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### PARENTS KNOWLEDGE, EXPERIENTIAL MARKETING IN DETERMINING DECISION TO PURCHASE GADGETS FOR CHILDREN

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Children.**

#### **ABSTRACT**

Knowledge of parents about gadgets is good enough, but many parents still give gadgets to their children, even though there are some parents who experience bad events due to the dangers of gadgets used by their children. On the other hand there are currently a lot of kids who already have gadgets, which they shouldn't be old enough to have gadgets. The purpose of this study is to describe and find out how much influence the knowledge of parents, experiential marketing, in determining the decision to purchase gadgets for children. The method used is descriptive verification through a questionnaire as data collection and tested by path analysis. The results showed that parents' knowledge did not significantly influence the purchasing decisions of gadgets for children while experiential marketing had a significant effect on the purchasing decisions of gadgets for children.

**Keywords: Parental Knowledge, Experiential Marketing and Gadgets Purchasing Decisions for  
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#### **INTRODUCTION**

The development of technology and communication is currently very rapid. The development of technology and communication has a huge impact on the world of education, not only adults who are familiar with this sophisticated technology and communication, but also the influence on early childhood development and education. Early childhood is an individual figure as a socio-cultural being who is undergoing a

process of development that is very fundamental to the next life and has a certain number of characteristics. continued use of gadgets will adversely affect children's behavior patterns in their daily lives, children who tend to continue to use gadgets will be very dependent and become activities that must be carried out by children in daily activities, no doubt nowadays children are more often playing gadgets rather than studying and interacting with the surrounding environment. This is worrying, because at the time their children are still unstable, have a very high curiosity and have an effect on increasing consumerism in children, for that the use of gadgets in children needs to get special attention for parents.

With the development of times such as now there are small children who have even been put into mental hospitals. Many parents bring their children to be rehabilitated. The potential for this problem is getting bigger one of which is influenced by the use of gadgets. Many parents have given gadgets to their children. This gift was originally for children to be able to play without disrupting parents' activities. Unfortunately this use then makes children become addicted.

The conclusion that can be drawn from the results of the pre-survey research that has been done to 50 parents who know the dangers of gadgets are still providing gadgets to their children with a variety of conditions experienced by parents. Another fact based on data obtained by previous researchers namely Wardana (2015) from the results of his research "shows that knowledge claims on green advertisements in accordance with consumer desires can influence purchasing decisions."

From a psychological point of view, childhood is a golden period where children learn to know what is not yet known if childhood has been negatively affected by gadgets, so children's development will be hampered, especially in terms of achievement. The role of parents is very important where this modern technology. Therefore, the purpose of this study is to describe and find out how much influence the knowledge of parents, experiential marketing, in determining the decision to purchase gadgets for children.

## **LITERATURE REVIEW**

### ***Parental Knowledge***

Knowledge is the main determinant of consumer behavior. According to Taufik (2014: 76) knowledge is human sensing, or the result of knowing someone about objects through their senses (eyes, nose, ears and so on). According to Notoatmodjo (2014: 54) argues that knowledge is the result of knowing and occurs after people sensing a particular object. Sensing occurs through the five human senses namely the sense of sight, hearing, smell, taste and touch. Most of human knowledge is obtained through the eyes and ears. Mowen and Minor (in Rachim; 2017) Knowledge is a number of experiences with various kinds of information about certain products or services they have.

According to Mowen and Engel (in Rachim; 2017) the definition of consumer knowledge is the level of information that consumers have about various products or services, as well as other knowledge related to these products and services, and information related to their function as consumers. According to Huriyati (in Rachim; 2017) Consumer Knowledge is a collection of total information relevant to consumer functions in the market.

### ***Experiential Marketing***

According to Schmitt (in Sumekto; 2014) has coined a new term which is not in the form of traditional marketing called experiential marketing and provides a strategic framework for experiential marketing. Schmitt (in Pham; 2015) experiential marketing is defined as customer recognition of the purchase of goods or services that are good from a company or brand after they do activities and get stimulation. Venna (2017) revealed that experiential marketing is a marketing approach that not only focuses on features and benefits but also the emotions of consumers by providing a positive experience or memory, impressing future purchases.

Schmitt (in Gumelar; 2018) experiential marketing is defined as an effort used by a company or marketer to package a product so that it can offer emotional experiences to touch the hearts and feelings of consumers. Kusuma (in Gumelar; 2018) defines experiential marketing as an event or experience that provides a target for exploring products and experiences for future purchases. The conclusion of experiential marketing can be interpreted as a marketing concept whose product and service performance provides an emotional, unique, positive and memorable experience to the user also touches the hearts and feelings of users or consumers so that they want to use the product or service.

