

# Elderly Motivation in Smartphone Purchase

1<sup>st</sup> Ainur Rochmaniah  
 Communication Study Program  
 Universitas Muhammadiyah Sidoarjo  
 Sidoarjo, Indonesia  
 ainur@umsida.ac.id

2<sup>nd</sup> Elisha Widya Putri  
 Communication Study Program  
 Universitas Muhammadiyah Sidoarjo  
 Sidoarjo, Indonesia  
 elishawidyaputri077@umsida.ac.id

3<sup>rd</sup> Totok Wahyu Abadi  
 Communication Study Program  
 Universitas Muhammadiyah Sidoarjo  
 Sidoarjo, Indonesia  
 totokwahyuabadi@umsida.ac.id

**Abstract**— The cellphone company has produced a variety of more innovative and sophisticated smartphones each year targeting all consumers, from children to the elderly. More than 10% of smartphone users are elderly. This research aims to analyze the effect of motivation of the elderly and brand image on smartphone purchase decisions in Sidoarjo District. The research location in Sidoarjo District with a sample of 78 elderly people and sampling using random sampling. Data collection through questionnaires and data analysis with multiple regression. The results of the research concluded that the motivation of the elderly and brand image had an effect simultaneously. While the elderly motivation variable partially influences smartphone purchase decisions.

**Keywords**— motivation, elderly, brand image

## I. INTRODUCTION

Communication technology has experienced very significant developments in recent years, it proved by the various communication tool products in the community. Based on data released by the research institute of International Data Corporation (IDC) for the second quarter of 2018 the highest smartphone sales rate in Indonesia can be illustrated with the following graph:

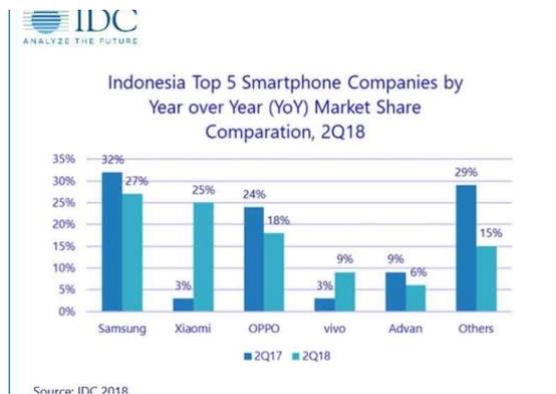


Fig. 1. Indonesia Top 5 Smartphone Companies

The results of research by IDC, the Samsung Company, a smartphone brand from South Korea is still in the first position with a 27 percent market share. Next, Xiaomi is in second position with 25 percent market share. Oppo is in the third position with 18 percent market share, then Vivo is in the fourth position with a 9 percent market share. The last position is Advan, the only local smartphone brand in the top five, with 6 percent market share.[1]

Cellphone companies have produced a variety of smartphones that are more creative, innovative, and exclusive with the target of all levels of consumers, both children to

adults and even the elderly, so that the company must improve its promotion strategy according to the desired segmentation so that the company can be in the expected position. Nova explained that about 10% of total smartphone users are elderly (aged 55 - 60 years and above). [2]

The research published in Journals of Gerontology Series B, states that socializing online can reduce depression in the elderly, this is because the use of social media to interact with family and friends makes the elderly more relaxed. Especially if you remember that most elderly stay at home and suffer pain. [3].

Research from several experts explains that the use of social media can have a positive impact on the lives of the elderly. Guevara[4], the use of digital technology such as computers and smartphones connected to the internet can increase knowledge about health, hobbies, news, and connecting family members and friends through social media. Zhang and Kaufman also stated that the existence of social media in the lives of the elderly will create benefits in the form of the development of friendships among elderly in a particular region and increase intergenerational communication.[5]

But in reality, the elderly as one of the potential consumers of smartphones experience technology stuttering and difficulties in adopting social media technology which has an impact on their motivation to use smartphones. Stanford describes motivation as a condition that moves people toward certain goals. So it can be said that motivation is an impulse of individual needs and desires directed at the goal of gaining satisfaction. [6]

According to Setiadi, there are two classifications of motivation, they are: (1) Rational motivation, purchases which are based on the reality shown by consumer products and are functional and objective product attributes, such as product quality, product prices, product availability, the usability efficiency of the goods is acceptable. (2) Emotional motivation, purchases related to feelings, pleasures that can be captured by the five senses for example by owning the goods can improve social status, the role of the brand makes the buyer show their economic status.[7]

On the other hand, Syahril's research (2017) had the conclusion that there is an influence of consumer motivation on the decision to buy cellphone products. [8]

This provides an opportunity for communication technology companies to increase sales through various marketing strategies, one of them is by introducing a brand image to the elderly.

