The Influence of Gender, Age, Personal Selling and Brand Activation on Consumer Purchase Intentions on Xiaomi

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Abstract. Competition and prospecting in the business world today is getting tight. It is also felt by businesses such as Xiaomi. Many other attempts that have sprung up with the characteristics of each. That customers are satisfied and do not move to another place, then the company should know the factors that affect customer satisfaction. Customer satisfaction can be created through pricing, quality products and quality service. In particular, this study discusses customer satisfaction's Xiaomi. This study examined four independent variables, gender, age, personal selling, and brand activation. The purpose of this study was to determine the effect of the four independent variables on purchase intention. This research was conducted by using a questionnaire to 60 Xiaomi customers obtained using purposive sampling technique. Then analyzed the data obtained by T-Squared Hotelling test, Goodness of Fit test through regression coefficients, logistics regression analysis, and correlation test. Testing the suitability of the model using Hotelling's T-Squared, the error probability value is 0% which is smaller than the 10% error rate. This shows that the logistic regression model is suitable for testing the effect of gender, age, personal selling, and brand activation on purchase intention. With five classifications of consumer purchase value levels which include Y = 1 (strongly disagree), Y = 2 (disagree), Y = 3 (undecided), Y = 4 (agree) and Y = 5 (strongly agree) the appropriate logistics regression model is obtained as follows:

$$[y = 3] = 5.460 - 1.147x1 + 0.515x2 + 0.255x3 + 0.378x4$$
$$[y = 4] = 8.866 - 1.147x1 + 0.515x2 + 0.255x3 + 0.378x4$$

The logistics regression model shows that consumers purchase intentions are still in a position of hesitation and agree to choose Xiaomi products, where of the four independent variables, gender and brand activation variables have a significant effect on purchase intention with a Nagelkerke correlation value of 0.525.

Keywords: gender · age · personal selling · brand activation · purchase intention

1 Introduction

Along with the development of the times, people's lifestyles have also changed greatly. The cause is a significant change in people's consumption power. The impact of the Covid-19 pandemic has resulted in an additional need for communication tools as online learning media. With the online learning policy during the pandemic, the need for communication technology is increasing. This has an impact on the people's consumption of smartphones. Smartphones are one of the tools used as online learning media. From 2018 to February 2022, the data on the number of smartphone usage increased significantly. Based on data from Stock Apps in July 2021, smartphone usage in the world reached 5.3 billion. This number is 67 percent of the world's population [1].

A report from the International Data Corporation in April 2022 revealed that Samsung had a 23.4% share of the smartphone market. While in the second position is occupied by Apple with a percentage of 18% and the third position is Xiaomi with 12.7% [2]. This shifts Xiaomi's existence in Indonesia in 2018, being in second place, just below Samsung according to the Canalys survey [3].

Based on the data above, one of the communication tool companies, Xiaomi, took a policy to restore marketing by using a personal selling strategy. Personal selling is the P2P process that communicate. Personal selling's application to healthcare has been ignored by virtually [4]. Referring to Ho-Taek Yi research, personal selling is an important component for improve the marketing capability [5]. Referring to the research of Bateman & Valentine, shows that trust in salesperson capacity can increase customer purchase intention [6].

In addition to personal selling, brand activation also has an influence in marketing strategy. Brand Activation is an activity carried out by marketers of a brand to activate the interest of consumers to try or use certain products so as to create long-term relationships with customers [7]. In addition, another factor that needs to be considered in the purchase intention strategy is to look at the age and gender of the customer who influence the sale of an item. Referring to the research by Madahi & Sukati, consumers with a young age range of 17–21 years greatly affect purchase intention because they are more open to experience and don't really care about price [8]. Gender has a positive influence on purchase intention and women have a more significant effect because it could be that women are more influenced by friends or coworkers [9].

Based on this background, this study will examine the effect of age, gender, personal selling and brand activation on purchase intention by consumers in purchasing Xiaomi smartphones.

2 Methods

2.1 Types and Research Approach

This type of research uses an explanatory research approach. Explanatory research, also known as causal research, is a type of research that describes the relationship between two or more variables. In this study, explanatory research was applied with a survey research method through the distribution of questionnaires in collecting data. This study uses quantitative data types. Quantitative data is data in the form of numbers that is used as a tool to analyze information about what things you still want to know [10].

The data used are primary data, namely data obtained directly by researchers, either from the main source or from distributing questionnaires to 60 respondents. The primary data that has been collected is obtained directly through the distribution of questionnaires to Xiaomi Smartphone consumers.

