

## **CHAPTER IV**

### **FINDINGS AND DISCUSSIONS**

In this chapter, the researcher will explain the findings from the research conducted by the researcher. The results of this study are used to see the youth's perception towards marketing and promoting the products through social media. Their perception can be either positive or negative.

#### **4.1. Respondent Demography**

As the researcher has mentioned in the previous chapter, the respondent were selected over certain criteria made by the researcher; they are >18 – 24 years old (youth) and have ever purchased a product via online. The respondents are assumed as the potential customers in Masashi Online Shop. The following table shows the demography of the respondents.

##### **4.1.1 Gender**

*Table 4.1  
Gender*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	23	35.9	35.9	35.9
	female	41	64.1	64.1	100.0
	Total	64	100.0	100.0	

**Source: SPSS 20**

The table above shows that there are 35.9% male respondents and 64.1% female respondents. The result shows that shopping via online is still dominated by female respondents. It also indicates that female have a higher interest in shopping than the male.

#### 4.1.2 Age

When it comes to business, it is very important for the owner to know their target market and the customers' age level. With the assumption that young generation tends to shop online, the age differences level will also influence their perception on the products. The table below shows the age distribution of the respondents.

Table 4.2  
*Age of the respondent*

	<u>Frequency</u>	<u>Percent</u>	<u>Valid Percent</u>	<u>Cumulative Percent</u>
1(18 years old)	6	9.4	9.4	9.4
2(19 years old)	22	34.4	34.4	43.8
3(20 years old)	16	25.0	25.0	68.8
Valid	4(21 years old)	8	12.5	81.3
	5(22 years old)	8	12.5	93.8
	6(23 years old)	4	6.3	100.0
	Total	64	100.0	100.0

Source: SPSS20

Based on the result above, it can be said that out of 64 respondents who were assumed as Masashi potential customers in this research, the online purchase is dominated by those in the age of 19 – 20 years old.

## 4.2 Findings

The result of the respondent's response about Masashi Online Shopping Shop is categorized into 2 categories. If the means value is higher than 3, it can be categorized as a positive response. If the means value is lower than 3, it is categorized as a negative response. The questionnaires consist of 10 statements distributed to 64 Masashi potential respondents and this questionnaire have 5 options.

### 4.2.1 Respondent' Perception Result towards Statement 1

Table 4.3

*Shopping masashi products in social media are more effective and efficient*

		<u>Frequency</u>	<u>Percent</u>	<u>Valid Percent</u>	<u>Cumulative Percent</u>
Valid	D	2	3.1	3.1	3.1
	N	12	18.8	18.8	21.9
	A	32	50.0	50.0	71.9
	SA	18	28.1	28.1	100.0
		Total	64	100.0	100.0

Source: SPSS 20

Table 4.3.1

*Descriptive Statistics Result of Statement 1*

	<u>N</u>	<u>Minimum</u>	<u>Maximum</u>	<u>Mean</u>	<u>Std. Deviation</u>
Shopping masashi products in social media are more effective and efficient	64	2	5	4.03	.776
Valid N (listwise)	64				

**Source: SPSS 20**

The first statement is aimed to find out the youth's perception towards the effectiveness and the efficiency of shopping via online. The result shows that this statement has a minimum score of 2 and a maximum score of 5. Around 80% respondents agreed that shopping Masashi products via online is more effective and efficient. There are 18% respondents who chose to be neutral, while the rest 3.1% respondents disagreed with the statement.

The mean of the statement 1 is revealed to be 4.03 which shows positive perception. The value of the standard deviation for this statement is quite high (0.776). By referring to the finding above, the researcher can conclude that the majority of respondents agreed that shopping online is more effective and efficient; they find that shopping online is time and cost saving. They can just scroll the screen, take a look at every product and choose the products they like from Masashi official account.

The respondents who disagreed with this statement might think that when they shop online, they cannot see and touch the product that Masashi sells directly. This can be a good suggestion for Masashi owner to open a Masashi

offline store, so people who do not like to shop via online can buy the products in the store.

