

The Analysis of Retail Store's Attitudes towards Product Attributes of XYZ Brand of Paint and Its Competitors

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Abstract

Business competition in Indonesian's paints industry was very tight, and forced paints companies have to develop the best strategy to win the competition. Retail segment in paints market in Indonesia is the highest compared with other market segments, so having better knowledge on the retailer's attitudes will help the company to develop the best business strategy. This research study has been done in retail store and it will support the XYZ company business strategy developments. The results will give a good insight to the future research or to the practitioners'. Objectives of this study were to identify and analyze the attitude of retail paints stores towards products, services and promotional attributes on XYZ brand of paints product and its competitors; analyze the relationship between perception of retail stores on the attributes of its products and services in forming store attitudes and to analyze the relationship between store attitudes on product, services and promotion towards the purchase of XYZ brand by retail stores. A survey method was used in this study. Data collection was carried out by using a structured questionnaire with non-proportional stratified random sampling technique. Data were analyzed by using the Cochran Q test, Fishbein Multi-attributes, Biplot and Regression methods. The results showed that there were seventeen statistically valid attributes based on Cochran Q test. Results of Fishbein Multi-attributes analysis indicated that the XYZ brand paint product has met the consumers' need and expectations on the product quality, but has not met the needs and expectations of customers on the service and promotional attributes. Biplot analysis's results indicated that the XYZ brand has a primary identifier on the durability of color, Competitor 1 has a primary identifier in responding speed and Competitor 3 has a primary identifier in the ease of ordering. The value of this research is using paint shop retail as respondent and provided important implication for XYZ brand paint producer. The XYZ Brand producer need to maintain the superiority on products attributes and improved the weaknesses. Factor Analysis Regression of store attitudes on each attributes towards the purchase of XYZ brand by the retail store using factor analysis showed that from seventeen attributes could be factored into five variables named as (a) Service variable, (b) Product variable, (c) Promotion variable (d) Stock availability and (d) Discount and Color cards variable. Statistical calculation using SPSS software showed that there were significant relationships between store attitudes on the service attributes towards store purchase level of XYZ brand of paint at $\alpha = 0.05$ (Sig = 0,015). The strength of the relationship was indicated on the value of the R^2 . The relationship of these attributes to the paint purchase of retail store were weak ($R^2 = 0.078$). It means that there was significant and weak relationship between store attitudes on service towards retail stores' purchase level of XYZ Brand of paints in retail stores. It is recommended for the future researchers to include a deep interview and experimental method in doing research at the market place. It will help scholars to gain more accurate information.

Keywords: Sales growth, paints, retail stores, Cochran Q test, Fishbein and Biplot.

1. Introduction

Indonesia paints business has grown significantly during last 5 years at 8-10% growth per year; market value was increased up to USD 1Bio in 2014. Decorative paint market share in Indonesia was dominated by five major players i.e. Dulux, Nippon, Avian, Mowilex and Jotun (<http://www.marsindonesia.com>, SWA Magazine No.110/X/2009). Internal company data showed that (1) sales growth rate of XYZ Brand of paint product during the last three years (2012-2014) in the retail market was only in the range of 2-3%, it was less than the Indonesia national economic growth which was 5-6% and (2) the distribution channel was 85% to retail market segments. The backgrounds of this study were the low of sales growth of XYZ brand in retail market, the XYZ brand distribution channel system which is 85% to retailer stores and the fact that consumers attitudes which is the most influencing consumers to the purchase decision making (Asmoro 2011).

