

# THE INFLUENCE OF REFERENCE GROUPS INVOLVING EMOTIONAL MARKETING ON PURCHASE DECISIONS (CASE STUDY ON VISITORS AT ZARA STORE TUNJUNGAN PLAZA SURABAYA)

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**Abstract:** This paper aims to review the research on and how far The Effect of Reference Groups Involving Emotional marketing can be affected consumer behavior. The objective of this research is how far Social groups can influence on purchasing decisions Zara at visitors of Zara's store. This research is quantitative aiming for partial significant influence and simultaneously. The respondents number who used a total of 100 respondents who are ever buying those product. This research method is tested with validity and reliability test. The classical assumption used normality assumption test, multicollinearity assumption test, heteroscedasticity assumption test, and linearity assumption test. It is also used multiple linear regression, and test the hypothesis that F test, t test, and test the dominant.

**Keywords:** *Reference Group, emotional marketing, purchase decision*

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## 1. Introduction

The trend of business development is so massive nowadays. Too much influence or encouragement from the outside environment in choosing a product. So that the consideration is born in the minds of consumers indirectly to have these products. One aspect that has a major impact on purchasing decisions is the existence of social groups. In a social group consisting of several people in it, that is where the potential for interaction arises which causes two or more people to show some of their favorite items to others. An individual involved in the interaction begins to listen and pay attention to each other's opinions. One of the reasons is that people tell about some of the features of the goods they have, so they can increase their confidence.

That's where people slowly began to be influenced by suggestions indirectly from other people who told the product. People who hear or see it will look for more information about the item and then buy. Emotionally, these consumers will feel that the product introduced is their need even though it is not necessarily. This is what moves consumers to make purchasing decisions quickly. That the influence of a group on a product often occurs. Especially if in the group there is a figure who has a great influence on the lives of others, so there will be problems regarding awareness, especially needs. Because what is voiced by the figure will most likely be heard and implemented by his supporters (followers).

If consumers always focus on each purchasing decision process not on what is needed, but depending on who has an opinion about the product, then consumers will potentially be

reactive. When an opinion on a product is conveyed emotionally by an influential figure, it can make consumers act impulsively in buying the product.

## 2. Literature Review

### Social

Groups A social group is a collection of people who have a shared awareness of membership and interact with each other. Group is created by society. A social group or social group is a collection or unity of humans who live together, because of the relationship between them. These relationships, among others, involve reciprocal relationships that influence each other and also an awareness to help each other (Soejono Soekanto, 2015: 104).

### Emotional marketing

Emotional marketing can be defined as a marketing approach taken by the company through the emotional touch provided by its products. The purpose of emotional marketing is to maintain ongoing relationships with customers, so that a sense of satisfaction is expected to arise. According to Kartajaya (2012: 90) emotional marketing is how to win the competition by taking an emotional approach to its customers, this is done because the competition is getting tougher so that a rational approach is no longer enough. Hasan (2009:145) argues that emotional marketing can be carried out if:

1. The principle of emotional marketing leads to a strategy that can hardly be imitated, so that it has a very strong competitive advantage.
2. The definition of emotional marketing includes trying to make customers feel “cared for”; concern is important for the formation of loyalty.
3. Increased customer loyalty is the most important way to build long-term profits; loyalty = profit.
4. Able to give customers what they need.
5. In a market that is competitive in terms of product or price, emotional connection supports an increase in the value of a sales transaction.
6. Emotional marketing helps businesses focus more on delivering the right emotional message, at the right place, and at the right time to the right customers.
7. Emotional marketing can form long-lasting relationships, will make customers feel very valuable and cared for so that they will give loyalty to the product.
8. Superior delivery value for customers means more than just an advantage for the right price - the overall value proposition incorporates both rational and emotional components.

Emotional marketing is related to creating customer value for a product. Customer value is the difference between total customer value and total customer costs where, total customer value is a set of benefits expected by customers from a particular product or service and total customer costs are a set of costs expected by consumers to evaluate, obtain, use, and dispose of. products or services (Hurriyati, 2015).

Emotional marketing is an action taken by a brand to keep its customers in order to create emotional bonds within the customer to maintain the use of products from a brand. Value comes from consumers' perceptions or assumptions about the price they will give for a product through certain considerations. Robinette and Brand (2011: 9) divide customer value into 2 types, namely Rational Value and Emotional Value, both forms are known as Value Stars. Each value consists of:

1. Rational Value: Product and Price.
2. Emotional Value: Equity Value, Experience Value, and Energy Value.

### **Rational Value**

Rational value is identified by customers that value is a low price. This is translated by the company by making various discounts on each offer. According to Duane E. Knapp (2010: 94), the marketing position with the lowest price is difficult to maintain and in general is an indication that the brand or company has become a commodity in the minds of consumers. In general, commodities have little differentiation except price. Although low prices can influence thinking decisions, this does not create long-term customer loyalty.

