

# The Promotion and Process Attribute for the Kitchen Appliance. A Case Study @KitchenAid\_Indo

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## Abstract

Pastry and bakery is the business that is growing rapidly, to support the production of the cookies and bread, the baker will consider tools to support the production. At least there are two essential tools to support the production, which are the mixer and oven. There are so many brand and type of mixer that is proposed by the producer, one of the equipment propose called the stand mixer. The stand mixer is also a new identity for the baker, nevertheless, the competition for the stand mixer has not been researched. This research or trying to explore the marketing communication attribute delivered by @KitchenAid\_Indo to the targeted market. The unstructured dataset extracted from Twitter for 2017, which are 432 tweets, further exploratory factor analysis conducted after the dataset preparation of process. The results show that @KitchenAid\_Indo are engaging the targeted market by delivering cooking demo program, providing a class to learn how to make cookies and also conducting a talk show about how to cook using the tools from KitchenAid. The marketing mix element of places such as the mall and the traditional market that provide the product also posted, the product promotion from the online marketplace also posted at KitchenAid Indo. The promotion also related to the expo where the KitchenAid is participating. Moreover, product promotion, service process, and place are the marketing mix elements that dominant @KitchenAid\_Indo for the period 2017.

**Keywords:** Marketing Communication Attribute, Unstructured Dataset, @KitchenAid\_Indo

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## 1. Research Background

The Indonesian economy is growing, the middle class that earns good income are also growing. This background of the population influence the consumption expenditure for food and beverage, furthermore the demand for pastry and bakery are also growing. The consumers are demanding for a good quality of pastry and bakery. The growing demand is the reason there are growing numbers of bakery stores in the mall or selling the product via the online marketplace.

The competition in the bakery store is also growing. The production of the bakery is not only on a large scale, the entrepreneurship of cookies, pastry also growing in the home industry. The hotel is also developing a store that sale pastry and bakery not only for the guest but also for the public. Therefore these growth influence the demand for kitchen tools.

The potential value of the electronic tools demand reaches 30 trillion rupiahs a year with growth for 30% (Gabel, Gabungan Pengusaha Elektronik). There are three categories in household product electronic, which are TV and audio, home appliances, and small appliances. The industry for home appliances has the most significant potential. Moreover, this is going to grow big because the government is conducting development of electricity distribution in Indonesia. The government policy will open new places for electricity that will grow more demand for home appliances.

The service quality and also consumer satisfaction will be an essential consideration for the customer to buy (Spreng & Mackoy, 1996). Nevertheless, there is a lack of research for the home appliances for bakery.

Home appliances is a product that has different attributes compare with the other household product. They should be long-lasting (Erasmus, 2010) and also satisfying the professional user. The after sales service also contributing a large proportion for the sales of the product, this is also a unique characteristic of the home appliances industry. The revenue for the company is not merely from selling the product, or the spare part. Moreover, the after sales service and the guarantee also contribute a significant proportion for the home appliances industry (Oko & Onuoha, 2013).

Therefore the research to explore the attributes that are proposed by the home appliances to the targeted consumer is necessary. The attributes from the exploratory factor analysis of the unstructured data set @KitchenAid\_Indo will be conducted for the data within the period of January until December 2017.

## 2. Theoretical Review

The home appliances attribute related to assurance. Assurance is the capabilities of the product perceived by the consumer. Assurance developed by the knowledge in term of the product, and the confidence of the product to deliver the benefits to the consumer (Parasuraman & Grewal, 2000).

The company should focus on developing assurance. Therefore it will influence the consumer intention to

buy. At least four items defined the assurance which are the capabilities of the product to deliver the services, the capabilities of the product to improve the confidence, and the expertise of the product to deliver the consumers need, and also the excellent attitude of the product toward the consumer. Moreover, if the product delivers assurance, the consumers will satisfy, and it will improve the business of the consumer and producer (Murali, Pugazhendhi, & Muralidharan, 2016).

Since the home appliances product is sophisticated, therefore to promote assurance, the producer should be promoted with a demonstration. Exercised the product to fulfill the need of the consumer. The home appliances are more sophisticated with the other electronic consumer products, therefore to develop the assurance, the expert should use the product and also introduce the benefit of the product to the targeted consumer.

The tangibles are the presentation of the physical facility of the products and services (Parasuraman & Grewal, 2000). Tangibles related to the physical facilities, tools, and also the communication related to the tangibility. To promote the tangibility of the product, therefore the producer should expose the physical appearance of the product. How the presence of the products clear and the benefit could be defined.

