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THE ANALYSIS OF MULTICHANNEL MARKETING TOWARDS PURCHASE DECISION IN FURNITURE INDUSTRY

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Abstract. These days, the technology development is one of the things that cannot be separated from daily life. Thus, it impacts the marketing channels that being used by the business. The business tends to use several marketing channels or use multichannel marketing, with the focus on the digital channel. Nonetheless, not necessarily all of the business industries are suitable to apply the digital channel, and the business industry that become a concern in this research is the furniture industry. In furniture industry, it needs the customer experience to feel and see the product before the customers decide to buy. In this research, it explores more about the performances of channel in multichannel marketing and how it affects the customer's purchase decision. The research will be conducted using quantitative approach using questionnaires as the tools with 1-5 point Likert scale. The respondents of the questionnaires are 125 peoples live in Bandung and Jakarta area, and have ever bought the furniture/home décor products. Result are being analyzed using multiple regression. Based on result the traditional channel are the most preferred channel among digital and social network channel that influence purchase decision. Hence, the traditional channel is the most powerful channel for furniture business, and the other channel can become the supporting channel.

Keywords: *Digital Channel, Furniture Industry, Multichannel Marketing, Purchase Decision, Traditional Channel*

Introduction

The number of entrepreneurs nowadays are increasing steadily, it can be proven by the data from *Kementerian Koperasi dan Usaha Kecil dan Menengah Republik Indonesia*, mentioned that the ratio of entrepreneurs in Indonesia on 2017 reaches 3% of total population (Kementerian Koperasi dan UKM, 2017). Start-up in Indonesia having an important role to strengthen Indonesia economy because start-up has a strategic role to helps Indonesia to fight against poverty and unemployment (Mutmainah, 2016). It can be proven by looking at the growth of Indonesia Gross Domestic Products (GDP), in 2016 Indonesia GDP reach up to 861 billion dollars and increasing to 933 billion dollars in 2017 (Indonesia-Investments, 2017).

As the growth of start-up increased, *Badan Koordinasi Penanaman Modal (BKPM)* predicted that 2018 will be the peak of economic creative growth and the growth of the creative economy cannot be separated with e-commerce in Indonesia (Kusumaningrum, 2018). This digital model of the economy is now growing rapidly both in Indonesia or in another country, and this makes Joko Widodo as President of Indonesia has the vision to create Indonesia as “The Digital Energy of Asia” and it targeted the growth of e-commerce transactions reach 130 billion dollars in 2020. To realize Indonesia as “The Digital Energy of Asia”, president of Indonesia initiates roadmap e-commerce in Indonesia and held 1000 digital start-up programs (Noor, 2016).

One of the examples of supporting programs to achieve the president vision is “Go Digital! Gerakan Nasional UMKM Go Online”, this program held by *Kementerian Komunikasi dan Informatika Republik Indonesia* and have goals to build national economy based start-up (Kementrian Komunikasi dan Informatika, 2017). Besides of those programs the surveys conducted by *Kementerian Komunikasi dan Informatika (Kemenkominfo)* on 2017 it also resulted that Indonesia's start-up selling is increasing for about 26% percent when they are using digital for their start-up.

The factors that influence start-up and business in using digital is because the familiarity of the people with the usage of technology in their daily life. It can be proven by looking at the growth of the internet users worldwide that reach up to 4 billion people (Valos, 2008; Kemp, 2018). Thus, the business should adapt to the changes by making an online presence of the business as a channel to communicate with their customers to survive in today's market environment (Rangaswamy & Bruggen, 2005).

With the growth of the technology used by the customers, it indirectly makes the business should adapt by also using digital for their marketing channels. Thus, the business should add the digital channel to their marketing channels instead of only using the traditional marketing channels for promoting their products to the customers. The use of that two or more synchronized channels by the business for delivering information, product, or services to reach the target market it is known as multichannel marketing (Dura, 2014).

But as the familiarity of the consumers in the usage of the technology it makes the business indirectly more focus with using digital marketing channel in their multichannel marketing. The usage of the technology by the customers also increasing the number of the multichannel customers (Valos, 2008). Even the previous research on multichannel shopping by Schoenbachler & Gordon (2002) saying that business have a risk to be left behind when they are not using digital for their business.

