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Understanding Zalora's Neuromarketing-Based Online Marketplace Customer Choices

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Abstract

The development of the internet has popularized Digital commerce (e-commerce). There are various types online marketplaces with unique customer bases. Customers develop preferences or choices for certain online marketplaces over competitors. This research is to find out the choice variables that can influence. This study looks at online parameters that affect user experience when shopping. Included in this research are the discoveries of neuroscience, a type of limbic system that is basically similar to a client's personality. Descriptive analysis was used to analyze the customer's limbic personality, and regression analysis using the SPSS application was used for online shopping attitudes. The research subject is an online shop with Zalora marketplace. The author uses the snowball method to collect data into Google Forms. The total of all respondents is 36 people. Zalora types of emotional types found as joy and pleasure. Zalora Limbic Map is a fantasy/entertainment system for balance. The most important aspects of brand identity are interaction, quality of information, usability, entertainment and personalization of customer preferences when shopping with Zalora. The SPSS partial test results show that the personalization variable significantly influences Zalora's marketplace preferences. In addition, the usability variable and the domain name affect it negatively, although not significantly. The model can explain consumer preferences for the Zalora marketplace by 63.7%.

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1. Introduction

Economic activity in the current era of globalization is changing very rapidly through electronic means with the existence of the internet which is best known in the field of marketing as an increasingly popular online system. the way people buy and sell online to meet their own needs, for themselves, for family happiness and to help others who are struggling with food, clothing and shelter. If these 3 reasons are not met, religion can be "blamed". This context suggests that we must be balanced in

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carrying out God's commands on the side of worship (Hablum Minallah) and also on the side of muamalah (Hablum Minannas).

As technology advances, so does the human way of life. The swift progress of technology has resulted in alterations in individuals' lives. Presently, individuals have experienced modifications in their way of life, particularly with regards to shopping. People now favor online shopping over visiting brick-and-mortar stores. The rise of diverse cutting-edge technologies has swiftly and effectively transformed people's lives. Now, individuals no longer need to personally visit stores to make purchases. They can utilize their mobile devices and internet connectivity to acquire desired items.

E-commerce is a medium for carrying out commercial purchasing and selling activities using digital technology and linking businesses, manufacturers, customers, and the general public in digital transactions. Different forms of e-commerce are flourishing in Indonesia. Among them is Marketplace, a platform for vendors and purchasers to interact with each other. (Chong & Ali, 2022)

Digital commerce (e-commerce) is the procedure of purchasing and vending products and amenities and data via the Internet. Digital commerce, also recognized as electronic commerce, is the execution of commercial procedures exploiting communication networks and computers. E-commerce can provide companies an advantage by presenting them possibilities in global markets. Thanks to digital technology, it is feasible to access other countries.

E-commerce is defined as a commercial transaction involving the exchange of value carried out by or using digital technology between individuals. Electronic commerce means using the Internet, the World Wide Web, and mobile or mobile applications or browsers to carry out commercial transactions. (H. Jurnal & Rachman Mulyandi, 2022)

With an online store that really helps people in meeting their needs. Especially now that there are many online shop innovations. Now also expanded with the name E-commerce and marketplaces. Both are online shopping apps, but there are differences. According to (http://teknonisme.com) Online Shops or commonly known as online shops, interactions between sellers and buyers are carried out directly without intermediaries via Line chat, BBM or Whatsapp. In this online shop, purchasers can inquire sellers about prices or products, and even bargain prices. Electronic commerce is a direct shopping system where the purchaser simply chooses the desired product on the website, clicks the "buy" button, and pays the displayed price. Keep in mind, a marketplace is a virtual marketplace where sellers and purchasers meet to carry out various types of transactions. Here, individuals conduct transactions by exchanging goods and services for money. Transactions in the online world are defined as e-commerce (Turban, E. 2012). The distinction is, in e-commerce there is only one seller on the website, specifically the website owner. It does not

provide opportunities for other sellers to sell their products on e-commerce sites, apart from that there is no bidding process because the price offered is a fixed price. Examples of e-commerce are websites like zalora.com, berrybenka.com. On the other hand, the marketplace consists of multiple different sellers in one platform, specifically the website. Shope.co.id and Tokopedia.co.id are examples of marketplaces. (Nugrahani Ardianti, n.d.)

According to Kotler and Armstrong (2012), electronic commerce is a digital platform available to all individuals through a computer that business owners utilize to carry out commercial operations and consumers use computers to acquire knowledge. The procedure commences with dispensing information services to consumers for them to select from. Innovations in technology, computers, and telecommunications bolster the expansion of Internet technologies. With the World Wide Web, entrepreneurs no longer encounter difficulties in procuring information for their business operations. Presently, the trend of gathering information is highly varied, hence the need to sift through the data in order to acquire accurate and fitting information. This transformation has converted the era of information into the era of the Internet. (Arbaini, 2020)

E-commerce platform is a collaborative information system where purchasers and vendors in the market share details about costs and goods and can conduct transactions through digital communication channels. E-commerce platforms embody social creation, the notion of a market economy, and the utilization of technology. E-commerce platforms can provide business and transaction prospects through digital channels, frequently on web-based platforms. (Rahmadi, 2016).

E-commerce platforms are part of e-commerce. An e-Marketplace is an interactive e-business community forum, a marketplace where businesses can engage in B2B e-commerce and/or other e-commerce activities. (Brunn, Jensen & Skovgaard, 2002). E-markets can be seen as the second wave of e-commerce and the expansion of consumer businesses (B2B, C2B and C2C) to become B2B. The essence of electronic market organization is to connect buyers and sellers as needed and realize transaction efficiency. (Alfiah & Damayanti, 2020)

Zalora is a division of the Global Fashion Group, the foremost fashion conglomerate globally. Established in 2011, it focuses on establishing an internet-based fashion enterprise in emerging nations. Currently, the Global Fashion Group operates in 27 nations. The Global Fashion Group has a presence in India, the Middle East, South America, and Russia. By means of Zalora, the Global Fashion Group can tap into the market in Southeast Asia, while Zalora aims to establish itself as a premier fashion hub in the region.