#### **4.2.2 Respondents' Perception Result towards Statement 2**

Table 4.4

*Social media sites that masashi has enables me to seek out products and information easily*

		<u>Frequency</u>	<u>Percent</u>	<u>Valid Percent</u>	<u>Cumulative Percent</u>
Valid	N	10	15.6	15.6	15.6
	A	36	56.3	56.3	71.9
	SA	18	28.1	28.1	100.0
	Total	64	100.0	100.0	

Source: SPSS20

Table 4.4.1

*Descriptive Statistics Result of Statement 2*

	<u>N</u>	<u>Minimum</u>	<u>Maximum</u>	<u>Mean</u>	<u>Std. Deviation</u>
Social media sites that masashi has enables me to seek out products and information easily	64	3	5	4.12	.655
Valid N (listwise)	64				

Source: SPSS20

The second statement is aimed at knowing if the potential customers of Masashi products can seek out all the information about Masashi easily (reachable). The second statement has a minimum score of 3 and a maximum score of 5. Overall, the result shows that around 84.4 % respondents agreed with the statement and the rest 15.6% respondents chose to be neutral.

From table 4.4.1 above, the data shows that the mean score of statement 2 is 4.21 which refers to positive perception of the respondents. The researcher believes that almost all the respondents did not have any connection problems or any troubles while seeking the products and information from Masashi official website and Instagram.

#### **4.2.3 Respondents' Perception Result towards Statement 3**

Table 4.5

*It is easier to search information about Masashi from social media rather than mass media*

		<u>Frequency</u>	<u>Percent</u>	<u>Valid Percent</u>	<u>Cumulative Percent</u>
Valid	SD	2	3.1	3.1	3.1
	N	12	18.8	18.8	21.9
	A	31	48.4	48.4	70.3
	SA	19	29.7	29.7	100.0
	Total	64	100.0	100.0	

Source: SPSS20

Table 4.5.1

*Descriptive Statistics Result of Statement 3*

	<u>N</u>	<u>Minimu m</u>	<u>Maximu m</u>	<u>Mean</u>	<u>Std. Deviation</u>
It is easier to search information about Masashi from social media rather than mass media	64	1	5	4.02	.882
Valid N (listwise)	64				

Source: SPSS20

The researcher made the third statement in order to know whether social media has an important role in many aspects including the business or not. The data shows that statement number 3 has a minimum score of 1 and a maximum score of 5. The result revealed that most respondent agreed that Internet plays an important role in many aspects. There are 29.7% respondents who chose strongly agreed and 52% respondents who are just agreed that it is easier for them to find the Masashi product information from the internet rather than from mass media. Meanwhile, 18.8% respondents chose to be neutral.

Although most of the respondents agreed with the statement, there are still 3.1% of the total respondents who chose to disagreed with the third statement. The respondents who did not agree with the statement might think that they are not comfortable enough to find information from internet. They think that mass media still has an important role nowadays. With this finding, a suggestion emerges for the owner of Masashi to try promoting their product using all means, not just from the internet. Nevertheless, this statement is still indicated as a positive perception since the mean score of the statement is 4.04 and the value of the standard deviation for this statement is quite high compared to the previous 2 statements.

#### 4.2.4 Respondents' Perception Result towards Statement 4

Table 4.6

*From the customers' testimony in Masashi website and instagram influnces me to buy masashi products*

		Frequency	Percent	Valid Percent	Cumulative Percent
	D	2	3.1	3.1	3.1
	N	18	28.1	28.1	31.3
Valid	A	29	45.3	45.3	76.6
	SA	15	23.4	23.4	100.0
	Total	64	100.0	100.0	

Source: SPSS20

Table 4.6.1

*Descriptive Statistics Result of Statement 4*

	N	Minimum	Maximum	Mean	Std. Deviation
From the customers' testimony in Masashi website and instagram influnces me to buy masashi products	64	2	5	3.89	.799
Valid N (listwise)	64				

Source: SPSS20

Since the researcher found customer's testimony in Masashi official account, the researcher is interested to know whether it attracts the respondents to shop in Masashi or not. According to the table above, statement 4 has a minimum score of 2 and a maximum score of 5. More than

65% respondents are interested to buy the Masashi products because they saw the customer's testimony. Meanwhile, around 28% respondents chose to be neutral. It means that they might buy the product depending on their perception of the products. The rest 3.1% respondents chose disagreed with the statement. They neglected the existence of customer's testimony.

The 3.1% respondents means they are not interested to buy Masashi products since Masashi sells scarf and headband. More than 35% of respondent are male and they are not interested to buy scarf or headband or maybe some might be people who think that the testimony from the customers in Masashi official account are not trustworthy. They think that the testimony was made up by the owner of Masashi as one of the marketing strategy applied.