Customers who are looking for low prices are only loyal to the price, not to the company, for that in creating long-term relationships with customers the company must understand the customer's heart. (Hermawan Kartajaya, 2012: 123). Understanding the customer's heart means understanding their feelings and emotions and finally the company can provide more emotional value than just rational value.

### **Concept of Emotional Value**

Customers not only consider a product and service with its features and benefits, but also consider what value they get from the product and service. Therefore, it takes the emotional value of three E's in the Value Star model, according to Robinette (2011: 9) stating that in the end the price and product are too easy to imitate.

### **Equity Value**

According to Scott Robinette and Claire Brand (2011: 37), equity is one element of emotional value that must be built by the company. Equity relates to the associations attached to a company in accordance with the promises built through its brand (brand promise). According to Duane E. Knapp (2010:80) brand promise communicates 2 attributes, namely:

- a. Product quality
- b. Price offer

According to Scott Robinette and Claire Brand (2011:42), the brand promise realized by the company will gradually build customer trust and provide strength for the company to:

- a. Acquiring new customers
- b. Retaining existing customers
- c. Completing cross-selling of products and services
- d. Building a positive word of mounth
- e. Resisting from competitors
- f. Winning the competition.

The company's strength in providing emotional value and creating long-term relationships with customers is determined by two brand components, namely brand identity and brand image. Brand identity is the company's aspirations for what will be implemented, while brand image is how consumers receive and feel the brand (Scott Robinette and Claire Brand, 2011: 44). When a company's brand identity is applied and customers feel it, the company gets a good image because it is able to fulfill its brand promise.

### **Experience Value**

Value can be felt by customers through their experience using the company's products or services. Experience according to Scott Robinette and Claire Brand, (2011: 60) is "a collection of points where companies and consumers exchange sensory, informational andstimuli emotional". From this definition, it can be seen that the experience felt by customers occurs in three categories of exchanges, namely:

1. Transactional exchange
2. Informational exchange
3. Emotional exchange

According to Scott Robinette and Claire Brand (2011: 61), the best experience is a holistic experience, or an experience that can stimulate all five senses. people and obtained through:

1. Experience with products
2. Experience with employee neatness.
3. Experience with communication or employee relations with consumers.
4. Experience with the comfort of the place.
5. Experience with activities through social media.

### **Energy Value**

Energy value according to Scott Robinette and Claire Brand (2011: 81), is everything that a company can provide to its customers by paying attention to the speed and ease of service. Customers feel the attention and make it a valuable value when the company provides time efficiency in all things. In providing energy value to customers, companies must consider the following things according to Scott Robinette and Claire Brand (2011:81):

### **Consumer Behavior**

According to Kotler and Keller (2017:173) consumer behavior is the study of how individuals, groups and organizations choose, buy , use and place goods, services, ideas or experiences to satisfy their wants and needs. The definition of consumer behavior according to Schiffman and Wisenblit (2015:30) is the study of consumer actions in searching for, buying, using, evaluating and disposing of products and services that they expect will satisfy their needs. Consumer behavior describes individuals who make decisions to use their available resources (time, money and effort) to buy consumption-related goods.

From the understanding of consumer behavior above, two important things can be obtained, namely: consumer behavior (1) as a physical activity and (2) as a decision-making process. Based on the above definition, it can be concluded that consumer behavior is closely related to purchasing decisions. Where consumer behavior is a process carried out by consumers to encourage action from the moment before buying to evaluating the product or service that has been consumed. Based on the model of consumer behavior above, starting from stimuli that are direct from marketers or not from marketers then enter consumer awareness. A set of psychological processes combined with consumer characteristics to produce a buying decision-making process. With this series of processes, marketers are expected to be able to understand what happens to stimuli that come from internal marketers and from external marketers and can ultimately influence purchasing decisions.

The stimuli created by marketers consist of the 4Ps or the marketing mix. After the consumer gets the stimulus, the consumer will go through a process in him in the form of four psychological processes, namely motivation, perception, learning, and memory that affect consumers. In motivation, a need becomes a motive when the need increases to a level of intensity sufficient to induce the consumer to act. Once a consumer is motivated, he or she will be ready to act. Then the consumer will be influenced by his view of a situation. Stimuli that originally arrived at the consumer will be processed by selecting, organizing and translating the information it receives. After the consumer is ready to act, he will do the learning that comes from his own experience. This experience will affect it in the purchasing decision process.



### 3. Method

#### Research Types of Research This

type of research is explanatory research or explanation research with a quantitative approach. The method used in this research is the survey method. This research was conducted at Zara Store (Tunjungan Plaza Surabaya).

#### Population

The population in this study are all visitors who have purchased products from Zara. The total population of this study is unknown, so in determining the number of samples using the Machin and Champbell formula (Sardin, 2014:21-23).