Zalora.co.id offers a wide range of fashion products, such as clothes, shoes, bags, watches, accessories, Muslim clothing, sports equipment, beauty tools and batik fabrics. Zalora also offers quality brands with flexible price options by providing

special promos with attractive discount offers. Zalora Indonesia, one of the largest online fashion hubs in Indonesia, offers free shipping throughout Indonesia. Zalora Indonesia also provides this service as a mobile version and official application for Android and iOS.

Previously in 2015, Zalora received 3 awards from Marketing Indonesia Magazine as well as Best Marketing Tool, Best Marketing Innovation and Best Marketing Campaign. Zalora did not easily get the award, but thanks to the strength of the brand, mobility and the strength of the team that has been united since it was first launched in Indonesia, it finally brought Zalora to win these three awards. In addition, Zalora Global President and CEO Magnus Grimeland said Zalora is considered a fashion e-commerce company that has pioneered the lead in the market for buying fashion products online (femina.co.id. accessed March 28, 2021). (Achmad Zinedine & Indra Wijaksana, n.d.)

Based on the terminology, neuromarketing consists of two words, namely neurology or neuroscience which is the study of the mind or brain physiology and marketing (marketing).

Joel J. Davis argues that neuromarketing or neuromarketing is a term using brain observations for marketing purposes. 9 Lindstorm says neuromarketing is an interesting blend of marketing science and neuroscientific studies to reveal subconscious thoughts, feelings, and desires, especially in consumers. decision-making process for products or services.

Christhoper Madan has stated that "neuromarketing is a new interdisciplinary field that combines psychology, neuroscience, and economics." 11 So, it's not just economics and neuroscience related to it, neuromarketing also involves the psychology of its use. Neuromarketing aims to study how the brain is psychologically affected by advertising and other marketing strategies. (J. E. S. Jurnal et al., 2020)

Customer Preferences

As per Tankovic and Benazic (2018) and Ha and Stoel (2012), the loyalty of customers can be influenced by their perception of value and satisfaction.

Customer loyalty can be defined as the purchasing behavior influenced by their preferences, beliefs, and routines towards one or multiple brands demonstrated over a specific duration, particularly loyalty is regarded as the outcome of fulfilling customers and delivering enhanced worth through top-notch services and products (Yang & Peterson, 2004). (Karina, 2019)

Customer preferences can be understood as the attitude a customer wants towards an item or service based on its ability to provide satisfactory value for what is purchased or provided, so that those who want goods or services have a buying attitude (Husein, 2005: 74). Customer preferences can also be understood as the attitude of customers who want an item or service based on its ability to provide

satisfactory value for what is purchased or offered, so that those who want the goods or services have a buying attitude. (Husein, 2005: 74). (Aryandhana et al., 2021)

Literature Review

Neurological research has demonstrated that the driving and affective mechanisms of the human mind, situated in the limbic structure, profoundly impact the formation of desires and buying choices (Strang 2009). Hausel (2016) originated Edge Maps and Linear Types which can recognize pertinent individual sentiments, motivations, and principles to devise a focused communication approach. While formulating a targeting approach, it is crucial to specify the intended audience and customize it based on the desires and principles of the consumer. He defines emotion as a response to certain stimuli that reflects an individual's behavioral framework, judgment, and goals. On the other hand, motivation is the application and practical application of the emotional system in daily life.

The interaction of emotional systems and motivational models of individual personality structures. This framework is thus crucial for categorizing target demographics and evaluating the significance of brands and products to their customer bases (Hausel 2012). Hausel's Limbic Map (2016) is an example that can help marketers identify the patterns and emotions associated with different important people. He identified three motivational and emotional systems, also known as the Big 3, which encompass the equilibrium system, the trigger system, and the control system. Dynamic systems possess concurrent functions, thereby resulting in them supplying interconnected submodules of the Big 3.

Figure 1. Hausel Limbic Map (2016)

Moreover, Hausel (2016) differentiates various lacing mechanisms that mirror individuals' characteristics by combining different Big 3 categories and their subcomponents. Classification can aid in categorizing and examining target demographics, facilitating the development of communication tactics. Here are the varieties of lacing systems.

Harmonizer

The Balancing System is merged with the Nurture and Connecting System. This category highlights ascending modestly and striving for recognition, underscoring the significance of kinship and tribe. Consumption centers on goods for domicile and domestic application.

Connoisseur

Blend of stimulation system and equilibrium system. Impacts of the predominance of cultivation system on optimistic outlooks towards life and inclination for familiar and novel joys and encounters. The balance system influences the level of focus given to the source and excellence of the merchandise.

Hedonist

The dominance of the stimulus system affects the continual pursuit of fresh encounters characterized by strong individualism and spontaneity. This target demographic is less concerned with product excellence and more fixated on the novelty and distinctiveness of the product.

Adventurer

The benefits of a reward system are merged with a straightforward management system. This category possesses a great capacity for risk and minimal restraint. For this category, the act of consuming is linked to enjoyment and thrill, therefore items in this category should promote freedom or improve performance.

Performer

These categories are managed by a dominant system. The team's ethos is focused on high performance and aspiration. We focus on quality and excellence when selecting our products.

Disciplined

Integrating structures of control and hegemony with a form of equilibrium mechanism will result in a heightened cynical outlook. The character of the collective is characterized by an elevated level of accountability and diminished materialism, meaning they only purchase necessities. When making purchases, we frequently prioritize excellence, assurance, and cost-effectiveness.

