ANALYZING THE EFFECT OF CONSUMERS EMOTIONS ON CONSUMER BEHAVIOR AT MATAHARI DEPARTMENT STORE MANADO

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ABSTRACT

Companies have to face all of challenge that happen, utilize all of opportunity and understand all of needs and wants of consumers to get a win in business competition. Development of Department Store in Indonesia showed significant figures in line with the increasing of needs toward fulfillment of a fairly large of consumers' needs. Emotions are important factor in studying consumption, consumer decision making and consumer behavior. The purpose of this study is to analyze the effect of positive and negative emotions simultaneously and partially. The research method is associative with the analysis technic is multiple linear regression. Consumers who buy and visit at Matahari Department Store Manado are the population of this study and researcher collected 100 respondents as a sample. The result showed both positive and negative emotion effect very significantly on consumer behavior simultaneously and partially. Researcher recommended for management of Matahari Department Store Manado to pay attention deeply on consumers' emotions.

Keywords: emotions, retail management, consumer behavior.

INTRODUCTION

Research Background

Nowadays, every company tries to be the best company than other competitive in order to face a tight business competition. A company has to face all of challenge that happen, utilize all of opportunity and understand all of needs and wants of consumers to get a win in business competition. Thus, a company has efforts to know and learn about consumers deeper and implementing all of information to apply the best strategy in effort to increase companies' profit. So, a company has to learn more about marketing if it wants to get more information about consumers' needs and wants.

Sometimes, consumers decide to purchase a product is not just because of its function factor, but it is also trust factor, attitude and consumer value and consumer environmental factor. Accurately, a decision process for choosing a product influence by environmental factor and self-internal factor. A consumer will have different decision that other consumer because they have different self-internal factor. The different self-internal factors cause a different choosing of consumers of products regardless of the price, quality, availability, comfort and service. Consumer always to purchase certain products freely if it needed and desired based on their emotion or mood.

Discuss about Department Store, according to Perpres No. 112 tahun 2007, Department Store itself include of Modern Store category which is an independent service system that sell various types of goods in retail with the limitation of area is upper 400m². Department Store sells consumptions goods in retail especially cloths and equipment with the arrangement of goods based on consumers' gender and/or age. There are four Department Store in Manado, which are:

Table 1. Department Store in Manado

Name	Office
1. Barata Department Store	Jl. Walanda MAramis 1 Shopping Centre Lt 2 Manado
2. Matahari Putra Prima Pt Tbk	Jl. Dr. Sam Ratulangi 22-22 A Manado
3. Roberta Department Store	Jl. Letjen Haryono MT 11 Manado
4. Sapta Karya	Jl. Sisinganangaraja 23 Manado

Source: http://www.telpon.info/en/department-store/manado, 2014

Researcher chooses Matahari Putra Prima Pt Tbk (Matahari Department Store) because Matahari Deparment Store is the largest Department Store in Manado that has three branches such as Matahari Department Store Megamall, Matahari Department Store MTC and Matahari Department Store Manado Town Square and most of Manado people have known it.

The development of Department Store in Indonesia showed significant figures in line with the increasing of needs toward fulfillment of a fairly large of consumers' needs. But many of retail marketers are just notice the external factors such as environmental factors. It includes on Matahari Department Store. Matahari Department Store is a famous retail business in Manado; it focuses on middle-up economics that run a business in fashion. Today, Matahari Department Store is being an alternative for people who go hang out even they just reduce stress or just for looking around, in order to more increase their sales, they have to understand about consumers' characteristics. It can be easy if they understand about consumers' emotions. Matahari Department Store itself is the business actor is party that offers several products for consumers have to able design marketing strategies based on consumer willingness by influencing consumer emotion so they can interest to purchase their products.

