding the characteristics of a cultural product. Cultural aspects such as values and practices in the society have an important role in individual decision-making process (Banerjee, 2008). Research by Kumar et al. (2013) show that a person's cultural orientation may influence ethnocentric behaviours. Ethnocentric behaviours can be seen from through his/her intention to purchase domestic products whereas their quality is no better than foreign products. The second hypothesis in this study is:H2: Cultural experience is positively related to intention

C. Website Quality and Intention

Website's role is growing important in online business, both as a digital brochure providing general information on a company and as a platform for information-delivery infrastructure development and business transaction (Cai et al., 2004). Consumer involvement in online communication process becomes one of company strategies to understand consumers' needs and preferences. There are two approaches in assessing website quality, that is, consumer usability perspective and business functionality perspective (Gregory et al., 2010). In the former, the main foci are practical and useful content; navigability; ability to conduct desired business, communicating, purchasing, and ability to entertain (Gregory et al., 2010). The factors in determining website quality are information quality, ease of use, responsiveness, security/privacy, trust, interactivity, personalization, and fulfilment (Park and Gretzel, 2007). Previous studies have revealed the relations between website quality and other variables such as satisfaction and purchase intention (Loda et al., 2007; Bai et al., 2008; Law and Bai, 2008), and word of mouth and consumer trust (Sun, 2013).

The quality of website presentation has a critical role in the success of online shopping (Hsu et al., 2015). Online store managers need to pay attention to their website elements and attributes because they can affect customer satisfaction and loyalty (Dholakia and Zhao, 2010). Elements like colour, sound, layout, and graphic design can create a certain atmosphere that triggers customers' *Stimulus-Organism-Response* (S-O-R). The atmosphere will influence customers during their browsing time (Wu et al., 2013). Hsu et al. (2015) stated that website quality is one of the key factors in customer satisfaction creation and can lead to repeat purchase intention. Verhagen and Dolen (2011) found that certain website elements such as functional convenience, product appeal, and ease of use may create positive feelings and emotions on the part of customers. Those positive effects make

customers spend more time, and this browsing time determines interests in products. The third proposed hypothesis is:H3: Website quality is positively related to intention

D. Intention and Call to Action

New media-mediated communication process fulfils the characteristics of digital communication. Digital medium may take form in website, web application, mobile application, animations, sms, audio-visual media, virtual reality, and augmented reality media. One of the important concerns in traditional media is how to deliver a message. TVC advertisements pay great attention to the message and the format to avoid biased meanings. Message delivery through one medium always differs in characteristics from another.

Want and intention are very important for purchase. Most purchases happen when there is purchase intention. Even impulsive intention and motivation may result in purchase (Zhang et al., 2007). Unplanned purchases may take place due to strong purchase intention on the part of customers, at times without considering their function and impact (Verhagen and Dolen, 2011). Impulsive buying is usually preceded by purchase intention or motivation (Badgaiyana and Vermab, 2015). In addition to buying, *call to action* is also represented by the act of reviewing a product or a service. In online system, a person's interest and intention can be detected from his/her browsing time (Verhagen and Dole, 2011). The fourth proposed hypothesis is:H4: Intention is positively related to call to action

III. RESEARCH METHOD

The research population is netizens in Indonesia and the sample is those who filled out the online questionnaire. FGDs were conducted with SME owners who ran businesses in decorative batik in Surabaya and Sidoarjo. The FGDs focused 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 187 participants who filled out the online questionnaire; they are university students from various places in Indonesia. From the 15 participants who joined the FGD, 10 of them are SME owners from Surabaya and the other 5 are from Sidoarjo. The information collected from the FGDs is related to the online marketing communication by website.

RESULTS AND DISCUSSION

The researchers collected the data by distributing online questionnaires to students of Petra Christian University, Surabaya. The number of participants is

187; 125 (67%) of them are female, and 62 (32%) are male. The participants are dominated by those who live in Surabaya and other regions in East Java while a few come from other provinces in Indonesia. This composition supports the objective of this research as most of the participants know and understand batik decorative art products in East Java. The participants use social media such as Instagram (36, 47%), Snapchat (25, 85%), Facebook (15, 63%), Line, WA, and Path (15, 23%), and Twitter (6, 81%). Among the social media accounts owned by the participants, Instagram is the most used medium. The majority of the participants use social media to find information related to certain activities (32.09%) and social networking (30.48%). The main reasons for using social media are, however, to broaden networking (48.6%) and follow the latest trend (34.22%).