The empathy characterized by the process of taking good care and also caring the consumer in the process of consuming the product or services (Parasuraman & Grewal, 2000). Therefore the empathy toward the target consumer is essential to engage the consumer and convince the consumers that the product and services care for the needs of the consumers. Empathy related to emotional benefit. Therefore the product and services are not only about the utilities, moreover, it is also about the relationship with the consumers (Murali et al., 2016).

The empathy is about predicting the consumers need for consuming the product and services. Empathy is knowing the need for assistance to consumers without being asked. Empathy is keeping the consumers comfortable and assuring that the process of consuming is excellent. Empathy is also making the ease of mind of the consumer when they are consuming the product and services.

The above argument shows that many attributes defined the product of the home appliances, nevertheless, there is a lack of research that explores the attributes of the home appliances. To be able to know the home appliances attributes, the research conducted by extracting the unstructured data set from @KitchenAid\_Indo and exploring the factor analysis of the dataset.

### 3. Research Method

@KitchenAid\_Indo selected to be the sample of this research since KitchenAid one of the home appliances brand in Indonesia. The sample represents the growing demand for home appliances.

The data extracted from @KitchenAid\_Indo. The dataset selected from January until December 2017. There are 432 tweets processed for further analysis. The dataset is the proposition @KitchenAid\_Indo to the targeted market.

The data process starts with preparing dataset, exclude the double posted tweet data (Figure 1). The data cleaned, furthermore an exploratory factor analysis conducted with the Provalis Research software. The exploratory factor analysis will show the insight of these 432 unstructured datasets into selected themes.

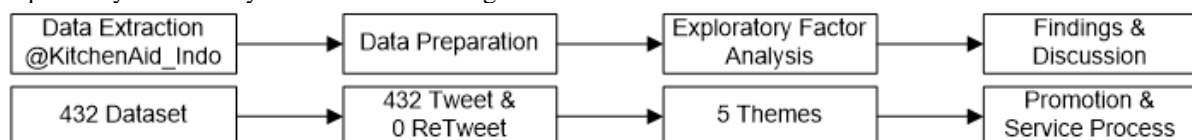


Figure 1. Research Process

Exploratory factor analysis is different compared to confirmatory factor analysis. The exploratory factor analysis is investigating for relationship within the dataset (Wijanto, 2008). Therefore the exploratory factor analysis is not a confirmation, but exploration toward new insight and relationship within the dataset (Hair, Anderson, Tatham, & William, 1998).

This research has a lack of theory therefore to develop attributes relevant for the Kitchen Appliances, the secondary data utilized to show the phenomena related to the service proposition. The exploratory factor analysis applied in some case studies, the airline (Nugroho & Sihite, 2015), Islamic Bank (Nugroho & Sihite, 2016), hospitality (Nugroho, 2018), National Tourism Organization (Nugroho, 2017) (Sihite & Nugroho, 2018), University (Nugroho & Sihite, 2015) and political marketing (Sihite, Assauri, & Halim, 2018).

The exploratory factor analysis technique is the cluster analysis, a technique for analyzing the textual dataset. The cluster analysis will analyze and reduce the data complexity to specific dimension (Campbell, Pitt, Parent, & Berthon, 2011), therefore uncover the themes from the dataset. The software utilized in this research is the QDA Miner, the software that could identify the relationship between keywords with the cocurrence method (Silver & Lewins, 2014).

### 4. Results and Discussion

The findings show there are 5 themes from the exploratory data set @KitchenAid\_Indo (Figure 2). Some of the

findings show that on 8 January 2017, @KitchenAid\_Indo promoting the Juice and sauce maker. There is a Facebook link but unfortunately, the link is not available.

@KitchenAid\_Indo also promoting a tool to make ice cream, the ice cream bowl. On 20 May 2017 the account promoting the products, there is a link of Facebook, nevertheless, the link also cannot be opened, or not available.

On 28 June 2017, the account promoting a coffee maker named KitchenAid siphon brewer for, the promotion posting of photos from @fionatjo, nevertheless there is no photo in the tweet, and there is also a facebook link that cannot be opened.

Another promotion for a coffee maker with the KitchenAid poirover Coffee, the product claimed could serve the coffee instantly since there is a filter. The promotion posted on 6 June 2017.

Other tools for orange juicer promoted, the product name is KitchenAid citrus juice. And the benefit proposed with the tools is the simplicity when juicing the orange. The promotion posted on April 4, 2017.

KitchenAid also promoting tools for the food ingredients on the 4 January 2017. The name of the tools is KitchenAid food processor, and the proposition benefit for this product is they are processing the food very easy.

Other tools to make pasta, the pasta shape press promoted and there is also a link to Facebook. Nevertheless, the link is not available.

KitchenAid also delivering a compliment to @bikeandbake that use the KitchenAid to make cookies. @bikeandbake make chocolate cookies for the consumer, @KitchenAid appreciating the products @bikeandbake on 25 January 2017.