Today, emotions are directly very causing on behavior and it is getting increasing attention in various disciplines in recent year and it is very important role in our daily life for how to a person making a decision. Emotions also have recognized as an important factor in consumption, consumer decision making and consumer behavior especially. Example given in everyday life, when a person will buy something and he/she is in positive emotion, he/she will buy much product, but when a person will buy something but he/she in negative emotion, they will not choose a product that he/she needs. So, it is very interesting for researcher to discuss about statement above to analyze emotions on consumer behavior.

Research Objectives

The objective of this research is to analyze:

1. Significant effect simultaneously of positive and negative emotions on consumer behavior in Matahari Department Store Manado.
2. Significant effect partialy of positive emotion on consumer behavior in Matahari Department Store Manado.
3. Significant effect partialy of negative emotion on consumer behavior in Matahari Department Store Manado.

THEORETICAL FRAMEWORK

Theories

Consumer Behavior

Beltch and Beltch (2012:114) stated Consumer behavior can be defined as the process and activities people engage in when searching for, selecting, purchasing, using, evaluating, and disposing of product and services so as to satisfy their needs and desires. Kotler and Keller (2012:173) defined Consumer behavior is the study of how individuals, group, and organizations select, buy, use and dispose of goods, services, ideas or experiences to satisfy their needs and wants.

Emotions

Hawkins et al (1995:312) defined Emotions are strong, relatively uncontrollable feelings that affect our behavior. All of us experience a wide array of emotions. Emotions also have associated behaviors, while the behaviors vary across individuals and within individuals across time and situation.

Types of Emotions

Sahney (2013:8) stated Consumer emotions towards product/service offerings and the 4 Ps (product, price, promotion, and place) can be positive or negative; they can bring pleasure or discomfort; they can last for short or a long period of time. At Richins' (1997) theory, he starts out with an empirically based list of 47 emotions and narrows it down to Consumer Emotion Set, which contains 17 consumer emotion-words or categories (7 positives, 8 negative and 2 others), there are:
1. Positive emotions such as romantic love, love, peacefulness, content, optimism, joy, excitement
2. Negative emotions such as anger, discontent, worry, sadness, fear, shame, envy, loneliness.
3. Others such as surprise and other items (guilty, proud, eager and relieved)

Previous Research

Laros and Steenkamp (2005) found that they successfully conducted a preliminary test of this second order model, and compare the superordinate and basic level emotion means for different types of food. The results suggest that basic emotions provide more information about the feelings of the consumer over and above positive and negative affect. Kuneida (2013) found that the result show that both positive and negative emotions significantly affect not only consumer judgment but also satisfaction. Sin Ting (2013) found that their research team find that there are different between brick-and-mortar and online fashion retail channels. Store elements, products and social influence have different extend in affecting consumers' emotional states and purchasing in Hong Kong.

Research Hypotheses

In order to find out the relationship between the independent and dependent variables, three hypotheses were developed.
H_1. The Positive emotions and negative emotions have significant effect simultanoeusly on consumer behavior in Matahari Department Store Manado.
H_2. There is a significant effect partialy of positive emotions on consumer behavior to buy products in Matahari Department Store Manado.
H_3. There is a significant effect partialy of negative emotions on consumer behavior not to buy products in Matahari Department Store Manado.

RESEARCH METHOD

Types of Research

This research used quantitative method since using questionnaires as a tool to gather data and analysis and used causal research which is its purpose is to determine which variable might be causing a certain behavior, whether there is a cause and relationship between variable.

Place and Time of Research

This research is conducted in Manado, North Sulawesi especially in Matahari Department Store Megamall Manado, Matahari Department Store Manado Town Square and Matahari Department Store Manado Trade Center. The time conducted between June-August 2014.