Lemethius (2011) has studied some factors affecting on the consumers attitudes towards purchase decision making of Mowilex brand a decorative paints brand in Indonesia. The results showed that there were three factors affecting the purchase decision making i.e social, personal and psychological factors. Asmoro (2011) also has studied some factors affecting purchase decision making for consumers in Indonesia. They used independent variables of Culture (X1), Social (X2), Personal (X3) and Psychological (X4), whereas the dependent variable they used was product purchasing decision making for Dulux Paints Brand. These two

previous studies indicated that they have measured various variables such as culture, social, personal and psychological effects which were set as independent variables and purchase decision was defined as dependent variable. They used consumers who purchased brand of paints to the retailers as their respondents. Dhurup, Mafini and Dumasi (2013) have studied on impact of packaging, price and brand awareness on brand loyalty in paint retailing industry. They used consumers who purchased various brand of paints. They found that packaging, price and brand awareness showed significant positive relationships. All of the above studies used end users as respondents. Various independent variables on furniture products have been tested by several previous researchers. Variables used were quality, price, product availability, payments system, color, shipment accuracy, ordering time, design, services (Lina 2005; Triandhika 2009). These studies also used end users as respondents. These variables were considered as product and services attributes. Hartoyo, Herlina and Nur (2003) have studied retailers attributes which were influencing consumers responses in choosing retailer and also analyzed competition among retailers. Retailers purchase behavior on buying a product has been studied. Sumarwan, Kirbrandoko and Hulu (2004) have studied attributes that influenced retailers decision on purchasing of “Susu Bendera” a milk powder at Bogor- Indonesia areas. Sumarwan, Djohar, Yusuf and Ali (2014) have studied the consumer perceived value in selecting retail shop for fresh product. They found that consumers in choosing where to shop for fresh product were influenced by consumer perceptions of chosen shopping places.

Some researchers have carried out studies on consumer attitudes by using Cochran test and Fishbein Multi-attributes analysis. Sumarwan, Yuliati and Saputra (2013) have studied consumer attitude and preference on a complex fertilizer in Karawang Indonesia areas. They used Cochran test, Fishbein Multi-attributes analysis, conjoint analysis and Structural Equation Modelling. The results showed that attributes of price, volume, packaging design, product color, size, and ease of getting the product, bag cleanness, SNI label and expired date were statistically valid attributes using Cochran test. Sumarwan, Djohar and Wanti (2006) studied consumer perception and attitude towards food products composed by wheat flour. This study was using Fishbein Multi-attributes analysis. The results showed that respondents would consider about cleanliness, quality and taste in buying the food. Sumarwan, Dewi and Amiruddin (2009) have studied consumer attitude, knowledge and perception towards Pertamina’s Product of 3 kg LPG by using logistic regression and resulting that housewife perception, attitude using and not-using LPG showed significantly different. The influence factors towards attitude were an access and knowledge. Sumarwan, Wagiono and Sinaga (1996) have studied the consumer attitude towards outlet/retailers location and the results showed that retailer’s attributes’ considered important by consumers were completeness of products, convenience of the retailer, price, parking areas, retailer size and location. Some consumer behavior studies also have been done by some researches in many products and services. Hartoyo, Herlina and Nurhari (2003) have studied the consumer behavior and social characteristic towards smoothness of credit payment at PT FIF Bogor. The results showed that consumer’s behavior and social characteristic attribute that influence on the timely credit payment were age, own income, parent’s role, children role and colleagues’ role. Hartoyo, Santoso and Suharjo (2004) have studied real estate consumers’ behavior in respect to the development of Kota Wisata at Cibubur – Jakarta by using correspondence analysis. The results showed that pleasant and comfortable.

environment as well as high security guarantee was the biggest power attraction to consumers. Hartoyo, Kirbrandoko and Meirad (2002) have studied Consumers behavior of “Sea-U” brand of fish meatball and the implication on marketing mix. The results showed that the main priority attribute was the taste of fish meatballs. Sumarwan, Harianto and Nurlatifah (2002) have studied consumers’ behavior of instant food “AUO” and the implication towards marketing strategy by using Biplot and Fishbein Multi-attributes analysis. The results showed that easy of serving and sort of food attributes of “AUO” product have met the consumers’ need and expectation. Both attributes were important for consumers in buying the instant food.