### ***Buying decision***

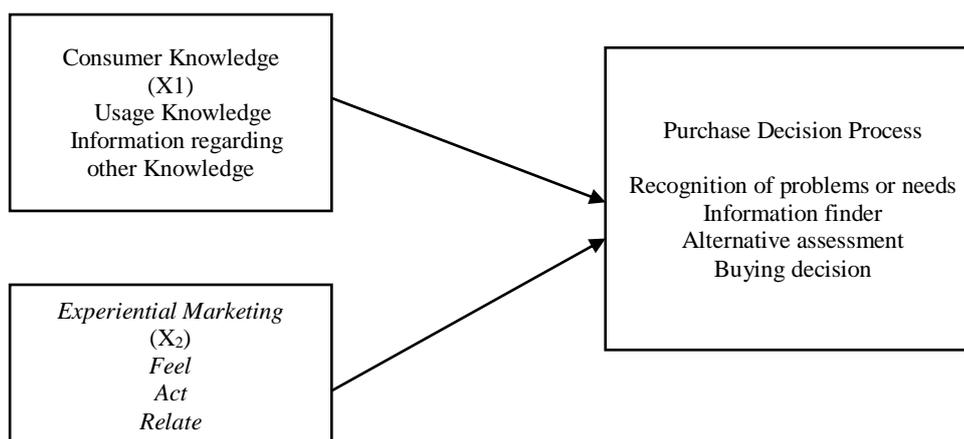
The purchase decision process begins when consumers realize a problem or need for a desired product. Understanding the needs and buying processes of consumers is very important in building an effective marketing strategy. The buying process illustrates the reasons why someone likes, chooses and buys a product with a certain brand. According to Morissan (in Putri: 2018) stated that the purchase decision is the next stage after the intention or desire to buy. Buying decisions will occur if the desire to buy or buying interest has been collected.

According to Kotler and Armstrong (in Yoga 2017: 4) the purchase decision is the stage of the decision process where the consumer actually purchases the product. According to Kotler & Keller (2016: 198) purchasing decisions are defined as follows: "In the evaluation stage, the customer forms preferences among brands in the choice and may also form an intention to buy the most preferred brand". According to Leon and Leslie (in Narulita; 2016) the purchase decision is the act of the consumer to want to buy or not buy the product.

### ***Hypothesis***

Ha1: Parents' knowledge of the dangers of gadgets has a significant effect in determining the decision to give gadgets to children.

Ha2: Experiential marketing has a significant effect in determining the buying decision process for gadgets for children.



## RESEARCH METHODS

The population in this study are parents in East Jakarta who know the dangers of gadgets and still give gadgets to children. The sampling method uses iteration and found 150 respondents. The data used in this paper are collected through questionnaires, interviews, observation, and literature studies. Data analysis technique on this research is using path analysis.

## Results and Discussion

Based on the results of descriptive research found: In the recapitulation of parents' knowledge about the dangers of gadgets for children, this is because a lot of information in the media that discusses the dangers of gadgets that occur and attack children. Besides the use of gadgets on toddlers 2-4 years can cause speech delay, which is delay in talking to children. There are not many parents who experience this, but from the results of the interview survey there are several parents whose children are currently experiencing speech delays. In addition to physical attacking children, gadget addiction can also attack the intensity of children, one of which is the lack of interaction of children with their peers and prefers gadgets as playmates. Next on the recapitulation of Experiential Marketing regarding the dangers of gadgets, as for parents often experience children crying when not given a gadget. If a child asks for a gadget to cry, even though there are rules already, it means parents are late in giving rules for the use of gadgets to children. This will happen continuously if parents do not think of ways how to stop this. In the second question about children who are less focused when invited to speak, this is very worrying because face to face when talking is an attitude that should be done by everyone both children and adults. In the third question on the variable of parental knowledge, children often put up resistance because of gadget restrictions made by parents. Parental restrictions regarding gadgets seem to be underestimated, it is because children who are difficult to be invited to sleep, are difficult when told, defiant even do not answer when parents call etc. This is very worrying if parents do not make a solution. Furthermore, regarding the decision of excavation where parents' interest in finding information about the dangers of serserin gadgets is done this is shown by the many parents who know the dangers of gadgets. Parents easily find information about the dangers of gadgets, there are a lot of media that contain the dangers of gadgets to children such as news on TV, Facebook, YouTube, Twitter, Instagram. Not only through the media even news of the dangers of gadgets have also been preached by word of mouth such as neighbors, office friends, school environment etc. Also in the information that has developed

through social media, of course this can be a reference for parents to consider gadgets used in everyday life in finding the information needed, and therefore parents are looking for information about the specifications of the gadget that will be used to support life daily.