By the common use of multichannel marketing by many business industries nowadays especially that more focus on digital marketing channel, there is a dilemma situation for the furniture industry business especially start-up for choosing the channels in multichannel marketing that will affect more on the customers' purchase. The reason is because the furniture products are need more customer experience in determining the customers purchasing decisions.

It also mentioned in the previous research by Lihra & Graf on 2007 about multichannel communication for the household furniture buying process, resulting in that customers prefer to choose stores in selection phase of furniture products. Considering that stores are most effective, user-friendly, and fastest channel for customers because, with stores, customers can be seeing and touching the products as it will affect their buying decision for furniture products (Lihra & Graf, 2007).

With those contradictive situations, therefore this research is aimed to know the influence of each channel in multichannel marketing with the customers' purchase decision in buying the furniture products; to analyze the performances of multichannel marketing such as traditional, digital, and social network channel. Thus, findings from this research will be used as a marketing strategy that can be applied by furniture business in Indonesia in today's market environment.

Theoretical Foundation

Multichannel Marketing

The growth of internet affects the marketers to use many ways to reach companies' target market for delivering information, products, services, through two or more synchronized channels and it is known as multichannel marketing (Dura, 2014; Rangaswamy & Bruggen, 2005). In line with the evolution of marketing channels, the multichannel marketing is on the four stages and the focused is on consumers (Schoenbachler & Gordon, 2002). Multichannel marketing was established after marketers already realize the importance of marketing channels.

As the growth of multichannel marketing, the data from previous research resulting that there are for about 65-70% consumers are multichannel shoppers (Weinberg, Parise, & Guinan, 2007). Valos (2009) mentioned that "Multichannel customers spend more money than single-channel customers; buy more products than single-channel customers; and more loyal than single-channel customers" (p.198). It is because customers see that it is more convenient to use new marketing channels because the customers can be contacted with their preferred channels, on the time that customers desire (Rangaswamy & Bruggen, 2005).

After knowing the data about multichannel shoppers, marketers should adapt to the changes such as making the decisions and design for the selected marketing channel which is right for their business (Valos, 2009). Not only selecting the channels, but the marketers should know the performances of each channel, then match the suitable channel with the company's strategy (Valos, 2008). Moreover, by using multichannel marketing the business can offer many options of services in which the service price matched with the service level, and the result is that it can maximize the profits (Valos, 2009).

By adding new channels which is more digital does not mean it will reduce the using of a traditional channel, but it will change the role of each traditional channel as the new marketing channels offer new

strength and weaknesses. Therefore it resulting the number of channels to be managed by the company, and make the multichannel marketing more complex caused by the movement of the consumers between digital and traditional channel at different stage (Valos, 2008). The complexity of multichannel marketing makes the company more risky to make an error in strategy and losing its competitive advantage (Valos, 2009).

Although multichannel marketing is important to be implemented in the business, it founds out that it is difficult for an organization to find the optimal mix of channel types (Sharma & Mehotra, 2007). The channel mix should be build when the new channels are added, and the thing that makes difficult is to integrate, and coordinate the traditional channels with the new one (Weinberg, Parise, & Guinan, 2007; Valos, 2009). If the company successfully manage the issues, the company can maintain their competitive advantage and achieve customer satisfaction (Valos, 2009).

Based on the technology involved, the multichannel marketing are divided into traditional channel, digital channel, and social network.

Traditional Channel

Traditional channel is a mass marketing method to directly promoting and communicating with the buyers. Generally, the result from using the traditional channel is in line with the company program or company campaign goals. Even though the existence of the traditional channel is being replaced and threatened with the usage of e-commerce the traditional channel is a powerful way to enhance the company marketing campaigns, but it requires the high cost to marketing through this channel (Marketo, 2015).

Digital Channel

Digital marketing is the process in which involves the use of the technology by the business to deliver the value to all stakeholders including to the customers. In the digital environment it produces the data such as clickstream, reviews and ratings, blogs and another data that makes the business know the characteristics of the customers and so the business can develop the digital marketing that suitable with their target market characteristics (Kannan & Li, 2017).

