



The Impact of Empirical Marketing on Customer emotions of Foreign Sports Brands selected in Tasikmalaya

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ABSTRACT

Introduction & Objective: Nowadays, brands are seeking to retain and attract customers and inevitably offer products to them and use methods that increase their satisfaction. On the other hand, the topic of customer emotions is considered the interested topics of researchers because it can be the factors that may have an impact on sales. According to the newness of the empirical marketing and the lack of sufficient research in this field in Indonesia especially in the field of sports marketing and in order to fill the existing gap, the purpose of the present study is to evaluate empirical marketing on customer emotions and satisfaction of foreign sports brands selected in Tasikmalaya. **Methodology:** The research population is customers of sport brands in Tasikmalaya and the statistical sample was the customers of four selected brands, Nike, Adidas, Reebok and Puma. Sample numbers 349 were calculated using software and sample size was obtained. Random sampling and research tool were standard questionnaire of Tsaui 2007 and data processing has been performed through PLS software. SPSS22 was used in the descriptive statistic section. **Discussion & Conclusion:** The results showed that empirical marketing structure affected emotions variable as well as emotions structure affected satisfaction variable at 99% confidence level. So, emotions are one of the cases that accompanied with customer satisfaction in empirical marketing and managers need to take a deeper look at the emotions.

1. Introduction

Empirical Marketing: A key element of the marketing concept is customer satisfaction, and today customers are not easily satisfied with modern technology and high quality of product. In some cases, customer satisfaction is not enough alone, so the need for using modern marketing is quite tangible. This new marketing focuses on the emotions and consequently, the formation of the customer emotions. This marketing which can act at a higher level and on the other hand, traditional marketing was formed in response to the industrial age, it is not appropriate for the information, branding and business communications era (Perry, 2002). Shaz Smilansky (2017) in his Sensory Marketing book says that traditional approaches are losing their effectiveness. Marketers found that traditional media channels and one-way communications are losing their effectiveness, as well as technology is considered another factor for the process of reducing the success of traditional media channels, so empirical marketing is a new strategy that helps customers to communicate with the brand, products and services through sensor. Empirical marketing has been defined as a management process to create and provide experiences to consumers and satisfy the spiritual needs during the consumption process and improve the degree of consumer loyalty through the unique value of the experience (Smiansky, 2017). Empirical marketing is defined as a memorable experience that is deeply in the customer's mind (Li Wiang, 2011). This kind of marketing helps customers to communicate with the brand, products and services through sensor. From now on, the share of companies and brands is not just in the market, but in the heart and mind of the customer, and this is the focal point of empirical marketing (Li Wiang 2010). Schmidt (1999) proposed strategic sense as a tactical tool of empirical marketing that consisted of five types of consumer experience that form the basis of empirical marketing: senses, feeling, thought and practice and interaction (Holton et al. Et al., 2009). The realm of senses is related to create sensory experiences through the five senses (visual, auditory, olfactory, gustatory and tactile). Thought realm that is related with the intellect and wisdom and encourages consumers to participate and engage in creative thought, this may lead to a reassessment of the company and products. Practice realm that target change and the practical impact on experiences, lifestyles and interaction. Interaction realm that relate to the personal need that is understood by others (friends, family, partner) and the relationship of a person is related to the wider social system. Customer Satisfaction: Cutler writes in the definition of satisfaction: pleasant or unpleasant emotions arise from comparing the customer's mental performance compared to his expectations. Satisfaction is function of subjective performance and expectations, if the product performance is appeared below expectations, the customer is unpleasant, if the product performance is appeared above expectations, the customer is very pleasant, and if the product performance is appeared at the expected level, the customer is satisfied and pleasant. High pleasant with great satisfaction creates not only a rational preference but also a kind of emotional attachment to the brand of the product (Smith, 1999). Customer satisfaction is the starting point for establishing a long-term relationship between the organization and their customers. Satisfaction is as a mental state of mind in which individual needs, desires, and expectations arising from the services provided by the goods are met or beyond the level (Cutler, 2010). Payn and Gilmour stated that customer satisfaction is measured based on the customer experience, in which satisfaction depends much on the customer's evaluation from the product or services that relates to the individual's experience from that

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product and their expectations from product quality. Customer satisfaction is defined as the feeling or attitude of a customer to a product or service after using it.

Emotion: The interaction of emotion and logic in the human mind has interested poets, philosophers, and psychologists. Shakespeare, Sigmund Freud, and Bertrand Russell have attempted about the nature of the relationship that guides these ancient aspects of the human psyche. This relationship is especially important for those who are pursuing a business. For example, marketing and advertising specialists have always used emotional and logical attractions to provide ideas, goods and services. (Anton, 1999) Thus, it seems that the brain has two different functional ways to know. Knowledge through familiarity (emotion) is the holistic and hybrid combination of sensory data from actual internal and external environments and knowledge through explanation (logic), which nowadays, the importance of the first method, I.e, emotion is evident more than ever. And organizations are trying to join this global modern cycle for survival of the organization and in order to achieve global markets, and we will need international experiences in this field.