Rangkuti, defines a brand (brand image) is the brand perception associated with brand associations that stick in consumers' memories. Brand image includes brand identity, brand personality, brand association, brand attitude and behavior, and brand benefit and competence.[9] While Hutami's research (2016) concluded that brands have a positive and significant influence on purchasing decisions of Xiaomi smartphone products. [10]

The research above shows that the brand image of every smartphone has an influence on consumer purchasing decisions, where one element is motivation.

The purpose of this research is to analyze the influence of motivation of the elderly and brand image on smartphone purchase decisions in Sidoarjo District. The hypothesis of this research states that there is a significant influence of elderly and brand image motivation both partially and simultaneously on smartphone purchase decisions in Sidoarjo District.

**II. METHOD**

This research used a quantitative approach, with populations of pre-elderly (45 years - 60 years) and Elderly (60 years and over) in Sidoarjo District were 278 people (according to BPS data in 2017), and samples taken with Yamane formula, amount to 78 people. Then the sample was taken through a random sampling technique from all respondents lived in Sidoarjo District.

Primary data collection is done by distributing questionnaires to the elderly. Questions are prepared with regard to variables from elderly motivation which include: rational motivation and emotional motivation; brand image includes indicators of brand identity, brand personality, brand association, brand attitude & behavior, brand benefit and competence; purchasing decisions with problem recognition indicators, information search, alternative evaluations, purchasing decisions, and post-purchase behavior. After primary data is collected, then processed and analyzed using multiple regression with the help of SPSS V21.0 application. Multiple regression analysis to test the influence of elderly and brand image motivation variables on smartphone purchase decisions.

**III. RESULT AND DISCUSSION**

This research took a sample of 78 respondents consist of pre-elderly and elderly who live in Sidoarjo District. The Indonesian government has set the age limit for the pre-elderly group (45 - 59 years) and the elderly group (60 years and over).

The hypothesis of this research is that there is a significant influence of the elderly motivation and brand image both partially and simultaneously towards smartphone purchase decision in Sidoarjo District.

TABLE I. MULTIPLE REGRESSION

No	Variable	Coefficient Regression	t-count	Sig
1	Constants	8,808	1,812	,074
2	Elderly Motivation (X1)	1,081	5,328	,000
3	Brand Image (X2)	-,174	-1,413	,162

Information:

N	: 78	R	: 0,582
R Square	: 0,338	df	= 1
Adjusted R square:	0,321	Sig F	: 0,000
F count	: 19,186		
Sig	: 0,05		

Data Distribution : Normal

Durbin Watsons	: 1,6851 ≤ 1,091 ≥ 2,3149
Model Equation	: Y = 8,808 + 1,081X1 + (-0,174)X2
Predictors	: Motivation and Brand Image
Dependent Variable	: Purchasing Decision

The F test in table 5 states that the motivation of elderly and brand image together and positively influences the smartphone purchase decision with a significance F count (0,000) smaller than  $\alpha$  (0,05). The coefficient (R2) the effect of two X variables on purchasing decisions is 0,321. It shows that the influence of elderly motivation and brand image on smartphone purchase in Sidoarjo District is 32,2 percent and 67,8 percent is influenced by other factors.

Partially, the elderly motivation variable influences purchasing decisions with a significance of t-count 0,000 less than 0,05. Zhang and Kaufman state that the existence of social media in the lives of the elderly will create benefits in the form of the development of friendships among elderly in a particular region and improve intergenerational communication.

Brand image does not affect purchasing decisions, with the significance acquisition of t-count 0,162 more than 0,05. The results show that the elderly respondents choose and use a smartphone because of the need and desire to communicate with family and friends far from home.

**IV. CONCLUSION**

This research concludes as follows: 1) Elderly motivation and brand image influence together and simultaneously with a coefficient of determination of 32,2%. 2) Elderly motivation variable partially influences smartphone purchase decisions while brand image does not affect purchase decisions because elderly uses smartphones for their needs and desires to communicate and establish relationships with relatives and friends who are far apart. Smartphone for the elderly is not for lifestyle and does not have to be expensive, but a smartphone that is easy to use for the phone and send messages.

With the results of this research, the entrepreneurs can produce simple smartphones specifically for the elderly with features that are easy to be learnt and easy to remember.

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