Social Network

Social network marketing channel is one of the marketing channels that allow the business to communicate with the audience (customers) without the limitation of geographic and demographic barriers. Thus, it allows the business to build the relationship in the interactive conversation effectively as well as more cost-efficient. The behavior of the customers in the social media is that they more trust with the advice or opinion from other users rather than from the advertising and expert opinions (Kotler, Kartajaya, & Setiawan, 2016).

Purchase Decision

The purchase decision is a consumer behavior to make choices from two or more brand alternatives through the decision process to reach a choice for the most preferred brand (Karimi, Papamichail, & Holland, 2015; Arifiana, Kumadji, & Fanani, 2013). The choice of consumers is the result of the interaction of several factors such as cultural, social, personal, and psychological factors (Kotler, Wong, Saunders, & Armstrong, 2005). According to Kotler et al. (2005), the buyer decision process is divided into five stages, such as following

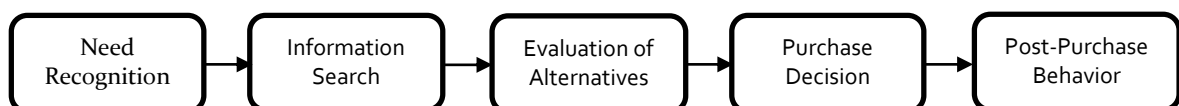


Figure 1 Buyer Decision Process

The Effect of Multichannel Marketing on Purchase Decision

From the research by Bilgicer (2014) about Drivers and Consequences of Multichannel Shopping explained that the multichannel customers could buy more products rather than the single channel customers because the multichannel customers are more exposed to marketing efforts of the business. Thus, their purchase volume is slightly higher than customers that only use a single marketing channel. Then the research from Neslin & Shankar (2007) about the analysis of multichannel customer management also referred the similar thing. Based on their research , the multichannel purchasing is associated with the higher purchase volume of customers. Thus,it indicating that the customers have a higher volume of purchase rather than single-channel customers. So that from two previous research it

indicating that generally multichannel marketing have an influence to the customer's purchase decision.

Traditional Channel to Purchase Decision

The use of the traditional channel still finds it effective on some of the products. In other hand, the technology not merely being used as the driving force behind the online sales, but the technology can be act as the passive force for the traditional stores (Lalwani, 2016). The traditional marketing channel is effectively can be used for the products that need more consumer experience, because customer tend to feel the products before they are buying it (Gupta, Su, & Walter, 2004).

H1: The traditional marketing channel has a positive correlation to the purchase decision.

Digital Channel to Purchase Decision

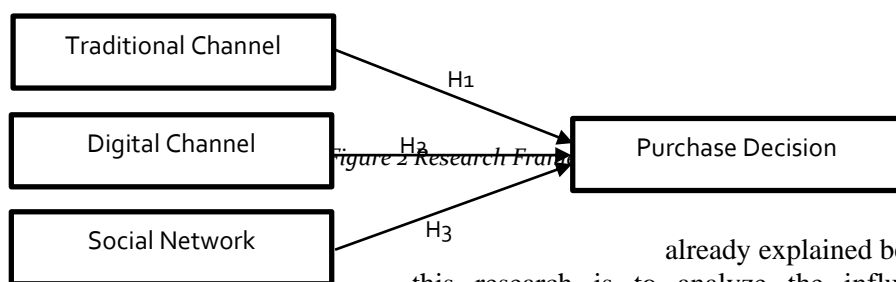
The consumers find it easier to buy products using digital channel, as they can make the purchase decision at anytime and anywhere, and it is considered to be more less time consuming (Kotler, 2016). Referred to the research by Reddy (2016) about Digital Marketing Impact on Consumer Decision Making it said that by using the digital it will not directly influence the audience to buy the products, but it can lead to the future purchase.

H2: The digital marketing channel has a positive correlation to the purchase decision.

Social Network to Purchase Decision

As the growth of social network, the environment consumers change into the f-factors such as friends, families, Facebook fans, and Twitter followers (Kotler, 2016). For now, the social networks can have the power to affect the consumer's purchase decision, and they more believe in the review from other's people (Kotler, Kartajaya, & Setiawan, 2016; Li & Darban, 2012). So, by the different of social network groups, it will provide information that can help to make the right purchase decision (Li & Darban, 2012).