Traditionalist

Balanced System dominance implies that the group is inclined towards being prudent and doubtful of anything novel. The group's character revolves around structure and protection, yet lacks foresight. As they meticulously scrutinize their

choices and possess relatively inflexible consumption patterns, they gravitate towards prioritizing brand security and dependability. (Rüschendorf 2020).

Hausel's study on Limbic Maps and Limbic Types (2016) aims to better understand brand positioning within a brand by examining four different beer brands. (Rüschendorf, 2020) This study argues that the use of contour maps and contour-like models, marketers can identify target groups and gain a better understanding of how advertising can convey the specific motives desired by the target group.

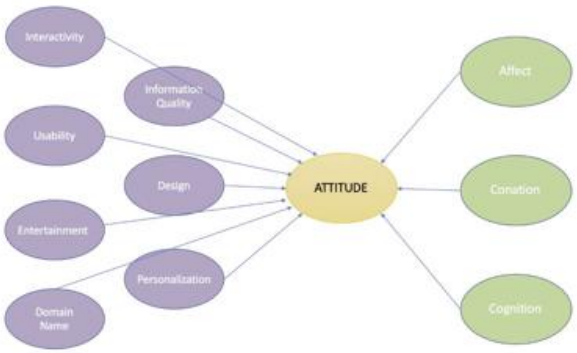


Figure 2. Kollman/Suckow Influences User Attitudes by Driving Brand Communication in an Online Shopping Model (2012)

Kollman and Suckow (2012) found that all brand identities significantly influence visitor attitudes. Information quality, entertainment, and personalization are considered to be very important factors in building a relationship with new visitors to your online store, with entertainment having the greatest impact on all three. The entertainment aspect refers to exciting features that encourage visitors to continue browsing the site. Not only does it increase the amount of time you spend online, it promotes smooth information processing and stimulates your senses.

Neuroscience

The term neuroscience is used to summarize and describe the complex study of the structure and function of the nervous system. This interdisciplinary research field represents the interface between the different disciplines of biology, medicine, and psychology, with the goal of understanding complex neuron function by combining methods. Unique (Pickenhain, 2000). Through what is known as the visualization process, neuroscience research helps study, analyze, and explain the development of thoughts, feelings, and emotions in the brain. In order to translate these results into economic reality, the field of neuroeconomics was defined. (Raab et al., 2009, pp. 2-3). (Kemora & Pasaribu, 2023)

Even in neuroscience, there is no consensus on what data should look like. together. Today, neuroscience data is defined as a holistic measure of the structure,

functional properties, and function of the nervous system. The modern definition of neurobiological data includes derived data and metadata that go beyond raw measurements and describe the extensive analysis and processing steps used to derive derived data (Amunts et al., 2019; Avesani et al., 2019; Galchenko and Hank, 2012). (Eke et al., 2022)

Neuroeconomics

Neuroeconomics specializes in the application of a variety of neurobiological methods to describe and explain human behavior in the context of business-related decision-making processes. Beyond scientific and humanitarian perspectives, researchers hope to develop this concept by answering questions about economic behavior, consumption and investment. New business concept. It focuses on neuroemotional processes such as activation, commitment, emotions, motivation, attitudes, and values on the one hand, and on cognitive, learning, and cognitive processes on the other. , think, evaluate and make decisions. (Reimann & Weber, 2011, pp. 5-6).

Neuroeconomics is the discipline that studies the principles of decision making (32, 33). It is based on the application of algorithms and mathematical concepts from behavioral economics, advanced brain imaging, and electrophysiological studies (magnetic resonance imaging, skin conductance testing, variability, etc.). pupil as a marker of central excitation) (34, 35). (Fujino et al., n.d.)

Neuromarketing

Taking a more research- and science-based approach, the Neuromarketing Science and Business Association (NMSBA) defines neuromarketing as the study of the brain that "studies the unconscious decision-making processes of consumers." Neuromarketers study brain responses, biometrics, and behavior to understand and shape consumer emotions, thoughts, and behaviors" (Science and Business Association Neuromarketing, undated) and "Systematic The study of neuromarketing as ``collection and interpretation''. Neurophysiological data and information about individuals". Various protocols allow researchers to study physiological and non-verbal responses to different stimuli for market research purposes (Society for Neuroscience and Business, no. Datum). (Rüschendorf, 2020)

These studies provide valuable insights into brain components and functions (eg, neocortex, limbic system, and reptile brain). Additionally, brain processes such as emotion, attention, and memory are key to better understanding what drives consumer behavior. Therefore, this study will be useful for researchers new to the field of NM to understand the basic processes and functions of the brain. (Alsharif et al., 2021)

Brand and Trademark Management

According to the AMA, a trademark is "a name, term, design, symbol, or other feature that distinguishes the goods or services of one seller from those of another" and is an intangible object designed to create a specific image. Associativity within a product. "soul". Stakeholders get an economic benefit/value." (Jaworski, et al., 2017) According to Alina Wheeler, brands perform three main functions: discovery, trust, and engagement. Branding allows consumers to choose from different options and communicates the quality of a product. Or services, use a variety of imagery, language, and associations to help customers identify the brand (Wheeler, 2018).

The discussions that took place at that time presented the brand as the main asset of the organization, helping to gain a competitive advantage. At the same time, it is suggested that brand values are closely related not only to how brands are formed and managed, but also to how they are perceived. (Aaker, 1991; Keller, 1993). (Manoli, 2022)

Basic Biology

Understanding the structure and function of the human brain is critical to understanding and interpreting research methods and the knowledge gained. The following chapters describe the general structure of the brain so that future courses may explore brain regions involved in neuromarketing in more detail.

General Structure of the Human Brain

The human brain can generally be divided into three regions: forebrain, midbrain, and hindbrain, which contain neurons, neurons, and glial cells. See Figure 1 for an overview of the brain. As part of the central nervous system, the brain's main functions are information processing, emotion regulation, learning, and memory. The average human brain contains about 100 billion neurons, which are connected by synapses to transmit and process external sensations, stimuli and impressions. Each neuron can contain up to 15,000 synapses as contacts, for a total of 100 trillion contacts. (Felix, 2008, Chapter 10).