So it is necessary to test empirical marketing in different communities of the country and in this case, the necessity of this research will be more felt. The whole objective of this study was to determine the impact of empirical marketing on customer satisfaction of foreign sports brands selected in Tasikmalaya which the following three hypotheses were considered.

Hypothesis 1: Empirical marketing affects the customer emotions of foreign sports brands selected in Tasikmalaya.

Hypothesis 2: Emotions affect the customer satisfaction of foreign sports brands selected in Tasikmalaya.

Hypothesis 3: Empirical marketing affects customer satisfaction of foreign sports brands selected in Tasikmalaya.

2. Methodology

The present study is applied objectively and it is a descriptive-correlational research in terms of data collection. The statistical population of this research is the customers of all foreign sports brands selected in Tasikmalaya. And the statistical sample was customers of four selected brands Nike, Adidas, Reebok and Puma. Sample selection was by random convenience sampling method. The sample size was 345 people who were selected from convenience sampling and according to Cochran formula for unrestricted population with error level of 5%. The tool of data collection was questionnaire with a 5-point Likert scale that standard questionnaire of Tsaor 2007 was used for empirical marketing dimensions, and the questionnaire of "Park, J. H., & Park, J. W (2015)" was used for the variables of emotions, satisfaction and loyalty. Then the questionnaire was tested in terms of content validity and face validity. After removing problems by CVI and CVR forms, it was measured in terms of content and questions were localized based on cultural, social and environmental status of the respondents. Also, Cronbach's alpha was used for reliability of the questionnaire for reflective variables of emotions and satisfaction, which were 0.896 and 0.763, respectively. And finally, after data collection, the construct validity was verified with the software PLS.

3. Findings

According to charts and frequency tables, 51.3% of respondents were female and 48.7% of respondents were male. According to the observed frequency, 12% of the respondents have a diploma, 6.6% have an associate degree, 37.5% have a bachelor's degree, 39.6% have a bachelor's degree, 34.4% have a master's degree and 8.6% have a doctorate degree. Also, 0.9% of the respondents did not enter their educational information and according to the observed frequency, 2.3% of the respondents were up to 20 years old, 19.5% were 20-25 years old, 27.5% of the respondents were 26-30 years old, 19.5% of them were between 31 and 35 years old, 6% were 36-40 years old, 3.2% were 41-45 years old and 2.9% were over 45 years old. Also, 19.2% of respondents did not enter their age information.

In defining measurement models, the empirical marketing structure with the components of sensory experience, emotional experience, intellectual experience and practical experience, the measurement model is hybrid and for the structure of emotions, satisfaction, and loyalty, the measurement model is reflective. For reflexive reliability, one-dimensionality or homogeneity test was performed; all factor loadings were above 0.7. According to the values obtained from components with reflexive indices, none of the measuring indices of latent variables were excluded from the reflexive measurement model and Cronbach's alpha test and hybrid and joint reliability tests were performed. Cronbach's alpha for emotions and satisfaction variables were 0.896623 and 0.763434, respectively. The hybrid reliability number was obtained 0.935145 and 0.863418, and joint reliability coefficient of 0.827800 and 0.679943 were obtained, respectively, that all coefficients of Cronbach's alpha were above 0.7 and all hybrid reliability was 0.7, and all joint coefficients were above 0.5. Two series of convergent validity and divergent validity tests were performed for the reflexive measurement model which all convergent validity conditions were in accordance with the table. Also, the factor loading matrix and other tests were used to measure divergent validity. The correlation of each research question with its corresponding variable was at least 0.1 higher than the correlation of that index with other variables which indicating that divergent validity of measurement models is appropriate. In addition, the indices did not have critical linearity with each other and they were examined in this regard.

Table 1. The path coefficients of the relationship between structures with their corresponding components

Path coefficients	The relationship between structures with their corresponding components
0.852156	1. The relationship between the empirical marketing structure and the component of sensory experience
0.852330	2. The relationship between the empirical marketing construct and the component of emotional experience
0.809813	3. The relationship between the empirical marketing structure and the component of intellectual experience
0.869537	4. The Relationship between empirical marketing structure and component of practical experience

All of these relationships were significant at the 99% confidence level. Therefore, none of the components are removed from the model. According to the amount of path coefficients in the table, practical experience has the largest share and intellectual experience has the least share in measuring empirical marketing structure.