H3: The social network marketing channel has a positive correlation to the purchase decision.



Thus, from all of the previous study that already explained before, the framework of this research is to analyze the influence of multichannel marketing such as traditional channel, digital channel, and social network to the consumer's purchase decision.

Methods

The type of research design that will be used in this research is explanatory research. Explanatory research established a causal relationship between variables (Saunders, Lewis, & Thornhill, 2007). The concern in explanatory research is how one variable affects changes in another variable, and in this research, is how channel in multichannel marketing affect the customers' purchase decision for furniture and home décor product. For the collection data methods, the researcher prefers to use a quantitative approach, with the survey as its research strategies to generate the quantitative data. Within survey as its research strategies, the tools that will be used in this research is a questionnaire for the data collection.

Data Collection Method

For collecting the data, the researcher uses the survey method with the questionnaire as the tools. It is considered more flexible by using questionnaires as the tool because it has a structured format, convenient and easy for respondent, and also easy and cheap to reach the large geographical area. To reach the large geographical areas, the researcher delivering questionnaires through the internet because it is not consuming much time and the cheapest one (Walliman, 2011). For designing the questions in the questionnaire, the researcher using the closed format questions and so the respondent can be quick to answer the questionnaire. For the range of given answer, the researcher uses a metric scale which is the Likert scale from range 1 until 5, with 1 as strongly disagree and 5 as strongly agree to ask the level agreement of a respondent.

Respondents

In collecting the data, the respondents of this research are limited to people with domicile in Bandung and Jakarta area, have a range age started from younger than 20 years old until older than 49 years old.

Sample

For the sampling techniques on this research is the non-probability sampling and so that not everyone in the population has a chance to be chosen as a sample. For the sampling method, this research using the purposive sampling because the researcher set some criteria for the respondents, which is limited only for the people who have ever bought the furniture/home décor products. To determine the minimum sample size, it use Slovin formula with the error level of 10%, and based on the calculation the minimum of the sample size is 100 persons.

Variable Operationalization

Multichannel Marketing Variables

Table 1. Multichannel Marketing Variable Operationalization

No.	Author	Variable	Sub Variable	Dimension	Indicator
1.	(Geraghty & Conway, 2016)	Multichannel Marketing	Traditional Channel	Events	One of the type of retail store that far reaching to the consumers with a short time span.
2.	(Raval, Tanna, & Raval, 2014)		Traditional Channel	In-store Experience	Marketing channel that allow the customers to feel the direct experience with the product such as seeing and touching.
3.	(Taiminen & Karjaluoto, 2015)		Digital Channels	Website	Home of the brand in an online environments.
4.				Email	Marketing channel that allow the business to share some information, do the promotion, building relationship, and guide customers to the website, and it can be in form of newsletter or advertisement.
5.				Paid Search	Paying to make the page relate to some of the keywords that will visible to the related people.
6.	(Ištvančić, Milić, & Krpić, 2017)		Social Networks	Facebook	Largest social media platform that allows the users to interact with other users and brand.

7.				Instagram	Social network for sharing photos and videos, and it enables the company to tell the company's story visually and excitingly to the audience.
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Purchase Decision Variable

Table 2. Purchase Decision Variable Operationalization

No.	Author	Variable	Dimension	Indicator
1.	(Soewito, 2013)	Purchase Decision	Perceived Needs	The needs of a consumer at the time when purchasing products.
2.	(Karima, 2013)	Purchase Decision	Product Options	Variations of the products which offered to the customers.
3.	(Suryani, 2008)	Purchase Decision	The Level of Decision Making	Looking for information and evaluation toward the brand before purchasing.
4.		Purchase Decision	The Degree of Involvement	How consumers make decisions for a brand, whether affected by another factor such as risks, the influence of groups, personal image toward the brand.

Analysis Method

The data from the result of the questionnaire being analysed using the software tools SPSS. Using SPSS the data are checked first for the validity and reliability, then check for the assumption test which consists of normality test, multicollinearity test, heteroscedasticity, and linearity. After the data pass the assumption, the data being analyse using multiple regression analysis, and also being analyse using descriptive analysis to explore more the data.

