

The Effect of Cellular Marketing and the Attitude Towards the Desire to Buy Dunkin Donut in Bandar Lampung

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ABSTRACT

This study is intended to examine the behavior of consumer in responding to mobile advertising that is delivered through text messages. In order to find out the correlation between the variables, the testing done through the statistical test and the data processing techniques done by applying Partial Least Square (smart PLS 3.0). The results prove that the attitude of the consumer has not realized that cellular marketing has not been a trigger for the consumers to buy products from Dunkin Donuts. The subjective norms becomes the factor that make the consumers have the intention to buy the products from Dunkin Donuts and explains that the cellular marketing done by Dunkin Donuts has not been effective in attracting the intention to buy the products.

Keywords: attitude, cellular marketing, subjective norms, buying intention.

INTRODUCTION

The cellular marketing has a great impact in the environment of global business (Safeenaet al., 2012). The use of the smartphones which is expanded has also encouraged the demand of mobile marketing (Drossos et al., 2007). The Dunkin Donuts Outlet, which is located at Zaenal Abidin Pagar Alam Street No. 28, Labuhan Ratu, Kedaton, Bandar Lampung, is the world-class franchise that is enthusiastically welcomed by the people of Lampung. The addition of new outlet in Bandar Lampung is expected to make the people of Lampung enjoy the world-class donut culinary and can make the society become loyal to the products of Dunkin Donuts. Then, Dunkin Donuts promotes the product through text message (SMS, Short Message Service). The promotion is intended to notify the discount of the product being offered by Dunkin Donuts, although the promotion has limitation of time and also has certain condition to be followed. For example, when someone gets the message to buy 6 donuts free 6 donuts on January 2nd, then the message should be exchanged at the same day. Dunkin Donuts also provides the delivery order which delivers the order when the consumer orders Donut in a great number. The consumers then become more rational, sophisticated, segmented, and expect more in terms of adjustments. This ubiquitous phenomenon has also made a revolutionary contribution in the adoption and the diffusion of the cellular marketing activities on the customer behavior and response.

LITERATURE REVIEW

The attitude towards the message itself can affect the motivation. It was found that several research studies fully focused on the attitude construct and aimed to investigate the antecedents and their consequences as the response of the customers in the context of cellular marketing (Bauer et al., 2005, 2007; Kleijnen et al., 2007). This model explains various ways of processing stimuli, why they are used and the results on the attitude changes. The customer responsiveness to the cellular advertisement illustrated the

willingness of the customer in accepting and responding the communication marketing (Kondo and Nakahara, 2007). TPB is the extension of the theory of reasoned action (TRA) which is made necessary by the limitations of the original model in handling the behavior possessed by incomplete will of control people (Ajzen, 1991). The main factor in TPB is the individual intention to do certain behavior. TPB connects the intentional behavior and the attitude, subjective norm and perceived behavioral control. Previously, the study of the theory of reasoned action (TRA) and its extension, the theory of planned behavioral (TPB) (Ajzen, 1991), has been found to be very useful in predicting various behaviors (Sheppard et al., 1988). TRA and TPB have also been applied in behavior towards the cellular marketing. However, in the previous studies of the behavior of the organic food buying, the role of subjective norms which refers to the perceived social pressure to do or not to do behavior (Ajzen, 1991), has often been ignored. For example, Magnusson et. al. (2001) did not include them in their model at all. Sparks and Shepherd (1992) inserted the subjective norm in their study, but the subjective norm explanatory power was relatively weak, although it was significant. Therefore, some authors has proposed the need to modify TPB.

Based on the H1 testing, it could be concluded that the cellular marketing is significantly related to the attitude of the consumers in the intention to buy but it does not influence the original sample significantly around 0.319. The H1 hypothesis has no correlation because of the score of the T-statistic is around 1.918 lower than the T-Table around 1.96. The result of the research is not similar with the research done by Williams Ezinwa Nwagwu Bunmi Famiyesin (2016) which stated that the cellular marketing has correlation with the attitude and the subjective norm. Therefore, it can be analyzed that the cellular marketing and the respondents response positively the products of Dunkin Donuts which is offered through text messages. The cellular marketing done by Dunkin Donuts has not yet influence the consumers to buy the products. Based on the testing of H2, it can be concluded that the cellular marketing has correlation towards the intention to buy but it does not significantly influence the score of the original sample around 0.235. The H2 hypothesis has no correlation because the score of T-statistic is 1.401 which is lower than the score of T-Table around 1.96. The result of the research is not similar with the research done by Ezinwa Nwagwu Bunmi Famiyesin (2016) which stated that the cellular marketing has correlation with the intention to buy. Therefore, it can be analyzed that the cellular marketing done through the promotional text message of the Dunkin Donuts product does not bother the consumers and it affect the attitude of the consumers to buy the products. The attitude and the subjective norms has correlation towards the intention to buy by reaching the score of the original sample around 0.433. The H3 hypothesis is supported because the score of the T-statistic is around 2.702 higher than the score of T-Table around 1.96. Therefore, it shows that the attitude and the subjective norms has influential correlation with the intention to buy. In line with that, the hypothesis in this research is perfectly supported. The result of the research is then similar with the research done by Jarvenpaa (2002), Scornavacca, E. (2004), Neumann, M.M. (2005), Bhatti, T. (2007),. Keith, F. (2007), Lilien, G. (2008), Murphy, J. (2005) Steven, M. (2013), Maria, G.S. (2007), Lee, B.G. (2014), Nakahara, M. (2007), Cheng, H. (2007), Mahatanankoon, P. (2007), Nair, S.R. (2010), Gunasekaran, A. (2007), Nishiyama, M. (2007), Hundewale, N. (2012), Hollinger, M. (2007), Naik, P. (2010), Bredican, J. (2014), Liang, T.-P.

(2004), Toker, A. (2010), which stated that the attitude and the subjective norms has correlation with the intention to buy. Therefore, it then could be analyzed that the discount of the price from the product being offered could be one of the reasons to buy the product in Dunkin Donuts.

SUMMARY

The research aims to analyzed the correlation between cellular marketing and the intention to buy the products from Dunkin Donuts. In analyzing the correlation between the variables, the research uses the Partial Least Square (PLS). Based on the analysis and the discussion in the previous chapter, then the conclusion could be seen as follows:1.)The result of the first hypothesis testing shows the direct and negative correlation between the cellular marketing and the subjective norms. 2.) The result of the second hypothesis testing shows the direct and negative correlation between the cellular marketing and the subjective norms. 3.) The result of the third hypothesis testing shows the direct and positive correlation between attitude and the subjective norms with the intention to buy.

CONCLUSION

The findings can be seen as follows: The development of the online shopping that is done by the producer should pay attention to the factors that can influence the attitude and the subjective norms for the consumers. This is intended to raise the intention of the consumers. The other factor that should also be considered is the characteristic of the subjective norms which contains the influence of the given discount and the reference from the closest partners that also influence the consumers to buy the products. The company has to realize that the cellular marketing which keeps on serving promotion to the consumers could be able to make the consumers feel interested and could make the consumers buy something from the company, in this context buying the product from Dunkin Donuts.

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