It can be conclude that the respondents who chose strongly agreed and agreed are mostly checked the testimony before they buy the product. The respondent who chose neutral considered that they rarely open the testimony and buy things because they like it. Meanwhile, the respondent who chose disagree and strong disagree are not interested if there is a testimony or not. Overall the mean of statement 4 is 3.89. Even though the value score is the lowest among other statements (3.89), but it still can be concluded as a positive perception from the potential customers since the score is above 3.

#### 4.2.5 Respondents' Perception Result towards Statement 5

Table 4.7

*Social media provides an effective platform for me to buy scarf from masashi*

		<u>Frequency</u>	<u>Percent</u>	<u>Valid Percent</u>	<u>Cumulative Percent</u>
Valid	D	2	3.1	3.1	3.1
	N	16	25.0	25.0	28.1
	A	25	39.1	39.1	67.2
	SA	21	32.8	32.8	100.0
	Total	64	100.0	100.0	

Source: SPSS20

Table 4.7.1

*Social media provides an effective platform for me to buy scarf from masashi*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	D	2	3.1	3.1	3.1
	N	16	25.0	25.0	28.1
	A	25	39.1	39.1	67.2
	SA	21	32.8	32.8	100.0
	Total	64	100.0	100.0	

Source: SPSS20

In the table 4.7.1, it can be seen that statement 5 has a minimum score of 2 and a maximum score of 5. There are 32.8% respondents who chose strongly agreed, while 40% respondents chose agreed and 39.1% respondents chose neutral. The rest 3% chose to disagreed with the statement. Around 3% respondents might not be interested to buy the

products from social media. Maybe they think that buying products offline is more trustworthy than buying it online.

It could be concluded from the result obtained that most of the respondent agreed with the statement that social media provides an effective platform for the potential Masashi customer to buy the Masashi products through more than 25% respondents were not so sure whether social media can facilitate them to buy Masashi products. The mean score of statement 5 is 4.02 which indicated that it got positive perception from the respondents.

#### **4.2.6 Respondents' Perception Result towards Statement 6**

Table 4.8

*The instructions displayed in Masashi website or instagram are very clear*

	<u>Frequency</u>	<u>Percent</u>	<u>Valid Percent</u>	<u>Cumulative Percent</u>
SD	2	3.1	3.1	3.1
D	4	6.3	6.3	9.4
N	7	10.9	10.9	20.3
Valid				
A	33	51.6	51.6	71.9
SA	18	28.1	28.1	100.0
Total	64	100.0	100.0	

**Source: SPSS20**

Table 4.8.1

*Descriptive Statistics Result of Statement 6*

	<u>N</u>	<u>Minimum</u>	<u>Maximum</u>	<u>Mean</u>	<u>Std. Deviation</u>
The instructions displayed in Masashi website or instagram are very clear	64	1	5	3.95	.967
Valid N (listwise)	64				

Source: SPSS20

The sixth statement is aimed to find out whether the instructions displayed in the Masashi official account (Website and Instagram) are very clear for Masashi potential customers or not. The term instructions here refers to the instructions of how to order and do the payment for the products, how to check the available stock and so on.

From the table above, this statement has a minimum score of 1 and a maximum score of 5. The researcher then conclude that Masashi online shop has already provided the instruction clearly since almost all the respondents (more than 70%) agreed with the statement. While around 10.9% respondents chose neutral and the rest 3.1% disagreed to the statement. The respondents who disagreed to this statement may think that the instruction on Masashi official account is not clear enough for them. With this result, it can be a good suggestion for the owner to make the instructions simpler and clearer. The mean score is 3.95 which is very high and it indicated a positive perception.

#### 4.2.7 Respondents' Perception Result towards Statement 7

Table 4.9

*The information displayed in Masashi website and instagram are easy to understand*

		<u>Frequency</u>	<u>Percent</u>	<u>Valid Percent</u>	<u>Cumulative Percent</u>
Valid	SD	4	6.3	6.3	6.3
	D	1	1.6	1.6	7.8
	N	10	15.6	15.6	23.4
	A	26	40.6	40.6	64.1
	SA	23	35.9	35.9	100.0
	Total	64	100.0	100.0	

Source: SPSS20

Table 4.9.1

*Descriptive Statistics Result of Statement 7*

	<u>N</u>	<u>Minimum</u>	<u>Maximum</u>	<u>Mean</u>	<u>Std. Deviation</u>
The information displayed in Masashi website and instagram are easy to understand	64	1	5	3.98	1.076
Valid N (listwise)	64				

Source: SPSS20

The result shows that statement 7 has a minimum score of 1 and a maximum score of 5. It is found that 35.9% respondents chose strongly agreed. Another 40.6% respondents agreed with statement number 7. Meanwhile 15.6% respondents chose to be neutral and 1.6% respondents chose disagree, the rest 6.3% chose to strongly disagreed with the statement.