On 10 March 2017 KitchenAid promoting a product the pasta roller. The product benefit is to make pasta or noodles and there is also information in terms of the prices that Link to Facebook. Nevertheless, the link is also not available.

On 24 January 2017, KitchenAid posting a tweet of baking creation in the Chinese new year. There is also a link to Facebook but the link is not available anymore. The photo of the cookies using the products from KitchenAid posted by @verabuns.

@KitchenAid\_Indo posting mini cookies from @nath2 that use the product of KitchenAid. @KitchenAid\_Indo sending a complement to this mini green tea Oreo cookies, @KitchenAid\_Indo post what is your favorite baking creation KitchenAid lovers? The link to facebook is written, but it is not available. The tweet posted on February 7, 2017.

Another posting delivered by KitchenAid, have you used the stand mixer as your baking needs? The posting related to the services process that helps consumers to bake correctly as required. The tweet posted in the 5 January 2017.

KitchenAid also promoting the product which is the flour maker. The name of the product is the Grain Mill KitchenAid. The posting a post it on 20 March 2017.

On 8 March 2017, KitchenAid promoting a competition event from Bareca a magazine which is the Choco Master 2017. The winner will get a prize from the KitchenAid product which is the KitchenAid stand mixer.

There is also a link of the competition to the Facebook account, nevertheless, the link is also not available.

@KitchenAid\_Indo posting a photo in the Facebook and forward the information to the Twitter. Is the kitchen retro or classic ambience is your favorite style? The link of the photo also not available on Facebook. This tweet posted on 29 January 2017.

@KitchenAid\_Indo also deliver that there is going to be a cooking demo with @ninaberyhac. Let watch the event live and also practicing the cooking technics start at four afternoons on 14 February 2017. There is also a Facebook link which is not available.

On 19 June 2017, @KitchenAid\_Indo inform the KitchenAid lovers and also the information to remember the Jakarta great sale event. The Jakarta great sale will be held in several malls and also in the traditional market. There is also a link related to the information about the event but the link is not available anymore.

KitchenAid is also promoting food, the healthy curry meatballs. The healthy curry meatballs are delicious for lunch, the information posted on 7 March 2017.

The 1 January 2017 is the last day of the consumer to buy the product from KitchenAid with the promotion price. This tweet delivered as information for promoting the product in the online store such as blibli, Lazada an elevenia.

On 14 April 2017, @KitchenAid\_Indo posting information to the KitchenAid lovers. There will be a class to make cookies in Surabaya, the theme of the class is KitchenAid baking class with Chef Giat.

@KitchenAid\_Indo also delivering the information to KitchenAid lover. There will be the cooking demo and talk show in Surabaya, the event will organize by KitchenAid and the host is drg. Hans. The posting posted on 30 March 2017.

On 24 February 2017, @KitchenAid\_Indo inform the netizen that there will be a promotion price for the KitchenAid products at trans studio mall Bandung. The promotion will be on 20 until 26 February 2017.

There is also a promotion on product from the kitchen aid which is the KitchenAid heavy duty. And the promotion will be in the kitchen showroom at Jakarta Central Park. The post Posted on 18 July 2017.

KitchenAid also promoting the product which is the KitchenAid diamond blender that has four choices of color. The statement delivered from KitchenAid is you could equip your kitchen KitchenAid lovers. The posting is delivered on 3 January 2017.

@KitchenAid\_Indo also informed that they have the mini Artisan to make cookies and also a cooking tools in the kitchen. KitchenAid promoting the products on Twitter with varieties of color. The tweet posted on 28 August 2017.

@KitchenAid\_Indo also promoting several tools and equipment for the kitchen. Cooking tools, juicer, and tools to make a cookie. The tweet posted on 30 August 2017.

@KitchenAid\_Indo also delivering information about the winner that wins the KitchenAid product which is the KitchenAid siphon Brewer. The Winner is @Fionatjo. KitchenAid asks the winner to send the names, phone number and also address to the @KitchenAid\_Indo. The tweet posted on 31 May 2017.

The findings show that @KitchenAid\_Indo promoting the products via @KitchenAid\_Indo, there is a link provided, nevertheless the link is not available on Facebook. The activities of the promotion in twitter are also conventional, only posting photos and also information relates to the product.

Some event relates to the expo also delivered in the tweet, it is also related to the place where the customer could see and buy the product.

The emotional relationship between the @KitchenAid\_Indo and the targeted consumer initiated with the cooking class event from the KitchenAid. There is a demo of cooking that the consumer could watch and practice with their KitchenAid tools.