In this research, PLS was used for data analysis. The researchers first ensure the reliability and the

validity of the data. The validity assessment through loading factor show that the indicators highly correlate with their respective constructs. The outer loading for each indicator is higher than 0.5. The highest outer loading value is achieved by the psychographic2 indicator for the user background variable. For the cultural experience variable, the cultural attachment1 indicator has the highest outer loading. As for the variable5 of website quality, the ease of use indicator has the highest outer loading. The highest outer loading for the intention variable is 5 shown by the prospective intention indicator. Lastly, the highest outer loading value for the call to action7 variable is achieved by the buy indicator. As Table 1 shows, the research model has fulfilled t17 accepted discriminant validity, in which the AVE square root of each construct is larger than its correlation with any other construct in the model.

Table 1. Average Variance Extracted (AVE)

Variable	Average Variance Extracted (AVE)	AVE Square Root	Call to Action	Cultural Experience	Intention	User Background	Website Quality
Call to Action	0.708	0.841	0.841				
Cultural Experience	0.492	0.701	0.359	0.701			
Intention	0.592	0.769	0.332	0.355	0.769		
User Background	0.668	0.818	0.347	0.385	0.295	0.818	
Website Quality	0.582	0.763	0.382	0.248	0.410	0.388	0.763

The reliability assessment was done through two methods, namely Cronbach's Alpha and Composite Reliability. The Cronbach's Alpha testing was carried out using SPSS. All of the Cronbach's Alpha values in this research have fulfilled the reliability value of a construct: Cronbach's Alpha value > 0.6. The total Cronbach's Alpha value is 0.804 while the value on each indicator > 0.7.

All of the Composite Reliability values in this research are larger than 0.6, which shows the accuracy, consistence, and precision of the measurement tool. The R-Square value for the

regressive equation of Call to Action is 0.11, indicating that the variety of data on the Call to Action variable that can be explained by the intention, user background, cultural experience, and website quality variables is 11%. The R-Square value for the regressive equation of Intention is 0.24, showing that the data variety on the Intention variable that can be accounted by the user background, cultural experience, and website quality variables is 24%. The Q² value of 0.32 shows that the ability to predict CTA that can be accounted in this model is 32.36%.

Table 2. Research Hypothesis Testing

Hypothesis	Relationship between Variables	Coefficient	Deviation Standard	t-statistic	Sig.
H1	User background -> Intention	0.076	0.132	0.581	0.281
H2	Cultural Experience -> Intention	0.246	0.112	2.205	0.014
H3	Website Quality -> Intention	0.319	0.104	3.079	0.001
H4	Intention -> Call to Action	0.332	0.125	2.657	0.004

The results of data analysis have proven that H2, H3, and H4 can be accepted while H1 cannot. It appears that customer habit, background, and individual psychographics are not strong enough to influence a person. It is difficult for an individual to have purchase intention only by his/her *user background*. There are still many factors affecting a person's purchase intention. This is different from what has been found by Sahney et al. (2013), Hsu et al. (2015), and Barber et al. (2012).

The accepted H2 proves that individual involvement and attachment to culture influence individual interest (Banerjee, 2008). A person's cultural attachment affects his love and interest in owning certain cultural products (Kumar et al., 2013). Website quality plays a role in creating and supporting intention. This finding is similar to that of Wu, Lee, Fu, and Wang (2013), who contended that the atmosphere created by an interactive website can trigger individual interest. Verhagen and Dolen (2011) also stated that website quality can make users feel comfortable and happy so that they spend more time browsing.

The results also show that intention is positively and significantly related to *call to action*, which means that a person who has a purchase intention will take an action as an indicator of the intention. Badgaiyana and Vermab (2015) stated that before doing a purchase, there is an internal motivation in an individual to do it. Individual intention is not only shown from the purchasing activity but also when an individual reviews a product, service, or website and is willing to register himself to gain specific information. Writing a review tends to take place when an individual or an online user spends more time browsing (Verhagen and Dolen, 2011). The results of the FGDs indicate that the entrepreneur participants have known and understood about online media and website. The participants believe that online marketing communication has wide outreach but at the same harbour some doubt that online business is more efficient and profitable.

CONCLUSION

This study has described how netizens use social media to respond to information regarding decorative art products, especially Indonesian batik, from website. The study found that the most used social medium is Instagram, particularly communication between group members. User background, cultural experience, and website quality have been proven to influence intention and in turn call to action. In addition, intention is a mediating factor between user background, cultural experience, and website quality and call to action. The SME owners have adequate knowledge about online media as one of business communication media.

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