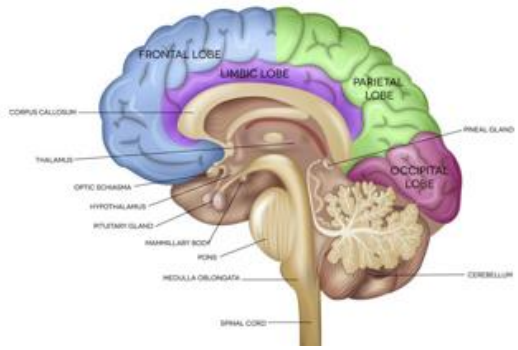


Figure 3. Brain anatomy (Taub, 2016)

Exchanges between individual neurons are controlled by electrical impulses resulting from differences in neuron charge. This charge difference results from the redistribution of positively and negatively charged ions such as chloride, potassium and sodium. (Raab, et al., 2009, p. 48 ff.) Neurotransmitters such as dopamine, serotonin, glutamate and adrenaline play an important role in the transmission of these stimuli. Neurotransmitters act as messengers in the brain and control human emotions. (Raab et al., 2009, p. 65 et al.) 6).

Neocortex

As shown in Figure 4, the neocortex is the youngest and largest part of the human brain. Occupying about 85% of the total brain volume, he can be divided into four regions: the frontal, parietal, temporal and occipital lobes. The prefrontal cortex is essential for neural marketing. (Raab et al., 2009, p. 102)

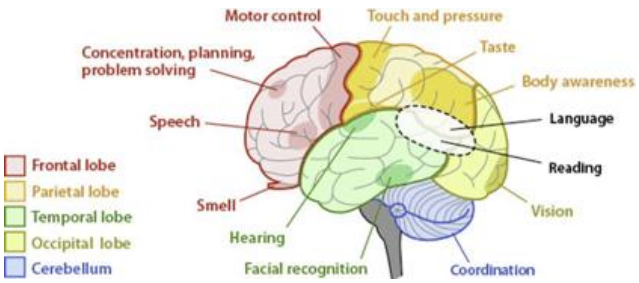


Figure 4: Human neocortex (Szymik, 2011)

The prefrontal cortex contains most of the frontal lobe and is thought to be the center of consciousness and personality. (Hundschell, 2011, pp. 14-15) It is often mentioned in relation to life experiences, outcomes, attentions, thoughts, decisions and plans, and serves as a service orientation. The brain is the interface between the will and its execution in concrete actions. (Hauser, 2012, p. 249-250)

Limbic System

The limbic system is often called the emotional center and is thought to be the center of mental power and decision making. Located partly in the brainstem and partly in the midbrain, it plays a central role in neuromarketing. (Heusel, 2012, p. 251).

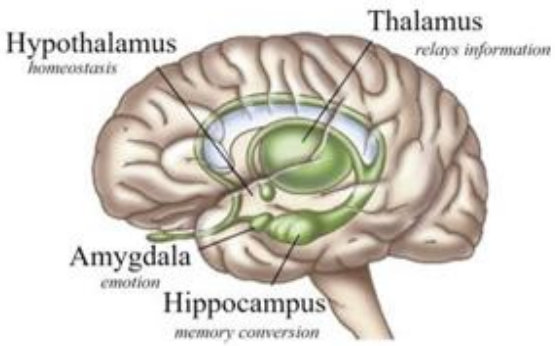


Figure 5. Limbic system (Lowen, 2019)

The hippocampus is the center of learning. We associate distinctive objects, places, and situations with emotional meaning, store them in different locations in the neocortex, and retrieve them from there when needed. The amygdala helps assess a subject's emotions and is an important part of all major emotional systems, including dominance, excitability, fear, and sexuality. The hypothalamus translates judgments. For example, the amygdala becomes material by initiating the release of neurotransmitters and hormones and is central to basic needs (hunger, sleep, thirst, sex). (Haussel, 2012, pp. 251-252.

2. Research Method

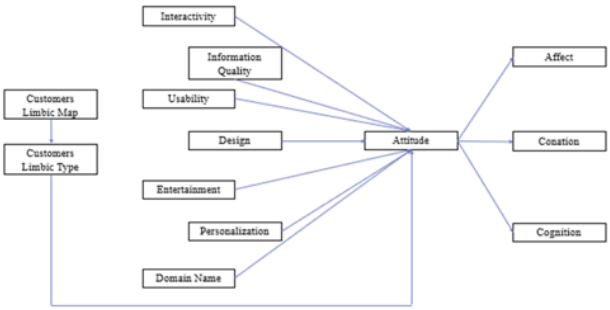


Figure 6. The research framework for consumer preferences in the market
source: (Kemora & Pasaribu, 2023)

The research framework is essentially a combination of consumer characteristics based on neuromarketing theory (Hasel, 2016) and the Kollman/Suckow influencer attitude model (2012) in controlling brand communication in online shops. The first survey question explores her Zalora and consumer characteristics, while the second survey question analyzes aspects of the consumer's attitude when shopping in the market. The final step is to examine the relationship between the two factors by identifying the type of customer's whipping system as one of the factors that influence consumer attitudes.

A quantitative study of Zalora's brand perception was conducted by answering the first survey question: "Do customer characteristics influence market selection?" This method mimics his Luschendorf study (2020) on brand positioning and perception, focusing on the application of his four brands his positioning his rules. of Gentner (2012) and Konthauser (2016). To answer the second question, to replicate Suckow (2012), we conducted a quantitative study to answer the question: "Does the size of an online market influence a customer's choice of his online marketplace?" has been carried out. This method was chosen to clarify whether online aspects play a role in the customer's decision-making process.