Finally, most of the information delivery is still in a traditional mode of communication. Information delivery relates to the photos that have the specification of the tools, nevertheless, the link is not available and make the netizen difficult to explore more about the product promoted.

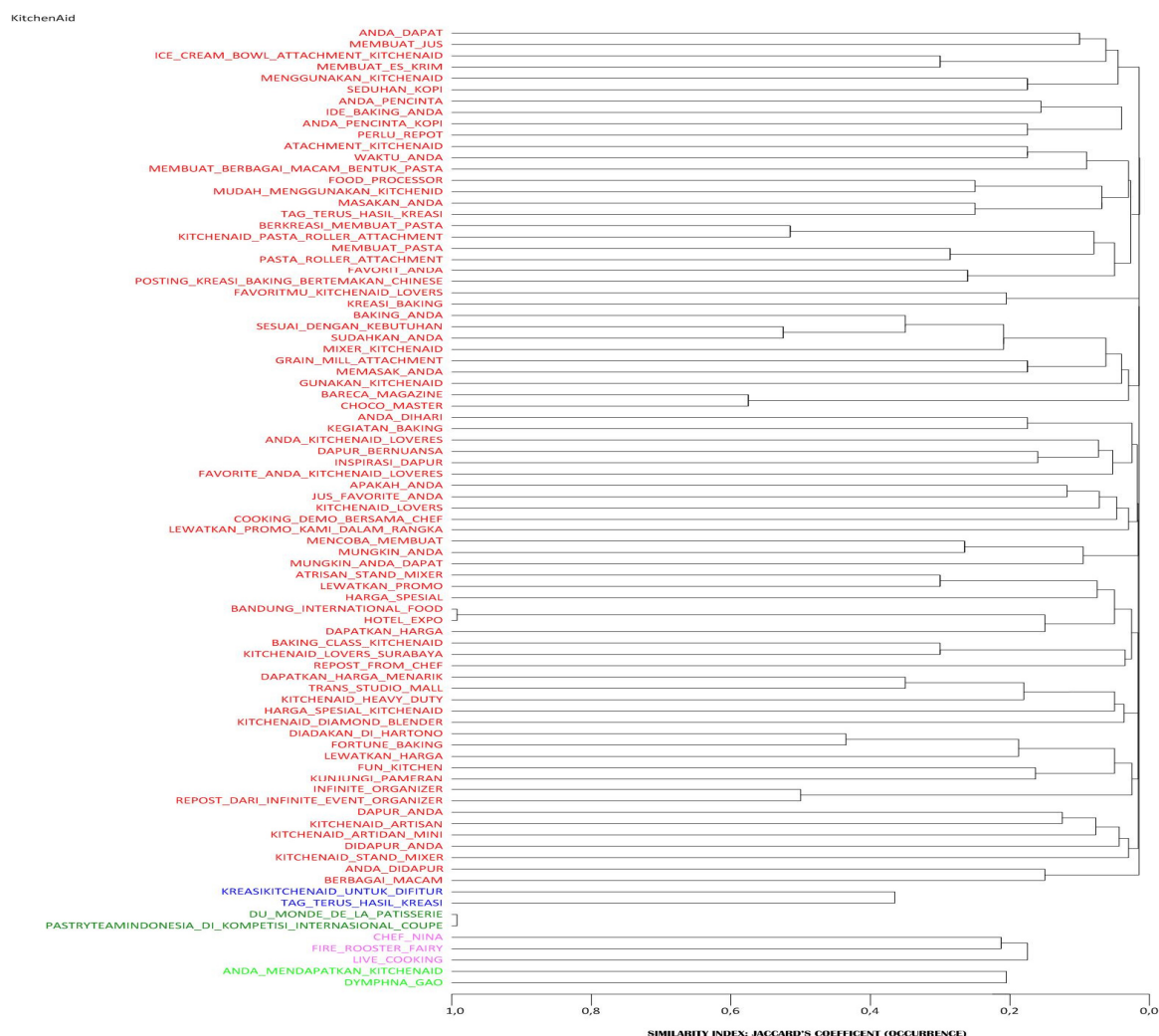


Figure 2. Dendrogram @KitchenAid\_Indo

## 5. Conclusion

The objective of the research is exploratory research to find out the attribute of the @KitchenAid\_Indo, the home appliances producer. The research findings show that there are varieties of home appliances offered by @KitchenAid\_Indo, nevertheless, most of the activities of the tweet are still only delivery information about the product. The tools to help to cook, preparing foods are delivered in the tweet.

The conclusion of the research, show that @KitchenAid\_Indo only a channel of communication that delivered not so many attributes, further observation and a longer period of the unstructured data set should be conducted to reach a variety of insights regards to the attributes of the @KitchenAid\_Indo.

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