

# Pengaruh Gendered Marketing terhadap Brand Perception dan Purchase Intention = The Effects of Gendered Marketing on Brand Perception and Purchase Intention

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## Abstrak

<em>Marketing manager</em> sering kali menggunakan <em>gender cues</em> dalam kemasan maupun iklan produk sebagai salah satu cara untuk memposisikan <em>brand</em>mereka sesuai <em>gender </em>dari target konsumen mereka. Hal ini menyebabkan saat ini semakin banyak produk yang dibedakan menjadi dua versi, yaitu versi maskulin dan versi feminin. Penelitian ini bertujuan untuk mengetahui pengaruh penggunaan asosiasi <em>gender</em> seperti warna merah muda dan biru pada <em>brand perception</em> dan <em>purchase intention</em> konsumen berdasarkan tingkat <em>gender stereotyping tendency</em> konsumen. Analisis varians dilakukan untuk menguji 2 (<em>gender cue: masculine vs feminine</em>) x 2 (<em>competence cue: high vs low</em>) dengan menggunakan desain eksperimen <em>between-subject</em>(n=204). Hasil dari penelitian ini menunjukkan bahwa penggunaan <em>gender cues </em>mengaktifkan persepsi yang berbeda pada konsumen, dimana <em>masculine cues </em>meningkatkan persepsi <em>competence</em>, dan <em>feminine cues </em>meningkatkan persepsi <em>warmth</em>. Maka bagi <em>brand </em>dengan tingkat <em>competence </em>yang tinggi, menggunakan <em>feminine cues </em>dapat membantu meningkatkan <em>purchase intention </em>melalui persepsi <em>warmth</em>. Sebaliknya, bagi <em>brand </em>dengan tingkat <em>competence </em>yang rendah, penggunaan <em>masculine cues </em>lebih dapat membantu meningkatkan <em>purchase intention</em> melalui persepsi <em>competence. </em>Temuan dari penelitian ini juga menunjukkan bahwa efek penggunaan <em>gender cues </em>terhadap <em>brand perception </em>dipengaruhi oleh tingkat <em>gender stereotyping tendency </em>dari masing-masing individu.

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Marketing managers often use gender cues in product packaging and advertising as a way to position their brands according to the gender of their target consumers. This has caused more and more products to be divided into two versions, which are masculine version and feminine version. This study aims to determine the effects of using gender cues such as pink and blue on consumer's brand perception and purchase intention based on the level of their gender stereotyping tendency. Analysis of variance was conducted to test 2 (gender cues: masculine vs feminine) x 2 (competence cues: high vs low) using a between-subject experimental design (n=204). The results of this study indicate that using gender cues activates different perceptions in consumers, where masculine cues increase the perception of competence, while feminine cues increase the perception of warmth. Hence, for brands with a high level of competence, using feminine cues might help to increase purchase intention through the perception of warmth. On the other hand, for brands with low level of competence, using masculine cues might help increasing purchase intention through the perception of competence. The findings of this study also show that the effects of using gender cues on brand perception depends on individual's gender stereotyping tendency.