The survey consists of three parts. The first section covers questions frequently asked by a profile respondent, including age and gender, online market preferences, and his relationship with shopping online. The second part examines brand awareness and positioning, including the practical implications of the four codes and contour plot theory. This is a survey of customer experience and brand associations. Specifically, the respondent receives a summary of questions to highlight the most important aspects of her lifestyle and rank the characteristics of her potential online marketplace. The third part is understanding which aspects of your website influence your customers' decisions and experiences. Finally, respondents were asked which aspects of the Internet they were influenced by.

Variable

The variable is a search object. Variables are divided into two parts: independent variables and dependent variables. The independent variable (X) is the predictor variable and the dependent variable (Y) is the predictor variable. The study includes seven independent variables addressing seven aspects of online shopping and three dependent variables developed by Kollman and Sakow (2012). 7 online variables: interactivity (X1, 4 measures: X11, X12, X13, X14), information quality (X2, 4 measures: X21, X22, X23, X24), usability (X3, 3 measures: X31, X32, X33).), Design (X4 Four Lights: X41, X42, X43, X44), Entertainment (X5 Three Lights: X51, X52, X53), Personalize (X6 Four Lights: X61, X62, X63, (X7 Four Flags) : X71, X72, X73, X74) Dependent variables are consumers' choices for online markets (Y includes factors that influence Y1 on three criteria (Y11, Y12, Y13), five criteria (Y21 , Y22) containing awareness and dependence on Y2) , Y23, Y24, Y25)..including the country variable) Y3 with five flags (Y31, Y32, Y33, Y34, Y35).

Sampling

The sampling method used in this study is non-probabilistic random sampling. Sampling techniques not based on probability distributions. Therefore, equal opportunity in group selection is not required. Sampling is based on a number of subjective criteria, but these criteria should be clarified to avoid bias. Nonprobabilistic

random sampling is used because the purpose of the study is to describe the study population, not to generalize about it. The method of sampling the respondent is called the sampling method, and the respondent is an online shopper of her Zalora Market. A total of 36 respondents were recorded in June 2023.

Data collection

This study used an online questionnaire to collect data as a Gform link (https://docs.google.com/forms/d/e/1FAIpQLSeC7HUCPzi0LemWFkcHL3ROlBzar-MBss6MGMZlnJrP9Ar5Jw/viewform?usp=sf_link). A snowball approach was used to collect the data. H. Online surveys sent by respondents to other contacts.

Data analysis

The collected data is exported from Google Forms to Microsoft Excel. There are two details. The first contains data for neuromarketing analysis. This data analysis was carried out using descriptive analysis with Excel. Section 2 discusses customer attitudes toward evaluating online purchases using a regression analysis based on the SPSS (Statistical Package for the Social Sciences) version 26.0. Before exporting the data to SPSS, a negative indicator for each variable is replaced by a positive response. The indexes are X1, X2, X2, X4, X5, X6, X7, Y1, Y2, and Y3. Regarding the dependent variable, the customer's attitude is first analyzed by analyzing the factors that make up the independent variable (Y). Finally, regression analysis is used to determine which aspects significantly influence customer attitudes (partial analysis) and at the same time, all independent variables that influence customer attitudes towards Zalora online shopping are examined.

3. Results and Discussion

Correspondent Profile

Figure 7. Stay in Indonesia

Source: Processed Data, 2023

Figure 7 indicates the frequency of 100% of respondents residing in Indonesia.

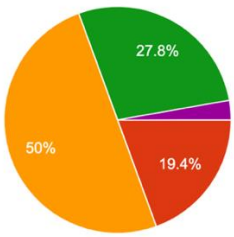


Figure 8. Age of respondents
Source: Processed Data, 2023

Most of the respondents were 18-29 years old and the composition was 19.4%. They were 50% aged 30-39, 27.8% aged 40-49, and 2.8% aged over 50 (Figure 8).

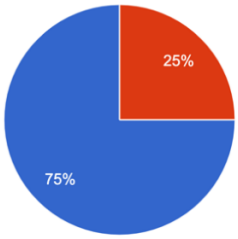


Figure 9. Gender of Respondents
Source: Processed Data, 2023

Figure 9 shows the respondents in this study who were slightly dominated by women, namely 75%. Male respondents are 25%. The respondents are all online shoppers who use Zalora.

Figure 10. Ever Shopped Online
Source: Processed Data, 2023

Figure 10. shows the frequency of respondents who have shopped online by 100%.

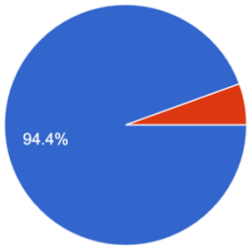


Figure 11. Ever Shopped Online at Zalora

Source: Processed Data, 2023

Figure 11 shows that the frequency of respondents who have shopped online at Zalora is 94.4% and 5.6% have never shopped online at Zalora.

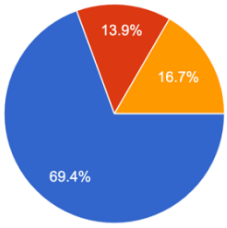


Figure 12. Frequency of Online Shopping

Source: Processed Data, 2023

Figure 12. The percentage of online shoppers who use the market 1-3 times a month is 69.4%. The proportion of respondents shopping online 4-10 times a month was 13.9% and 16.7% more than 10 times a month.