To test the truth of the major hypothesis in this study, it can be seen in the calculation of the correlation coefficient between variables The results obtained can be seen in the following table:

Table 1  
Correlation Matrix

Variabel	Knowledge	Experiential	Decision
Knowledge	1.000		
Experiential	0,204	1.000	
Decision	0,219	0,826	1.000

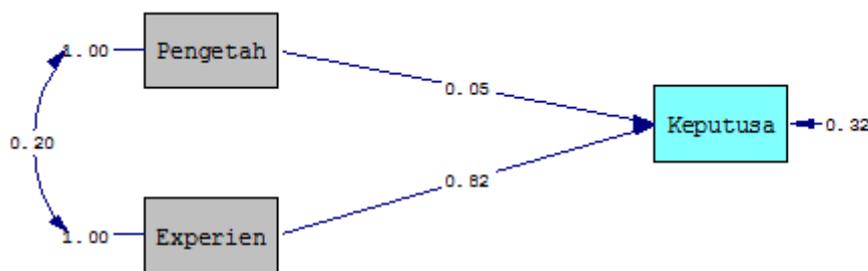
The table above shows that:

1. Low relationship between the influence of consumer knowledge and Purchasing Decisions is equal to 0.219. This shows that the reciprocal relationship between the two variables reaches the level of 21.9 percent or in other words the level of the relationship between the two variables is low or not strong enough.
2. Very strong relationship between the influence of Experiential Marketing and Purchasing Decisions is equal to 0.826. This shows that the reciprocal relationship between the two variables reaches a level of 82.6 percent or in other words the level of the relationship between the two variables is very strong.
3. Very low relationship between the influence of Consumer Knowledge and Experiential marketing is equal to 0.204. This shows that the reciprocal relationship between the two variables reaches a level of 20.4 percent or in other words the level of relationship between the two variables is low or less strong.

Next based on the results of the processing process with path analysis, the following results are obtained:

Keputusan = 0.0527*Pengetah + 0.815*Experien, Errorvar.= 0.315 , R <sup>2</sup> = 0.685		
Standerr (0.0471)	(0.0471)	(0.0366)
Z-values 1.118	17.298	8.602
P-values 0.264	0.000	0.000

By using the equation and path coefficients above, it can be described the relationship structure between the three variables. The figure below illustrates the relationship structure and path coefficients of each variable:



Chi-Square=0.00, df=0, P-value=1.00000, RMSEA=0.000

Figure 1 Structural Relationship Between X1, X2 and Y

Source: Results of the February 2020 questionnaire

From the structural equation above, the hypothesis test can be seen in the following table:

Table 2 Hypothesis testing

1. Partial Test				
Hipotesis	t <sub>count</sub>	t <sub>table</sub>	Result	Statistical Conclusions
Consumer Knowledge has a significant effect on Purchasing Decisions	1,118	1,65	T <sub>count</sub> < t <sub>table</sub> H <sub>0</sub> accepted Not Significant	Parent's knowledge has no significant effect on purchasing decisions
Experiential Marketing has a significant effect on Purchasing Decisions	17,298	1,65	T <sub>count</sub> > t <sub>table</sub> H <sub>0</sub> rejected Significant	Experiential marketing has a significant effect on Purchasing Decisions

Source: Results of the February 2020 questionnaire

From table 2 above shows that partially, parental knowledge

has a tcount of 1,118 so it is stated that consumer knowledge has no significant effect on purchasing decisions. While experiential marketing has a tcount of 17,298 so it is stated that experiential marketing has a significant effect on gadget purchasing decisions. This shows that after testing it is stated correctly that there is no relationship between the variable Knowledge of parents and experiential marketing.

### CONCLUSION

This study can be concluded that parents' knowledge of the dangers of gadgets is quite good, this is found in the highest assessment of excessive gadget intensity statements that can cause children to dislike playing with their peers. Next experiential marketing with parents experience often experience bad events due to excessive use of gadgets. This is found in the highest assessment of the statement the child will cry when not given a gadget. Finally, the decision to purchase gadgets for children is quite high, seen from the highest assessment on the statement of the importance of using gadgets in the household. In this case because many respondents from parents who work, therefore the purchase of gadgets for children is done so that parents can interact with

children through audio-visual. Furthermore, related to the verification test is the parents' knowledge of the dangers of gadgets has no effect on gadget purchasing decisions because the tcount is 1,118 < ttable 1.65, so H0 is rejected. This shows that X<sub>1</sub>'s parents' knowledge partially has no effect on the purchasing decision of gadgets for children (Y). Experiential marketing influences the decision to buy gadgets for children because the tcount is 17.887 > t table 1.65, so Ho is rejected. This shows that Experiential Marketing X<sub>2</sub> partially influences the purchasing decision of gadgets for children (Y).

Advice can be given for government participation regarding the dangers of gadgets, this can be done by advertising about the dangers of gadgets. As well as to reduce the level of excessive gadget use and the poor experience experienced by parents due to excessive gadget use parents should start watching children in the use of gadgets. Parents can introduce children to the use of books, playgrounds, playing with peers, doing activities outside the home such as sports, farming etc.

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