ONLINE PROMOTION ACROSS GENDER: CASE OF "LOKALOGUE" WORKSHOP

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Abstract. To explore differences in the way of each gender react to online promotion. Specifically to know the gender differences in reacting to online promotion, their perception of the online promotion attempt and the implication to their intention to join workshop. The study was conducted using online survey. The study subjects are 18-35 years old, a group that are targeted as a workshop participants and considered to be exposed to many forms of online promotion.

Keywords: gender differences ; online promotion ; workshop

INTRODUCTION

In Indonesia, Creative Economy sector is increasing both in economic value and earnings potential and it has become a sector that has significant contribution in GDP. This phenomenon becomes an opportunity to so many people to become more creative and artisan to be more appreciated. Workshop also becomes an increasingly profitable businesses that are targeting both gender with variety of classes. Although both gender is targeted, however the responses from each gender are not the same. This study intends to prove that there are differences in the way of each gender react to online marketing communication in relation to their intention in joining the workshop.

This study specifically explore Lokalogue as one of the Creative Organizer that held workshop regularly, such as cooking, craft, and business workshop, but have unequal gender of the participants in their workshops. The difference in response of online promotion from male and females are indicating that this specific marketing segmentation is important for many business to consider on how they market their products and services. Previous research indicates that there are different responses from male and female in using the internet for online shopping, communication, and relationship management (Chan et. al., 2015)

The aim of this study is to know the differences in the way of each gender react and their perception towards online promotion in relation to their intention in joining the workshop. The method used is exploratory and conclusive research, the exploratory research is conducted with online survey where the participants are asked about their perception of some online promotion attempts, what kind of channel and content they preferred, and their intention to join the workshop. For the conclusive research, it was using online survey with indicators extracted from the exploratory research before, they are gender representative, likelihood, engagement, and intention to join and the variables are tested with regression analysis.
The research indicates that there are some differences from males and females, while female shows that the gender representative and engagement significantly affect intention to join, male results shows there are no variables that are used, significantly affect intention to join. For reaching conclusion for male respondents, further research were conducted by depth interview, and results show that male preferred Instagram as their preferred channel, video as preferred marketing content, and mostly answers content as the factor that affect them to join the workshop.

LITERATURE REVIEW

The literature review is selected based on past researches that study about gender differences in online advertising or online advertising/promotion.

Table 1. Literature Review

Author	Year	Subject	Findings
Carolynn McMahan, Roxanne Hovland, Sally McMillan	2009	Internet Advertising	Women rely more on their emotion than men towards internet advertising
Heikki Karjalijoto, Heikki Lehto, Matti Leppaniemi, Chanaka Jayawardhena	2008	Mobile Marketing	Women have more positive attitude towards mobile marketing because women tend to enjoy use of mobile more Men tend to keep time spent on mobile to a minimum

Alexandra Perju Mitran, Andreea Elisabeta Budacia	2015	Online Marketing Communication	Women give favourable attitudes towards message that inspire confidence and relevant to their interest Men are more prone to extra information and the usefulness of message received

From some past researches about gender differences and online promotion or online advertising, the results shows that women tend to rely on emotion, take enjoyment of mobile more than men, and give positive attitude towards message that inspire them and similar to their interest. While men tend to keep time spent on mobile to a minimum and more prone to extra information and the usefulness of message received.

METHODOLOGY

The method used is preliminary online survey first, then after that the variables are extracted, and quantitative online survey is done with the same participants as the preliminary survey. The subjects are 18-35 years old that are the target of workshop participants, considered to be exposed to many forms of online promotion, 30 participants from each genders, totaled at 60 participants. The data is collected within 1-2 week of survey. The data is tested with descriptive and regression analysis.

FINDINGS AND ARGUMENT

Preliminary Survey Result
The results shows that there are some differences from the preferred channel and preferred content from each gender. Male tend to like a more simple and direct way of advertising that corresponds to the selectivity hypotheses, that male is less thorough processors than female. (Hupfer and Detlor, 2006). Also male tend to like simple, formal, clear channel, this means that men tends to like channel that are not complex, that can simplified their search of acquiring information. This also corresponds with previous research that when male is buying consumer goods they mostly functional concerns like efficiency and acquiring information) (Dittmar, et al, 2004). Females tend to like more updated, professional, and understandable channel, corresponds with selectivity hypotheses that women prefer data displays that are more dense, complete, and reliable. (J. Meyers Levy, 2015). Also female tend to like more interactive content, for example like Q&A or link to share to their friends, corresponds to previous research that women have more socializing motivation in doing shopping more than men. (Kotze, North, Stols and Venter, 2012). From this findings, it give further supporting evidence of gender differences in online promotion and it can be used in further conclusive research.

Validity and Reliability Analysis
Reliability refers to the extent which scale produces consistent results, a set of measurement or measurement tools that are consistent if the measurement is done repeatedly. (Sugiono, 2005). Reliability test refers to the consistency of a test where the test will have an accurate and consistent results. The Cronbach alpha test is one of the most common measure of consistency or reliability. The Cronbach alpha value of >0.70 is said to be reliable. Below are the list of questions or indicators that are being tested. Validity Test implies the preciseness and exact results from the data collected, that can lead to proper conclusion from the sample that can representing the whole population. In this study, validity test is using bivariate correlation with sig = 0.05 and R table for N=30-2 is 0.374.