2.2 Data Analysis

The data in this study uses 5 variables with the dependent variable being purchase intention (Y) and the independent variables, namely:

X1 : Gender
X2 : Age
X3 : Personal Selling
X4 : Brand Activation

Analysis of the data used to examine the effect of age, gender, personal selling and brand activation on purchase intention by consumers in purchasing Xiaomi smartphones using logistic regression analysis method with five classifications levels:

1 : strongly disagree
2 : disagree
3 : undecided
4 : agree
5 : strongly agree

3   Results and Discussion

Respondents in this research were 60 Xiaomi Smartphone customer in the city of Malang. Based on the questionnaire questions that have been distributed, respondents who make more decisions in purchasing Xiaomi Smartphones are under the age of 21 are 33 customer (55%), while those aged 21 and over are 27 customer (45%). In addition, based on a survey that has been carried out, female customer as many as 38 (63%) compared to male customer only 22 respondents (37%).

Testing the effect of age, gender, personal selling and brand activation on purchase intention by consumers in purchasing Xiaomi smartphones using logistic regression analysis methods [8]:

$$\log[\Pi(x)] = \alpha + \beta x \tag{1}$$

Testing the suitability of the model using Hotelling's T-Squared, the error probability value is 0% which is smaller than the 10% error rate (Table 1).

Based on Table 1, it is found that the Hotelling Test value is less than 10%. This shows that the logistic regression model chosen to examine the effect of age, gender, personal selling and brand activation on purchase intention by consumers in purchasing Xiaomi smartphones is correct. The formulation of the hypothesis in this study which is proposed for making decisions on the chi square test include:

H0 = There are no influence the effect of gender, age, personal selling, and brand activation on purchase intention.

Table 1. Hotelling's T-Squared Test

Hotelling's T-Squared Test				
Hotelling's T-Squared Test	F	Df1	Df2	Sig
5936.559	1408.675	4	56	.000

Ha = There are influence the effect of gender, age, personal selling, and brand activation on purchase intention.

This result is also supported by the Goodness of Fit test in Table 2 with a Deviance value of 83.6% which is greater than the 10% error level, this shows that H0 is rejected, there are influence the effect of gender, age, personal selling, and brand activation on purchase intention.

This result is also supported by the Goodness of Fit test in Table 2 with a Pearson value 13.5% greater than the 10% error level and deviance value of 83.6%.

After getting the right model testing, the next step is to find the estimated parameter values from the logistic regression model (Table 3).

Table 2. Goodness of Fit Test

Goodness-of-Fit			
	Chi-Square	df	Sig.
Pearson	96.213	82	.135
Deviance	69.476	82	.863
Link function: Logit.			

Table 3. Parameter Estimates Test

		Parameter Estimates				
		Estimate	Std. Error	Wald	df	Sig.
Threshold	[Y = 3]	5.460	3.440	2.519	1	.112
	[Y = 4]	8.866	3.569	6.170	1	.013
Location	X1	-1.147	.645	3.161	1	.075
	X2	.515	.576	.792	1	.373
	X3	.255	.237	1.160	1	.281
	X4	.378	.147	6.587	1	.010

Table 4. R Square Test

Pseudo R-Square	
Cox and Snell	.226
Nagelrekre	.276
McFadden	.150
Link function: Logit.	

Based on the results of the parameter estimation, the logistic regression model is obtained:

$$[y = 3] = 5.460 - 1.147x1 + 0.515x2 + 0.255x3 + 0.378x4$$
$$[y = 4] = 8.866 - 1.147x1 + 0.515x2 + 0.255x3 + 0.378x4$$

Based on Table 3, the logistics regression model shows that consumers' purchase intentions are still in a position of hesitation and agree to choose Xiaomi products, where of the two independent variables, gender and brand activation variables. Meanwhile, age and personal selling have no effect on purchase intention by consumers in purchasing Xiaomi smartphones.

Of the 5 classifications of consumer purchases, 60 respondents stated that they were undecided (Y = 3) and agreed (Y = 4) in choosing Xiaomi smartphone products. Based on the Wald test using the odds ratio value, the gender variable (X1): $\Psi = 5.460$, which means that the chances of consumers choosing Xiaomi products are 5.46 times more interested than other products. Variable brand activation (X4): $\Psi = 8.866$, which means that consumers are 8.86 times more likely to choose Xiaomi products than other products.

Table 4 Using the pseudo R Square Nagelkerke 27.6% and the correlation value of the influence of gender and brand activation on consumer buying interest in purchasing Xiaomi smartphones of 52.5%. This shows that the effect of gender and brand activation is higher than age and personal selling.This shows that out of 60 respondents, 52.5% choose a xiaomi smartphone as a communication tool and support online learning.

4 Conclusion

Based on analysis, the logistic regression model is suitable for testing the effect of gender, age, personal selling, and brand activation on purchase intention with five classifications of consumer purchase value levels which include Y = 1 (strongly disagree), Y = 2 (disagree), Y = 3 (undecided), Y = 4 (agree) and Y = 5 (strongly agree) the appropriate logistics regression model is obtained as follows:

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independent variables, gender and brand activation variables have a significant effect on purchase intention with a Nagelkerke correlation value of 52.5%. This shows that out of 60 respondents, 52.5% choose a xiaomi smartphone as a communication tool and support online learning.

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