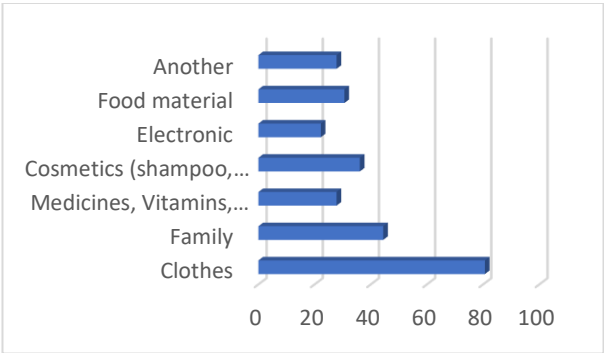


Figure 13. Products usually purchased online

Source: Processed Data, 2023

The product category most respondents purchased was clothing with a percentage of 80%, the second order was food and beverages with a percentage of 45.7%. The third and fourth places are in the category of cosmetics and pharmaceuticals.

Limbic Types and Limbic Map

The purpose of the third part of this exercise is to review the theoretical concepts of margin types and margin maps and to confirm the results of previous case studies. So he divided the task into three parts. The first part deals with types of limbic system concepts, the second part deals with case studies related to limbic maps and investigations of the effects of advertising on this subject, and the last part covers part 1 and part 1. Consider the theoretical relevance of the results of 2.

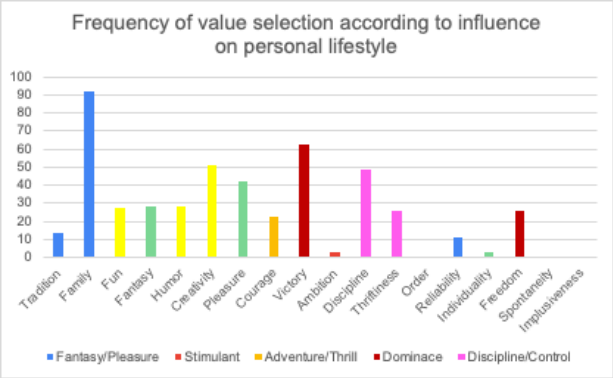


Figure 14. Frequency of choosing values according to the influence of individual lifestyles of the tested people and attributing the values in their respective motivational systems

Source: Processed Data, 2023

Figure 14. Shows how often the subject chooses a different value. It also reveals which systemic emotions and motives can be appropriately assigned values. Therefore, it seems that the he values of the three main systems "Fantasy/Happy", "Stimulus" and "Adventure/Suspense" are very important for the contour map, which are more important than the three mixed forms. ok This is chosen more often. In general, the value of an average stimulation system is the best for a subject, while the value of a balanced system is the highest. For the subject, the most important values are family, profit and creativity, and the least important are order, spontaneity and impulsiveness. Based on this distribution, it can be concluded that subjects are more likely to choose products whose marketing activities activate the stimulus and balance system. The insight gained from the results of the second task described in the following diagram helps to classify objects according to contour type.

impact of different values on the lives of respondents, which were mainly influenced by three main systems, the respondents support the typical pattern of the grid system related to the mixed form above, as shown in Figure 14. product characteristics with an average score of 20.6 is definitely at the top of the list based on both brand and condition. related to the product did not play a decisive role in the purchase decision of the respondents. What was important about that task was that

whichever judge came first in each of the three recording systems represented the system dominant influence (Stimulus ;Open Mind, Adventure and Hedonismand).

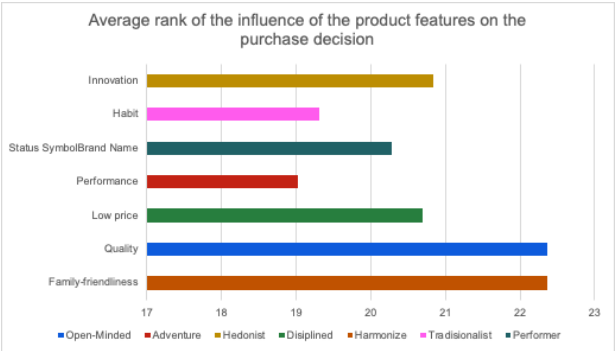


Figure 15. Importance of product features to purchasing decisions
Source: Processed Data, 2023

The esteem of item highlights is measured by calculating respondents' recognition focuses. Figure 15 appears the comes about on the significance of item characteristics within the advertise. The foremost critical thing is quality, taken after by family invitingness. In differentiate to the impact of distinctive values on the lives of respondents, which is primarily affected by the three fundamental network outline frameworks, respondents favored grid-like components combined with the blended shapes of the contour map. The introduction of Zalora's shopping show could be a kind of focal point enterprise by Hausel (2016). The quality show is an open or related delight, which is portion of the advantage of the Boost framework, because respondents are willing to pay for the quality and root of the item. Enterprise could be a highlight of the Jolt framework and symbolizes the fervor that the item discharges or improves.

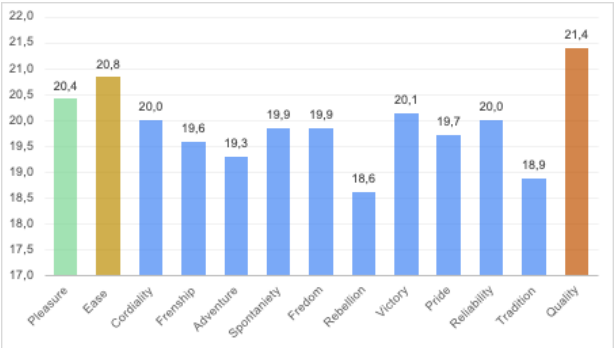


Figure 16. Online marketplace advertising focus

Figure 16 shows the respondent's perception of the direction of advertising and promotion in the online market. This is the consumer's perception that is felt by commercial communication activities through advertising or market promotion for Zalora. The main points of advertising that are most felt by respondents are quality at 21.4, convenience at 20.8 and enjoyment at 20.4.

Figure 17. Consumers' perceived positioning of Zalora based on the Limbic Map Analysis using SPSS

The number of respondents was 36, but there were 2 respondents who had never shopped online at Zalora, so the data processed using SPSS 26 was 34 respondents.