Table 2. Significance of path coefficients of the relationship between structures with their corresponding components

T VALUE	The relationship between structures with their corresponding components
49.495800	1. The relationship between the empirical marketing structure and the component of sensory experience
45.320463	2. The relationship between the empirical marketing construct and the component of emotional experience
40.237545	3. The relationship between the empirical marketing structure and the component of intellectual experience
55.929373	4. The Relationship between empirical marketing structure and component of practical experience

The significance of the main hypotheses of the study was investigated.

Table 3. Path coefficients of the relationship of main research variables

Path coefficients	Main research hypotheses
0.582844	1. Empirical marketing structure affects the emotions variable.
0.480440	2. Variable of emotions affects the satisfaction variable.
0.318510	3. The empirical marketing structure affects the satisfaction variable.

Then, the significance of these path coefficients between the main structures of the study was investigated.

Table 4. Significant Path Coefficients

T VALUE	Main research hypotheses
14.436144	1. Empirical marketing structure affects the emotions variable.
7.753516	2. Variable of emotions affects the satisfaction variable.
4.823065	3. The empirical marketing structure affects the satisfaction variable.

According to the information in the table, based on the t-statistic, all three hypotheses were confirmed at 99% confidence level. Empirical marketing structure affects emotions variable at 99% confidence level as well as emotions structure affects the satisfaction variable at 99% confidence level and empirical marketing structure affects satisfaction at 99% confidence level. Also, the obtained value of R Square for emotions and satisfaction variables was 0.823028 and 0.330700, respectively. This value represents the correct selection of variables from the research literature and a very good development of the research model. The index of quality of total model i.e a combination of measurement model and structural model was investigated that 59% was obtained that according to the old sources, it has a good fit. Also, the model has good quality.

4. Discussion and conclusion

Given that all the research hypotheses were confirmed and based on the research conducted by Goodarzi (2013), the first hypothesis was consistent with other research because of the strong support of the theory and it was confirmed. To investigate the second hypothesis of the study that "Empirical marketing affects the customer satisfaction foreign sports brands selected in Tasikmalaya, according to the information presented in the table, it can be concluded that empirical marketing structure affects satisfaction variable significantly at 99% confidence level based on the statistics. It has a significant impact. And, according to Schmidt (1999), empirical marketing focuses on consumer experiences and it has a positive effect on consumer behavior, and based on the research by Ruz Farakh (96) and Niri Chengi (95), in which empirical marketing has a positive effect on customer satisfaction and loyalty and the theoretical research by Mighan (96), Ghulich Khani (95), Zadfar (96), Oztork (2015), Moriera (2017) concluded that empirical marketing predicts customer satisfaction and it has a positive relationship on customer satisfaction. Also, in confirming the hypothesis that "emotions affect the customer satisfaction of foreign sports brands selected in Tasikmalaya, the present study due to strong support of theory is consistent with other researches discussed above (Sabil Hussein, 2017) and has been confirmed in this study. Theoretical theories of research that emotions have a significant role in the studies of consumer behavior, also Shakespeare, Sigmund Freud and Bertrand Russell have all tried about the nature of emotion and logic nature that guides ancient aspects of the human psyche. This relation is important for those who follow a business. For example, specialists of marketing and advertising have always used emotional and logical attractions to provide ideas, goods and services (Ladhour, 2009).

And, based on previous research, the present study is consistent with other research, and because of the strong theoretical foundations, these three hypotheses were confirmed.

Empirical marketing has been considered by researchers in recent decades and it has been introduced as a new industry solution. Regarding the definitions that have been experienced, it can be recognized that experience is a specific economic proposition, or product or service. On the other hand, the fundamental concepts of satisfaction in marketing are important and also the emotion has a significant role in the studies of consumer behavior. Therefore, all managers and brand marketing agents in the store are proposed to focus on the emotion factor, which is a typical word in today's marketing research, and it is proposed to focus on the factors that cause emotion and pleasure while shopping, for example an interior attractive and sport design related to the proper and attractive product or decoration or promotions in the store can lead to emotion. Paying attention to this factor can increase customer satisfaction, which is the most important asset of an industry, since empirical marketing has dimensions of sensory experience, emotional experience, intellectual experience and practical experience. So it is proposed to managers of sport brands to apply "five sensory stimulations" whether in advertising or in interior design of store in all branches of brands. In other words, when entering the store, both advertising and decoration of store stimulate their sense of sight, sense of hearing, and sense of olfactory by applying a good and memorable fragrance in store and memorable music. They should consider other aspects of this new marketing, as well as

it is proposed to all managers of sport brand to give the opportunity of practical use of products to customers, for example a sampling (before buying) from a new product gives the customer the experience opportunity. This experience can lead to satisfaction and ultimately brand loyalty. For future research, it is also recommended to future researchers to investigate this research with other sports brands that may be less popular or in other cities and provinces and compare the results with the results of this study.

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