Results and Discussion

Multiple Regression Analysis

Multiple regression is the statistical tools used to know the value of the outcome which predicted by a linear combination from two or more independent variables or known as predictors variables (Saunders, Lewis, & Thornhill, 2007). From the analysis result, the independent variables of multichannel marketing can explain 42.1% of the purchase decision. For the regression function of the model it shown in the equation below:

$$Y = b_0 + b_1 \text{Traditional Channel} + b_2 \text{Digital Channel} + b_3 \text{Social Network}$$

$$Y = 532.213 + (0.368 \times \text{Traditional Channel}) + (0.208 \times \text{Digital Channel}) + (0.301 \times \text{Social Network})$$

From the equation, by looking at the b_0 value it means that even though the business is not using the marketing channel, the purchase decision still exists with the value of 532.213. Then for the constant on each of independent variables, the positive b-values indicating that the independent variables are having the positive relationship with a purchase decision. Thus, from the value of b from the equation it means that it supports the H1, H2, and H3 hypothesis.

Then the 0.208 value in Digital Channel indicating that when the other independent variables are constant and every one unit change in the Digital Channel it will increase in the amount of 0.208 in the predicted value of Y. The value of 0.301 in Social Network represents the difference in the predicted value of Y in one unit change in the Social Network, when the other independent variables remain constant.

Descriptive Analysis

From the 1-5 point Likert scale, the data should be converted first by weighting the data then count for the level of interval such as follows (Narimawati, 2008):

- The Highest Score: 125 respondents x 5 (the highest point on Likert scale) = 625
- The Lowest Score: 125 respondents x 1 (the lowest point on Likert scale) = 125
- Level of Interval = (Highest Score – Lowest Score) / 5

$$= (625 - 125) / 5$$

$$= 100$$
- Level of Agreement:
 1. 125 – 225 or 20% – 36% = Strongly Disagree
 2. 225.1 – 325.1 or 36% – 52% = Disagree
 3. 325.2 – 425.2 or 52% – 68% = Neither Agree nor Disagree
 4. 425.3 – 525.3 or 68% – 84% = Agree
 5. 525.4 – 625.4 or 84% – 100% = Strongly Agree

Multichannel Marketing Analysis

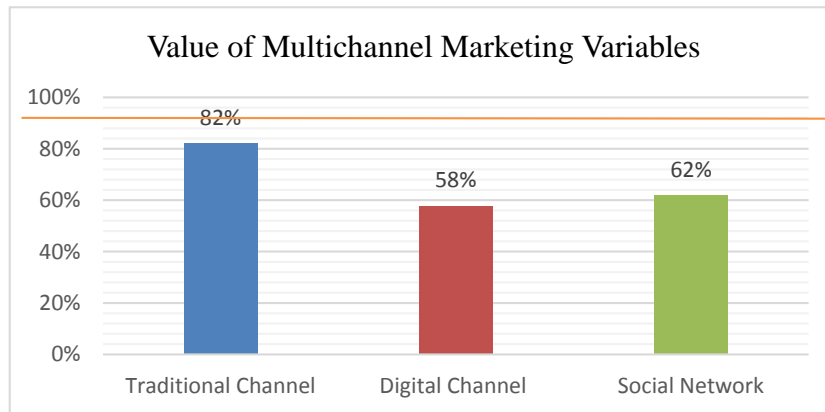


Figure 3. Multichannel Marketing Variables Analysis

From the sub-variables of multichannel marketing analysis above, the traditional channel is one of the channel that categorize into agree, and so it means that the respondents are agree to buy the furniture or home décor products through traditional channel. For the other channel such as digital channel and social network, the customers are neither agree nor disagree whether those two-channel influence them in buying furniture/home décor products.