Validity Test

Correlations

		X1	X2	X3	X4	X5	X6
X1	Pearson Correlation	1	.690**	.444**	.634**	.391*	.627**
	Sig. (2-tailed)		.000	.008	.000	.022	.000
	N	34	34	34	34	34	34
X2	Pearson Correlation	.690**	1	.605**	.691**	.560**	.556**
	Sig. (2-tailed)	.000		.000	.000	.001	.001
	N	34	34	34	34	34	34
X3	Pearson Correlation	.444**	.605**	1	.374*	.405*	.448**
	Sig. (2-tailed)	.008	.000		.029	.017	.008
	N	34	34	34	34	34	34
X4	Pearson Correlation	.634**	.691**	.374*	1	.376*	.508**
	Sig. (2-tailed)	.000	.000	.029		.029	.002
	N	34	34	34	34	34	34
X5	Pearson Correlation	.391*	.560**	.405*	.376*	1	.273
	Sig. (2-tailed)	.022	.001	.017	.029		.119
	N	34	34	34	34	34	34
X6	Pearson Correlation	.627**	.556**	.448**	.508**	.273	1
	Sig. (2-tailed)	.000	.001	.008	.002	.119	
	N	34	34	34	34	34	34
X7	Pearson Correlation	.400*	.654**	.402*	.440**	.746**	.182
	Sig. (2-tailed)	.019	.000	.018	.009	.000	.304
	N	34	34	34	34	34	34
Y1	Pearson Correlation	.505**	.487**	.432*	.556**	.607**	.599**
	Sig. (2-tailed)	.002	.003	.011	.001	.000	.000
	N	34	34	34	34	34	34
Y2	Pearson Correlation	.649**	.457**	.116	.538**	.284	.624**
	Sig. (2-tailed)	.000	.007	.514	.001	.103	.000
	N	34	34	34	34	34	34
Y3	Pearson Correlation	.550**	.556**	.295	.510**	.394*	.539**
	Sig. (2-tailed)	.001	.001	.090	.002	.021	.001
	N	34	34	34	34	34	34

Correlations

		X7	Y1	Y2	Y3
X1	Pearson Correlation	.400*	.505**	.649**	.550**
	Sig. (2-tailed)	.019	.002	.000	.001
	N	34	34	34	34
X2	Pearson Correlation	.654**	.487**	.457**	.556**
	Sig. (2-tailed)	.000	.003	.007	.001
	N	34	34	34	34
X3	Pearson Correlation	.402*	.432*	.116	.295
	Sig. (2-tailed)	.018	.011	.514	.090
	N	34	34	34	34
X4	Pearson Correlation	.440**	.556**	.538**	.510**
	Sig. (2-tailed)	.009	.001	.001	.002
	N	34	34	34	34
X5	Pearson Correlation	.746**	.607**	.284	.394*
	Sig. (2-tailed)	.000	.000	.103	.021
	N	34	34	34	34
X6	Pearson Correlation	.182	.599**	.624**	.539**
	Sig. (2-tailed)	.304	.000	.000	.001
	N	34	34	34	34
X7	Pearson Correlation	1	.399*	.214	.274
	Sig. (2-tailed)		.019	.224	.117
	N	34	34	34	34
Y1	Pearson Correlation	.399*	1	.523**	.530**
	Sig. (2-tailed)	.019		.002	.001
	N	34	34	34	34
Y2	Pearson Correlation	.214	.523**	1	.729**
	Sig. (2-tailed)	.224	.002		.000
	N	34	34	34	34
Y3	Pearson Correlation	.274	.530**	.729**	1
	Sig. (2-tailed)	.117	.001	.000	
	N	34	34	34	34

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

Reliability Test

Reliability Statistics

Cronbach's Alpha	N of Items
.861	7

Item Statistics

	Mean	Std. Deviation	N
X1	15.62	2.640	34
X2	16.35	1.840	34
X3	11.91	.900	34
X4	16.32	1.886	34
X5	11.76	1.437	34
X6	15.26	1.711	34
X7	15.82	1.714	34

Multicollinearity Test

Coefficients[a]

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	X1	.412	2.426
	X2	.246	4.058
	X3	.600	1.666
	X4	.464	2.156
	X5	.420	2.382
	X6	.502	1.992
	X7	.323	3.092

a. Dependent Variable: Y1

Coefficients[a]

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	X1	.412	2.426
	X2	.246	4.058
	X3	.600	1.666
	X4	.464	2.156
	X5	.420	2.382
	X6	.502	1.992
	X7	.323	3.092

a. Dependent Variable: Y2

Coefficients[a]

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	X1	.412	2.426
	X2	.246	4.058
	X3	.600	1.666
	X4	.464	2.156
	X5	.420	2.382
	X6	.502	1.992
	X7	.323	3.092

a. Dependent Variable: Y3

Normality test

One-Sample Kolmogorov-Smirnov Test

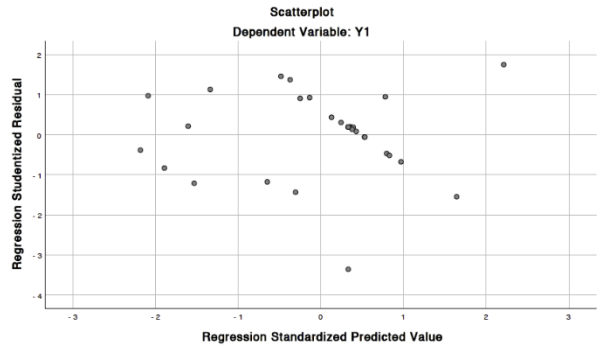
		Unstandardized Residual
N		34
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	.77172063
Most Extreme Differences	Absolute	.182
	Positive	.123
	Negative	-.182
Test Statistic		.182
Asymp. Sig. (2-tailed)		.006[c]

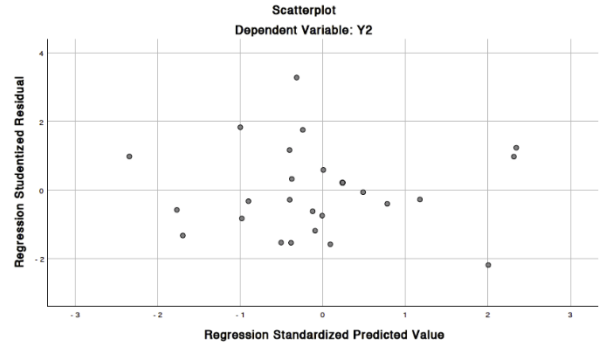
a. Test distribution is Normal.