Research Procedure
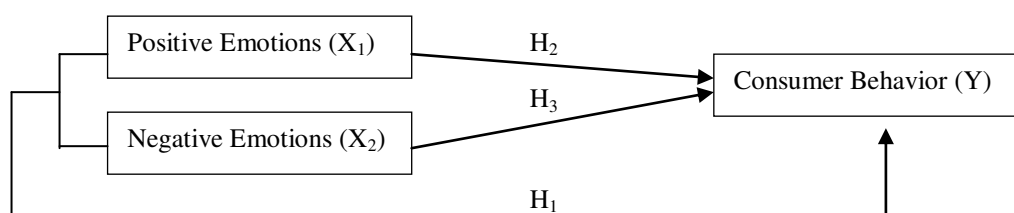
Source: Theoretical Review 2014

Population and Sample

Sekaran and Bougie (2009:262) stated population refers to the entire group of people, events, or things of interest that the researcher wishes to investigate. Population of this research is computed of every people that ever visit and purchase product of Matahari Departement Store in Manado. The range of age is between 15-60 years old, the population lives in Manado, North Sulawesi. Data Statistik Indonesia stated the population of Manado, North Sulawesi is 405.715 (source: datastatistik-indonesia.com, 2014). Table 2 shows the classification of age between 15-60 years old and its total in Manado.

Table 2. Classification of Age

Age	Total
15-19	39,395
20-24	38,000
25-29	38,563
30-34	38,917
35-39	34,743
40-44	29,563
45-49	25,258
50-54	19,796
55-59	8,843
Total	**273,078**

Source: http://www.datastatistik-indonesia.com, 2014

Sekaran and Bougie (2009:263) stated a sample is a subset of the population. This research uses Slovin Equation Sample, with the equation: $n = N/N.df^2+1$, where: n = sample, N = population, df = 0.10. The sample of the research is: $n = \frac{273.078}{273.078 \times (0.10)^2+1} = 99.96$. Researcher collected 100 respondents as the sample of this research. The sampling method is random sampling which was applied in this research regarding to obtain information quickly and efficiently.

Data Collection Method

This research conducted with two sources of data, which are primary data and secondary data. Primary data of this research is from the result of questionnaires. The questionnaires will be distributed to the respondents especially to Matahari Department Store in Manado consumers. Secondary data collected for some purpose other than the problem at hand taken from textbooks, journals, and relevant literature from library and internet.

Operational Definition and Measurement of Variables
1. Positive Emotions is the emotion that brings us to positive output and gives impact good to environment. If a consumer has positive emotion, it can be good consumer behavior.
2. Negative Emotions is the emotion that brings us to negative output and gives impact bad to environment. If a consumer has negative emotion, it can be bad consumer behavior.
3. Consumer Behavior is about how a consumer selects, buys, uses and disposes of goods, services, ideas or experiences to satisfy their needs and wants.

Data Analysis Method

Reliability and Validity

Reliability is a test of how consistently a measuring instrument measures whatever concept it is measuring. The reliability of measure indicates the extent to which it is without bias (error free) and hence ensures consistent measurement across time and across the various items in the instrument (Sekaran and Bougie, 2009:157). Validity is a test of how well an instrument that is developed measures the particular concept it is intended to measure (Sekaran and Bougie, 2009:157).

Multiple Linier Regression Analysis

Hair et al (2006:176) defined Multiple Regression Analysis is a statistical technique that can be used to analyze the relationship between a single dependent (criterion) variable and several independent (predictor) variables. The formula of multiple linier regressions as follows:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + e$$

Where:
Y   =   dependent variable (Consumer Behavior)
β_0 =   constant
$X_{1,2}$=   independent variable (emotions)
$\beta_{1,2}$ =   coefficient of the independent variable (emotion)
e   =   random error

RESULT AND DISCUSSION

Result
Reliability and Validity Test

This research uses Cronbach's Alpha model for the reliability test. The data will reliable if the value of Cronbach's Alpha is above 0.600. Table 3 shows the result with the Cronbach's Alpha is 0.763 which is the standard acceptance more than 0.600. It means the result of the data is considered reliable and accepted.

Table 3. Reliability Statistics

Cronbach's Alpha	N of Items
.745	3

Source: Data Processed 2014.

Validity refers to Corrected Item-Total Correlation in the table of Data Processed which is Item-Total Statistics. Either the whole variables are valid or not there are needed to be compared to r table statistic with df= n-2 with the probability of 0,05 for multiple regression analysis. In this research, researcher found that the value of R Table is 0.1966.