From the 64 respondents, there are more than 7% respondents who gave negative answer to this statement. One possible reason why they did not agree with the statement is because they think that the information given is not clear enough. This can be a good suggestion for the owner to make the information to be more detailed. The researcher can conclude that most of the respondent agree that information in the Masashi official account is easy to understand. However, since the majority of the respondents agreed to this statement, the researcher think that maybe the information (the caption in the products picture and so on) in every picture is simple and to the point. The means score of this statement is 3.98 which is considered as a positive perception.

#### **4.2.8 Respondents' Perception Result towards Statement 8**

Table 4.10

*Masashi website and instagram provide accurate information about the product*

		<u>Frequency</u>	<u>Percent</u>	<u>Valid Percent</u>	<u>Cumulative Percent</u>
Valid	D	3	4.7	4.7	4.7
	N	9	14.1	14.1	18.8
	A	28	43.8	43.8	62.5
	SA	24	37.5	37.5	100.0
	Total	64	100.0	100.0	

**Source: SPSS20**

Table 4.10.1

*Descriptive Statistics*

	<b>N</b>	<b>Minimum</b>	<b>Maximum</b>	<b>Mean</b>	<b>Std. Deviation</b>
Masashi website and instagram provide accurate information about the product	64	2	5	4.14	.833
Valid N (listwise)	64				

Source: SPSS20

Based on the data analysis result, statement 8 has a minimum score of 2 and a maximum score of 5. The standard deviation for this statement is quite high. There are 37.5% respondents who are strongly agreed with the statement. 43.8% respondents just agreed to the statement. Meanwhile, the 14.1% respondents chose neutral and the rest 4.7% respondents did not agree with the statement above.

The total of respondents who chose to agree with the statement is higher than those who disagree. From the result obtained, the researcher can conclude that Masashi website and Instagram had already provided the accurate information about the products that Masashi sells. The researcher believes that Masashi is successful to provide the details and accurate information in every picture of the products. From the descriptive table above, it shows that the mean score of statement 8 is 4.14 and the researcher can include it as a positive perception.

#### 4.2.9 Respondents' Perception Result towards Statement 9

Table 4.11

*The Masashi website and instagram have interesting look*

		<u>Frequency</u>	<u>Percent</u>	<u>Valid Percent</u>	<u>Cumulative Percent</u>
	D	4	6.3	6.3	6.3
	N	7	10.9	10.9	17.2
Valid	A	33	51.6	51.6	68.8
	SA	20	31.3	31.3	100.0
	Total	64	100.0	100.0	

Source: SPSS20

Table 4.11.1

*Descriptive Statistics Result of Statement 9*

	<u>N</u>	<u>Minimum</u>	<u>Maximum</u>	<u>Mean</u>	<u>Std. Deviation</u>
The Masashi website and instagram have interesting look	<u>64</u>	<u>2</u>	<u>5</u>	<u>4.08</u>	<u>.822</u>
Valid N (listwise)	64				

Source: SPSS20

In order to attract the customer, the owner of the Masashi tried her/his best to make the Masashi official account looked interesting to attract the customer. It also makes the products different from others or limited edition. The Masashi Instagram account also has good feeds with an interesting look. From the table above, the researcher can see that almost all respondents agreed that Masashi official account has an interesting look.

This statement has a minimum score of 1 and a maximum score of 5. There are 31.3% respondents who strongly agreed and 51.6% respondent agreed with the statement above. Also, more than 10% respondents chose to be neutral and the other 6.3% respondents chose to disagreed. Meanwhile, the rest 1% of the total respondents chose to strongly disagreed. Maybe the reason why they did not agree with the statement is because they did not find that Masashi official account has an attractive look. The feeds or the theme of the website might be too boring and not creative enough for them. Nevertheless, more than 80% respondents agreed with the statement. The total mean score of this statement is 4.08 and the value of standard deviation for this statement is quite high (0.822) which indicated that this statement has a positive perception from the respondents.