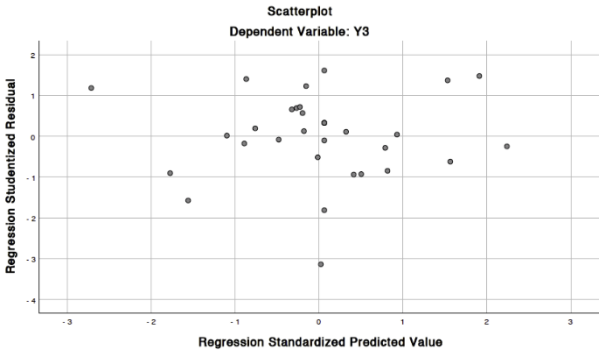
b. Calculated from data.

c. Lilliefors Significance Correction.

Scatterplot Heteroscedasticity Test







Multiple Linear Regression Test-2

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.798[a]	.637	.539	3.952

a. Predictors: (Constant), X7, X6, X3, X4, X1, X5, X2

b. Dependent Variable: Y

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	711.540	7	101.649	6.509	.000[b]
	Residual	406.019	26	15.616		
	Total	1117.559	33			

a. Dependent Variable: Y

b. Predictors: (Constant), X7, X6, X3, X4, X1, X5, X2

Coefficients[a]

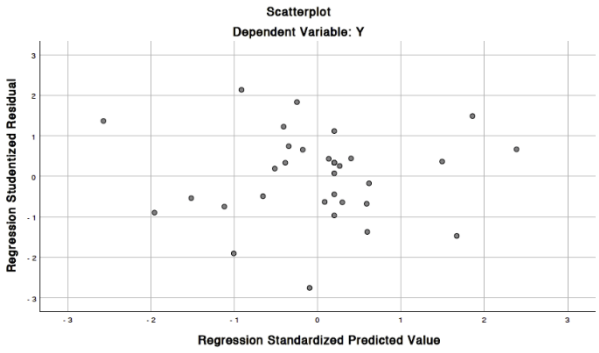
Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	14.385	10.676		1.347	.189
	X1	.555	.406	.252	1.367	.183
	X2	.303	.753	.096	.402	.691
	X3	-1.204	.986	-.186	-1.221	.233
	X4	.668	.535	.217	1.248	.223
	X5	1.310	.739	.324	1.773	.088
	X6	1.267	.567	.373	2.233	.034
	X7	-.602	.706	-.177	-.853	.401

a. Dependent Variable: Y

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	37.85	60.87	49.79	4.643	34
Std. Predicted Value	-2.572	2.385	.000	1.000	34
Standard Error of Predicted Value	.891	3.133	1.790	.696	34
Adjusted Predicted Value	34.97	60.44	49.50	4.904	34
Residual	-10.338	6.457	.000	3.508	34
Std. Residual	-2.616	1.634	.000	.888	34
Stud. Residual	-2.754	2.134	.028	1.057	34
Deleted Residual	-11.456	11.009	.293	5.121	34
Stud. Deleted Residual	-3.209	2.303	.019	1.120	34
Mahal. Distance	.709	19.774	6.794	5.269	34
Cook's Distance	.000	.468	.069	.121	34
Centered Leverage Value	.021	.599	.206	.160	34

a. Dependent Variable: Y



4. Conclusions and Suggestions

Conclusion

H1 : Known value of Sig. the effect of X1 is 0.18 > 0.05 and the t-count value is 1.367 > t-table, so it can be concluded that there is a significant effect of variable X1 on Y. H1 Accepted.

H2 : Known value of Sig. the effect of X2 is 0.69 > 0.05 and the t-count value is 0.402 > t-table, so it can be concluded that there is a significant effect of variable X2 on Y. H2 Accepted.

H3 : The value of Sig. the effect of X3 is 0.23 > 0.05 and the t-count value is -1.221 < t-table, so it can be concluded that there is no significant effect of the variable X3 on Y. H3 is rejected.

H4 : It is known that the value of Sig. the effect of X4 is 0.22 > 0.05 and the t-count value is 1.248 > t-table, so it can be concluded that there is a significant effect of the variable X4 on Y. H4 Accepted.

H5 : It is known that the value of Sig. the effect of X5 is 0.08 > 0.05 and the t-count value is 1.773 > t-table, so it can be concluded that there is a significant effect of the variable X5 on Y. H5 Accepted.

H6 : It is known that the value of Sig. the effect of X6 is 0.03 <0.05 and the t-count value is 2.233 > t-table, so it can be concluded that there is a significant effect of the variable X6 on Y. H6 Accepted.

H7 : It is known that the value of Sig. the effect of X7 is 0.40 > 0.05 and the t-count is -0.853 <t-table, so it can be concluded that there is no significant effect of the variable X7 on Y. H7 is rejected.

Suggestion

The researcher's suggestion is that the Zalora marketplace preference model of factors X1, X2, X3, X4, X5, X6 and X7 is 63.7%, so further research is needed regarding customer re-views on using Zalora.

Thank-you note

Thank you for the research for the help of respondents who shop online at Zalora and friends who helped so that this research went well.

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