Table 4. Validity Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Positive Emotions	27.1600	32.580	.559	.677
Negative Emotions	30.4600	27.584	.484	.803
Consumer Behavior	25.0400	30.483	.720	.516

Source: Data Processed 2014.

All of variables from the Corrected Item-Total Correlation are higher than 0.1966. It means the data result for all variables are valid.

Multiple Linear Regressions

   The purpose of Multiple Linier Regression Analysis is to determine the effect or influence of the independent variables to dependent variables. Below is the result of Multiple Regression by using SPSS version 20.

Table 5. Multiple Regression Result

Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	6.225	.956	
	Positive Emotions	.517	.068	.552
	Negative Emotions	.252	.054	.337

a. Dependent Variable: Consumer Behavior
 Source: Data Processed 2014.

Multiple Regression model is as follow:

$$Y = 6.225 + 0.517X_1 + 0.252X_2$$

The explanations of the equation are as follow:

1. Constant 6.225 show the influence of Positive Emotion (X_1), Negative Emotion (X_2) and Consumer Behavior (Y). It means that, in a condition where all independent variables are constant (zero), Consumer Behavior (Y) as dependent variable is predicted to be 6.225.
2. Variable X_1 (Positive Emotion) has an effect to Y (Consumer Behavior) as many as 0.517. In condition where other variables are constant, if there is one unit increasing in X_1, Y is predicted to be increased by 0.517.
3. Variable X_2 (Negative Emotion) has an effect to Y (Consumer Behavior) as many as 0.252. In condition where other variables are constant, if there is one unit increasing in X_2, Y is predicted to be increased by 0.252.

Classical of Assumption

Multicollinearity

   The Multicollinearity problem refers to the Collinearity statistics in the tolerance and variance inflated factors (VIF) table. If the tolerance value more than 0.10 and the VIF less than 10, it indicates there is no multicollinearity.

Table 6. Multicollinearity Statistics

| Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Positive Emotions	.873	1.146
	Negative Emotions	.873	1.146

a. Dependent Variable: Consumer Behavior
 Source: Data Processed 2014.

   Table 6 shows the result of Collinearity Statistics. It shows the tolerance value of Positive Emotions and Negative Emotions are 0.873 and the VIF of Positive emotions and negative emotions are 1.146. It means all variables have tolerance value more than 0.10 and the VIF less than 10 so it indicates there is no multicollinearity of this result.

Normality

   The Normality can be seen by using the graph of P-P Plot of Regression Standardized Residual. The data can be distributed normally if the value of P-Plot follows the diagonal line of the graph. Figure shows the points or P-Plots follow the diagonal line in the direction diagonal line. It means that the data distribution is normal
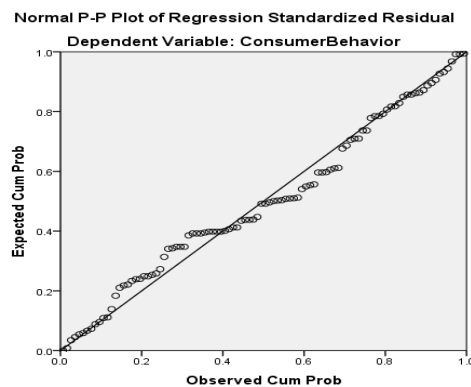
Figure 1. Normality Statistics
Source: Data Processed 2014

Heterocesdaticity

Heterocesdacity occur if there is no clear pattern and the points spread above and below 0 (zero) on the Y-axis, it does not occur heteroscesdacity. There is no certain pattern formed because all the plots are spread randomly above and below 0 (zero) on Y-axis. It can be concluded that there is no heterodescedascity.
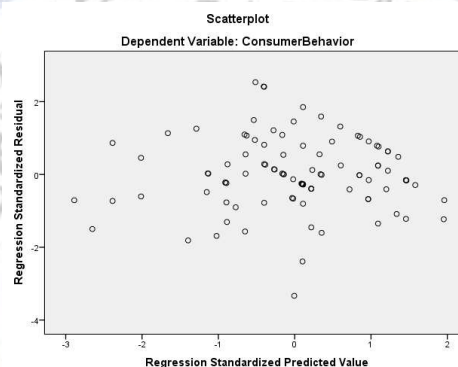
Figure 2. Heterocesdacity Statistics
Source: Data Processed 2014