Table 2. Reliability Analysis

Reliability Statistics	
Cronbach's Alpha	N of Items
.867	11

Reliability Statistics	
Cronbach's Alpha	N of Items
.906	11

For both gender's section the reliability analysis shows that all 11 items of questions for each gender is reliable because all cronbach's alpha value are above 0.7 (0.867 and 0.906)

Table 3. Validity Analysis for Men and Women's Section

Indicator	R table	R count	Result	Indicator	R table	R count	Result
Q1	0.374	0.683	Valid	Q1	0.374	0.662	Valid
Q2	0.374	0.627	Valid	Q2	0.374	0.560	Valid
Q3	0.374	0.698	Valid	Q3	0.374	0.710	Valid
Q4	0.374	0.533	Valid	Q4	0.374	0.783	Valid
Q5	0.374	0.442	Valid	Q5	0.374	0.643	Valid
Q6	0.374	0.668	Valid	Q6	0.374	0.748	Valid
Q7	0.374	0.745	Valid	Q7	0.374	0.733	Valid
Q8	0.374	0.753	Valid	Q8	0.374	0.763	Valid
Q9	0.374	0.600	Valid	Q9	0.374	0.816	Valid
Q10	0.374	0.733	Valid	Q10	0.374	0.824	Valid
Q11	0.374	0.785	Valid	Q11	0.374	0.826	Valid

The validity analysis for both gender section shows that all questions (Q1-Q11) are all valid because the R count are all above the R table (0.374).

ANOVA Analysis
ANOVA table in regression analysis shows the how independent variables can predict dependent variable simultaneously. From the results it can be concluded that in both Female and Male results, the Independent variables (Engagement, Gender Representative, and Likelihood) can significantly predict Dependent variables (Intention to Join) simultaneously. For male respondents F count 8.087 > F table 2.98 and Sig 0.001<0.05 and for Female respondents F count 12.513> F table 2.98 and Sig 0.000<0.05

Table 5. ANOVA Analysis

Gender	Model		Sum of Squares	df	Mean Square	F	Sig.
0	1	Regression	15.000	3	5.000	8.087	.001ᵇ
		Residual	16.075	26	.618		
		Total	31.075	29			
1	1	Regression	13.101	3	4.367	12.513	.000ᵇ
		Residual	9.074	26	.349		
		Total	22.175	29			

a. Dependent Variable: Intention_Join
b. Predictors: (Constant), Engagement, Gen_Rep, Likelihood

Regresion Analysis
Linear regression is used to predict value of a variable based on the value of another variable. The dependent variable is the variable that wants to be predicted and the independent variable is the variable used to predict.

Table 5. Regression Analysis

Coefficients

Gender	Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
			B	Std. Error	Beta			Tolerance	VIF
0	1	(Constant)	-1.710	1.114		-1.535	.137		
		Gen_Rep	.256	.202	.185	1.264	.218	.933	1.072
		Likelihood	.459	.388	.265	1.182	.248	.396	2.526
		Engagement	.651	.345	.414	1.890	.070	.414	2.415
1	1	(Constant)	.592	.697		.849	.404		
		Gen_Rep	.347	.109	.442	3.173	.004	.812	1.231
		Likelihood	.089	.249	.068	.359	.722	.443	2.258
		Engagement	.441	.209	.414	2.112	.044	.410	2.436

a. Dependent Variable: Intention_Join

The results shows that for Male, all independent variables does not have Sig. value below 0.05, which means that the independent variables can not predict significantly the intention to join. For Female, the dependent variable of Gender Representative (Sig. 0.004) and Engagement (Sig. 0.044) has value below 0.05, so the gender representative and engagement variables can predict significantly the intention to join variable.

Depth Interview

Depth interview is conducted because there was no conclusive result for the men section. Depth interview is done by conducting interview with 10 male respondents where respondents explain their preferences in type of marketing channel, type of content that they like, and whether or not gender representative content/channel influence their intention in joining a workshop. The selected participants are male in the group age of the targeted market of Lokalogue, between 18-30 years old. The interview is conducted with open-ended questions where participants can answer freely to gain more depth information about the problem.

Table 5. Depth Interview Result

Questions	Answers (Frequency of being mentioned)
Factors that make it interested in joining a workshop	- Content (41%) - Price (18%) - Instructors (18%) - Brand (5%) - Often being discussed (5%) - Suitability of Age (5%) - Package/Bundling (5%) - Public Figure (5%)
Preferred Channel of Marketing	- Instagram (63%) - Youtube (13%) - Mailing List (13%) - Website (6%) - Twitter (6%)
Preferred Marketing Content	- Videos (53%) - Photos (29%) - Informative Content (12%) - Moving photos/GIF (6%)

CONCLUSIONS

From the exploratory research, the results shows that there are some differences from the preferred channel and preferred content from each gender. Male tend to like a more simple and direct way of advertising that corresponds to the selectivity hypotheses, that male is less thorough processors than female. (Hupfer and Detlor, 2006). Also male tend to like simple, formal,

clear channel, this means that men tends to like channel that are not complex, that can simplified their search of acquiring information. This also corresponds with previous research that when male is buying consumer goods they mostly functional concerns like efficiency and acquiring information) (Dittmar, et al, 2004). Females tend to like more updated, professional, and understandable channel, corresponds with selectivity hypotheses that women prefer data displays that are more dense, complete, and reliable. (J. Meyers Levy, 2015). Also female tend to like more interactive content, for example like Q&A or link to share to their friends, corresponds to previous research that women have more socializing motivation in doing shopping more than men. (Kotze, North, Stols and Venter, 2012). Next after the variables are found in exploratory research, for the conclusive research, the result shows that for female, gender representative and engagement are affecting intention to join workshop significantly, while for male, no variables significantly affect intention to join workshop. Then it was concluded by depth interview that male preferred Instagram as their most preferred channel, Video as their most preferred content, and content is the most affecting factor for their intention in joining workshop. From this findings, it give further supporting evidence of gender differences in online promotion and it can give recommendation for businesses to do their market segmentation to consider gender factor more, how each gender responds to online marketing differently.

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