#### Sampling Techniques The sampling

technique in this study used a purposive sampling technique. The considerations or criteria for sampling used in this study are: Visitors who have purchased Zara products. This research is primary data. The method of data collection in this study was done by distributing questionnaires, namely providing a list of questions to respondents, then researchers collected and analyzed data from respondents' answers. The instrument used in this research is a questionnaire which is a number of written questions and arranged systematically and used to collect data, so that accurate data is obtained in the form of respondents' responses.

### 4. Result and Discussion

#### Research Results

The results of the analysis with the Sobel Test Calculator For The Signification of Mediation Kris Preacher: The results of the analysis with the Sobel test show a statistical value (z value) for the influence of the Emotional Marketing variable as an intervening variable between the variable Reference Group and Purchase Decision. Sobel Test Statistics with a number of 5.00391329 and One-tailed Probability with a number of 0.00000028 significant on Two-tailed probability with a number of 0.00000056. Because z-value  $> 1.96$  or p-value  $\leq 0.05$ , it can be concluded that the indirect effect is significant. In line with previous findings using a causal step strategy, the mediation hypothesis is supported.

#### Calculation of Effect

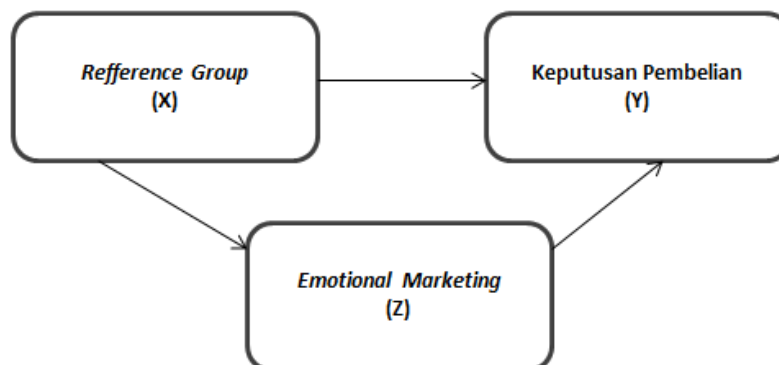


Figure 1: Calculation of Effect

### 1. Direct Effect (Direct Effect or DE)

- a. The influence of the variable Reference Group on Emotional Marketing =  $(X \rightarrow Z) = 0.253$ . The direct effect of the variable Reference Group on Emotional Marketing is 0.253.
- b. The influence of variable Emotional Marketing on Purchase Decision =  $(Z \rightarrow Y) = 0.555$ . The direct effect of the variable Emotional Marketing on the Purchase Decision is 0.555.
- c. The influence of the variable Reference Group on the Purchase Decision =  $(X \rightarrow Y) = 0.153$ . The direct effect of the leadership variable on employee performance is 0.153.

### 2. Indirect Effect (Indirect Effect or IE)

The influence of the variable Reference Group on Purchase Decisions through Emotional Marketing as an intervening variable  $(X \rightarrow Z \rightarrow Y) = (0.253 \times 0.555) = 0.140$ . The indirect effect of Reference Group on Purchase Decisions mediated by Emotional Marketing as an intervening variable is 0.140.

### 3. Total Effect (Total Effect)

The influence of the variable Reference Group on the Purchase Decision through Emotional Marketing as an intervening variable  $(X \rightarrow Z \rightarrow Y) = (0.253 + 0.555) = 0.808$ . The total effect of the variable Reference Group on the Purchase Decision through Emotional Marketing as an intervening variable is 0.808.

## Path Analysis

- a. Based on the results of Path analysis data, it can be stated that social groups have a significant effect on purchasing decisions. Social group is one of the factors in consumer purchasing decisions. How groups of relatives and friends affect the attitude of someone who eventually joins the group. According to (Soejono Soekanto, 2006:104) Social group or social group is a collection or unity of human beings who live together, because of the relationship between them. These relationships, among others, involve reciprocal relationships that influence each other and also an awareness to help each other.
- b. Based on the results of the path analysis data, it can be concluded that the Opinion of the Reference Reference Group does not have a direct relationship with employee performance but must go through Emotional Marketing. With the involvement of the Reference Reference Group, it can increase the sense of emotional marketing so that it can influence consumer behavior. So that the variable emotional marketing can be used as an intervening variable.

## 5. Conclusions

From the research, it can be concluded that the reference group has a significant influence on consumer purchasing decisions. The existence of suggestions from people who have influence in a group or people who have many followers, it is easy for that person to influence consumer behavior when buying Zara, which is a fashion product. Moreover, with the price which is said to be not cheap, consumers must have a strong reason to buy the product so that it is strengthened by research that one of the driving factors is the existence of group references.

In addition to the influence of reference groups, the presence of an emotional involvement also supports consumer behavior when choosing to buy Zara. Consumers will feel happy when they feel appreciated for their appearance when using certain products, or even vice versa, consumers will feel disappointed or sad when their appearance does not feel appreciated. With this research evidence, consumers' emotional bonds will be positive when invited by a reference group to wear zara and their appearance will look better.

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