#### **4.2.10 Respondents' Perception Result towards Statement 10.**

Table 4.12

*I like the look of Masashi website and instagram*

		<u>Frequency</u>	<u>Percent</u>	<u>Valid Percent</u>	<u>Cumulative Percent</u>
	D	4	6.3	6.3	6.3
	N	7	10.9	10.9	17.2
Valid	A	30	46.9	46.9	64.1
	SA	23	35.9	35.9	100.0
	Total	64	100.0	100.0	

Source: SPSS20

Table 4.12.1

*Descriptive Statistics Result of Statement 10*

	<b>N</b>	<b>Minimum</b>	<b>Maximum</b>	<b>Mean</b>	<b>Std. Deviation</b>
I like the look of Masashi website and instagram	64	2	5	4.13	.845
Valid N (listwise)	64				

Source: SPSS20

Statement 10 aims at finding out whether the Masashi website look and the Instagram feeds can be well received by the potential customers or the Masashi customers or not. Based on the data analysis result, statement number 10 has a maximum score of 5 and a minimum score of 2. More than 35% respondents strongly agreed to the statement and they have an interest to the look of Masashi official account. Meanwhile, around 46% respondents agreed with the statement, 10.9% respondents chose neutral. Another 6.3% respondents of this research chose disagreed. The respondents who did not agree with the statement might not be interested with Masashi official account's look. They might think that the design of the website of Masashi is not attractive enough for them.

The mean of this statement is 4.13, which is considered as a positive perception. Overall, there are more than 50% respondents assumed as potential customers who like the look of Masashi Website and Instagram.

### 4.3 Overall Discussion

Based on the research that the researcher has conducted in the Faculty of Language and Arts, Soegijapranata Catholic University in May to April 2018, the results showed that the respondents in this research who were assumed as Masashi potential customers have positive perception towards the use of social media as marketing tool at Masashi online shop. The researcher found that the statement number 4 has the lowest mean score in this research. Meanwhile statement number 10 has the highest mean score in this research. The following table describes the mean score obtained from each statement in this research:

Table 4.13

*Descriptive Statistics Result*

	<u>N</u>	<u>Minimum</u>	<u>Maximum</u>	<u>Mean</u>	<u>Std. Deviation</u>
Shopping masashi products in social media are more effective and efficient	64	2	5	4.03	.776
Social media sites that masashi has enables me to seek out products and information easily	64	3	5	4.12	.655
It is easier to search information about Masashi from social media rather than mass media	64	1	5	4.02	.882
From the customers' testimony in masashi website and instagram influences me to buy masashi products	64	2	5	3.89	.799

Social media provides an effective platform for me to buy scarf from masashi	64	2	5	4.02	.845
The instructions displayed in masashi website or instagram are very clear	64	1	5	3.95	.967
The information displayed in masashi website and instagram are easy to understand	64	1	5	3.98	1.076
Masashi website and instagarm provide accurate information about the product	64	2	5	4.14	.833
The masashi website and instagram have interesting look	64	2	5	4.08	.822
I like the look of masashi website and instagram	64	2	5	4.13	.845
Valid N (listwise)	64				

Source: SPSS20

As the researcher mentioned before, statement 4 has the lowest mean score. The researcher thought it is because more than 35% respondent in this research are male and they are not interested to buy the scarf or the headbands. On the other hand, statement 10 has the highest mean. It can be assumed that the design or the look of Masashi official account on instagram are interesting enough and can be well received by the community. Every individual has her or his own perception towards the use of social media as a marketing tool, it can be either positive or negative. Overall, the researcher can conclude that social media takes a very

important role while people especially youth choose to shop via online. The 10 statements show the positive response of the respondents. It means that marketing the products or services through social media nowadays give a lot of positive effects both for the buyers and the sellers especially for the Masashi customers or the potential customers.

The usage of social media can simplify the process of delivering information. Shopping via online is more efficient and effective because its time and costs saving. The factors that influences the person to buy online is a promotional strategy via online. With the social media, company can reach their target market and the product can be known faster. The result of this research showed that marketing through social media is expected to change the perception of someone who initially did not want to buy the product change their mind to buy the product. This is the power of marketing via online itself. Compared to promoting via mass media, promoting the product from social media is more efficient and effective. Many young generation nowadays use internet every day for some purpose also they find it is easier to shop online since they can find the information easier.