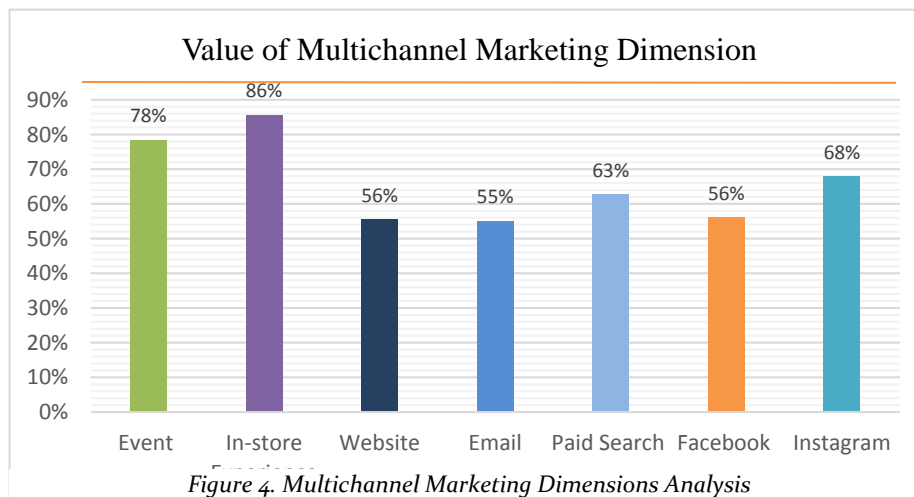


Figure 4. Multichannel Marketing Dimensions Analysis

The diagram above showing the more detailed multichannel marketing analysis based on its dimensions from the respondents' answer. There are seven dimensions of multichannel marketing that being asked in the questionnaire such as event, in-store experience, website, email, paid search, Facebook and Instagram. The respondents are agree to make store, event, and Instagram as the channels that influence them in purchasing the furniture and home décor products.

Thus, this result is proven that even though in the digital era, the customers are still the preferred to buy furniture/home décor products through the traditional channel. This result is in-line with the previous study by Lihra & Graf (2007), which said that the most effective channel for the furniture product is the store. But does not mean that the other channels are not influence the purchase decision, but it actually affect for the further buying.

Purchase Decision Analysis

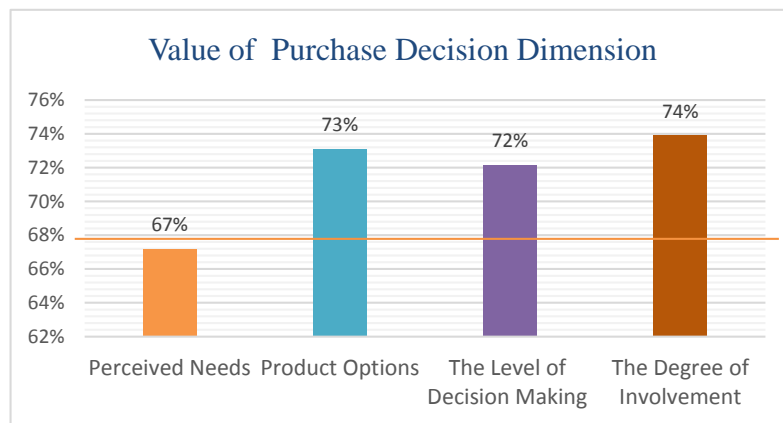


Figure 5. Purchase Decision Dimension Analysis

Based on the purchase decision dimension analysis above, the highest score for purchase decision is the degree of involvement, thus it means that the respondents' purchase decision is influenced by the involvement of group or individual that already buy the products using multichannel marketing. The second largest score is the product options, and it means that the respondents decision in buying furniture/home décor products is also influenced by the range of the products offered in the multichannel marketing. For the last is that the respondent's willingness in searching and evaluate the products is influenced by offer or promotion in multichannel marketing.

Conclusions and Recommendations

The business in the furniture industry is recommended to implement the multichannel marketing as it can influence the purchase decision and furthermore it will give impact to the sales of the business. Traditional channel is the most recommended channel to be implemented, more specifically are the store and event. It is because the customers need to see and touch the product before buying.

For the other channel such as digital and social network can also be used as the supporting marketing channels to give offer or promotion of the products, but it does not significantly and directly influence the purchase decision. Thus, the digital and social network are the supporting marketing channels as an online presence of the business that can influence the buyer's purchase decision in the future

For further research, the researcher recommended for the readers to do the analysis of multichannel marketing with the channels that adapted with the change of technology because the technology change is rapid and the marketing channels that are used must be changing from time to time. Then, it is also recommended to analyse channels in multichannel marketing based on the purchase decision stage and so the result will be more significant to the most preferred channels in each of the buying decision process.

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