Testing the Goodness Fit: Coefficient of Multiple Regression (R) and Coefficient Determination (R^2)

R and R^2 are used to see the relationship between independent and dependent variables.   The result is on R with the result of 0.742 indicates that there is a strong relationship between all of the variables with Consumer Behavior and with 0.550 or 55% impacted from the whole variables while the rest 45% other factors are not included into this research.

Table 8. R and R^2 Statistics

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.742[a]	.550	.541	1.88253

 a. Predictors: (Constant), Negative Emotions, Positive Emotions
 b. Dependent Variable: Consumer Behavior
   Source: Data Processed 2014

Hypothesis Testing

F-Test

The purpose of F- test is to see the simultaneous effect of independent variables (Positive and Negative Emotion) on Y (Consumer Behavior) as dependent variable. In determining the F-test, need to see the value of F-count and F-table. If F-count > F-table, Ha is accepted and if F-count < F-table, Ha is rejected. To identify the value of F-table, it can be calculated by using statistic formulation with

F-table = F.INV (0,05, k-1, n-k)
          = F.INV (0.05, k-1, n-k)
          = 0.0039
The ANOVA table below is the result of F-test as follow:

Table 9. F-Test Statistics

Model		Sum of Squares	Df	Mean Square	F	Sig.
	Regression	420.830	2	210.415	59.373	.000[b]
1	Residual	343.760	97	3.544		
	Total	764.590	99			

a. Dependent Variable: Consumer Behavior
b. Predictors: (Constant), Negative Emotions, Positive Emotions
Source: Data Processed 2014.

The value of F-count is 59.373 and the level of significant 0.000. Regression model of F-test can be defined F-count (59.373) > F-table (0.0039) which means H_0 is rejected and H_3 is accepted. The regression model can be used to explain that independent variable such as X_1 (Positive Emotion) and X_2 (Negative Emotion) simultaneously effect to dependent variable which is Y (Consumer Behavior).

T-Test
T-test is a test which is used to determine the significant effect partially of the independent variables X_1 (Positive Emotions) and X_2 (Negative Emotions) on Y (Consumer Behavior) as the dependent variable. In determining t-test, need to see the value of t-count and table. If t-count > t-table, H_0 is rejected and if t-count < t-table, H_0 is accepted. The value of t-table is obtained by following the statistic formulation which is
T-table = T.INV (0.05, n-k)
          = T.INV (0.05, 100-2)
          = -1.6605

Table 10. T-Test Statistics

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
	(Constant)	6.225	.956		6.511	.000
1	Positive Emotions	.517	.068	.552	7.574	.000
	Negative Emotions	.252	.054	.337	4.619	.000

a. Dependent Variable: Consumer Behavior
Source: Data Processed 2014.

All of t-count values are more than t-table (-1.6605) value with the calculation Positive Emotion (X_1) 7.574 and Negative Emotion (X_2) 4.619. The partial effects of each independent variable are explained as follows:

1. Positive Emotions and Consumer Behavior: The value of t-count of X_1 (Positive Emotions) is 7.574 and the value of t-table is -1.6605, t-count > t-table which means that H_0 is accepted and H_1 is accepted which means X_1 (Positive Emotions) has significant effect partially on Y (Consumer Behavior).
2. Negative Emotions and Consumer Behavior: The value of t-count of X_2 (Negative Emotion) is 4.619 and the value of t-table is -1.6605, t-count > t-table which means that H_0 is accepted and H_2 is accepted which means X_2 (Negative Emotions) has significant effect partially on Y (Consumer Behavior).

Hypothesis Result
Hypothesis result of this research are: Positive Emotions (X_1) and Negative Emotions (X_2) have very significant effect simultaneously on Consumer Behavior (Y) which means H_3 is accepted.Positive Emotion (X_1) has very significant effect partially on Consumer Behavior (Y) which means H_1 is accepted. Negative Emotions (X_2) has very significant effect partially on Consumer Behavior (Y) which means H_2 is accepted.

Discussion

Positive and Negative Emotions on Consumer Behavior

The result of the multiple linear regression analysis showed that negative emotions effect simultaneously on consumer behavior very significantly. This research supported by previous research of Kuneida (2013) that stated the positive and negative emotions significantly affects not only consumer judgment but also satisfaction. The result of this research is similar to Kuneida (2013) result which is both positive and negative emotions have significant effect on consumer behavior simultaneously. This research found that emotions effect on what kind of product that they buy, what brand that they buy, decision about buy or not the product, and how many product that they buy. Thus, the influence of emotions on judgment is directly proportional on satisfaction because both of them are part of consumer behavior.

Positive Emotions on Consumer Behavior

The result of the multiple regression analysis showed that positive emotions effect partially on Consumer Behavior very significantly. This result supports the previous research of Laros and Steenkamp (2005) that from the result of factor analysis of Laros and Steenkamp (2005) found that there are four basic positive emotions effect Consumer Behavior which is contentment, happiness, love and pride. Forwards the Laros and Steenkamp's (2005) result where this research takes three indicators in the Positive Emotions which are happiness, love and pride. All of the indicators have good result in this research that the indicators have very significantly effect on consumer behavior. There are several reasons from respondents why has positive emotions effect on consumer behavior. At the happiness indicator, happiness makes consumers forget to control their hobby which is shopping so the consumers will buy many products continuously. At the comfort, when consumers feel comfort in Matahari, they can forget the time.

Negative Emotions on Consumer Behavior

The result of the multiple regression analysis showed that negative emotions effect partially on consumer behavior very significantly. This result supports the previous research of Laros and Steenkamp (2005) that from the result of factor analysis of Laros and Steenkamp (2005) which are there are four basic negative emotions effect Consumer Behavior which are anger, fear, sadness and shame. Forwards the Laros and Steenkamp's (2005) result where this research takes four indicators in the Negative Emotions which are anger, fear, sadness and shame. All of the indicators have good result in this research that the indicators have very significantly effect on consumer behavior. There are several reasons from respondents why has positive emotions effect on consumer behavior. The effects relatively, it can be positive or negative. At the anger and sadness indicator, some consumers will not visit and buy product in Matahari because anger and sadness makes them loss of concentration, but for some consumers, by buying products, it will entertain them.

CONCLUSION AND RECOMMENDATION

Conclusion

The conclusions of this study are as follow:
1. All of variables of Consumer Emotions which are Positive Emotions and Negative Emotion have a very significant effect partially on Consumer Behavior. It means that hypotheses 1 and hypotheses 2 are accepted.
2. Consumer Emotions such as Positive Emotions and Negative Emotions have a very significant effect simultaneously on Consumer Behavior. It means that a hypothesis 3 is accepted.
3. Positive Emotions has more significant effect partially than Negative Emotions

Recommendation

The recommendations given are as follow:
1. To the future researcher, it is suggested that the future researcher might consider reinvestigating the effect of Emotions on Consumer Behavior in order to enhance the marketing.
2. To the marketer, it is recommended for Matahari Department Store Manado to pay attention deeply on consumers' emotions. Actually, it is very complicated in order to understand about consumers' emotions, because it is about the feeling that cannot be measured clearly. But, although it is complicated to measure,

the environment can arrange their emotions from negative to positive. Marketers can change consumers' negative emotion to positive emotion by repairing the layout, good music background and friendly employees so there is a comfort feeling to visit and buy in Matahari

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