Some previous researchers found that some product attributes had effect on the consumer’s perception and behavior. Rajaguru and Matanda (2006) studied consumers’ perception and product attributes and its effect on the customer loyalty within Indian Retail Sector. The product attributes dimension investigated including product quality, price and availability of new products. The results suggest that except product price, other product attributes have positive effects on customer loyalty. Store attributes such as service quality and convenience of store and product attributes such as product quality, price and availability of new products show significance towards customer loyalty. Product quality and low price were also influencing customer satisfaction. The effect of low pricing product with the product quality plays the same results of low price products produces low quality product and vice-versa. Jakpar et.al (2012) investigated the relationship between product quality and discounted price towards the customer satisfaction. The results of the study showed that customer satisfaction towards product quality was based on the three attributes most namely perceived quality, performance and reliability. The Perceived quality on image, brand name, and advertising is positively related to the level of satisfaction towards the quality of discounted product; were all supported as the relationships between the variables were statistically significant.

To win a competition, the manufacturer or retailer must pay attention to the attributes that are

considered as important factor by consumers. Formulating a marketing strategy that based on the analysis of consumers attributes and a competition analysis was expected to increase the sales performance in the retail market (Hartoyo, Herlina and Nur 2003). This research was supported by the theory of consumers' attitudes, attributes, promotional and consumers' behavior. Schiffman and Kanuk (2010) in Sumarwan (2011) stated that attitude is an expression of how consumers feel about an object, whether it's preferred or not, and also be able to describe consumer confidence in various attributes and benefits of the object. In the context of consumer behavior, an attitude is learned predisposition to behave in a consistency favorable or unfavorable way with respect to given object. Singh (2014) found that in Gwalior region customer's attitudes towards all attributes for fast-food restaurants were not similar. Retailers' perception towards furniture's product's attributes' has been studied by Lina (2005), and the research was resulting that quality and price were the most important attributes of furniture product that were considered by the retailers in selecting product. The result suggested that cost leadership and operational excellence should be implemented in the company to improve their quality to meet consumers' needs. A customer attitude towards the purchase decisions are influenced more by the way of trust worthy, service, price and quality. This correlation has been studied by Masesh, Rajamanoharane and Sudhakar (2013). As a result, it has been observed from the respondent that the KVI products were qualitative and pricing was reasonable and affordable. The consumers' behavior plays an important role in marketing of consumers goods. This behavior was affected by various factors. In the present era of globalization need and expectation of consumers remained change. The factors affecting consumer buying behavior towards FMCG products and finally effecting their decision making process has been studied by Vibhuti (2014). Results of the study showed that consumers' behavior was largely affected by place, product, price, promotion factors. However effects of these factors also differ from product to product. These studies results showed that consumer purchase decision was influenced by the consumer's attitudes towards products and services attributes.

Published studies of paint attributes or consumer attitude by using retailers as respondents have not been found. This study will use research concept of retail store's attitude towards paints attributes. Paints attributes which used in this study were product, services and promotion attributes (such as: price, quality, color, shipment accuracy, product availability, discount etc.) and it's combined with some attributes that considered as important attributes in a paints industry (*AC Nielsen - Internal XYZ company research data*). Internal data of XYZ brand paints producer indicated that the sales growth rate of XYZ brand of paint products in retail market was in the range of 2-3% in nationwide. It's lower compared to Indonesia GDP in the same period which's 5-6%. Supply chain system of the XYZ paint manufacturer is mostly channeled to the retail market at almost 85% from the total sales and the rest are 10% and 5% directly to modern trade and contractors respectively (*Internal XYZ company research data*).

The purposes of this study were to (1) identify the attributes which were considered as an important factor in the purchase of paints products by the retailers; (2) identify and analyze the attitude of the paint shop retail on attributes of products and services as well as promotional efforts on the XYZ brand of paint products and its competitors; (3) to analyze the relationship between perception of the retail store attributes of products, services and promotional of XYZ brand of paint products and competitors in shaping of the stores' attitudes; (4) analyze the relationship between attitudes, services and promotion towards the purchase of XYZ brand by retail stores; (5) formulating marketing strategies for XYZ brand paint products in the retail paint stores. The framework of study that was used in this study can be seen in Figure 1.

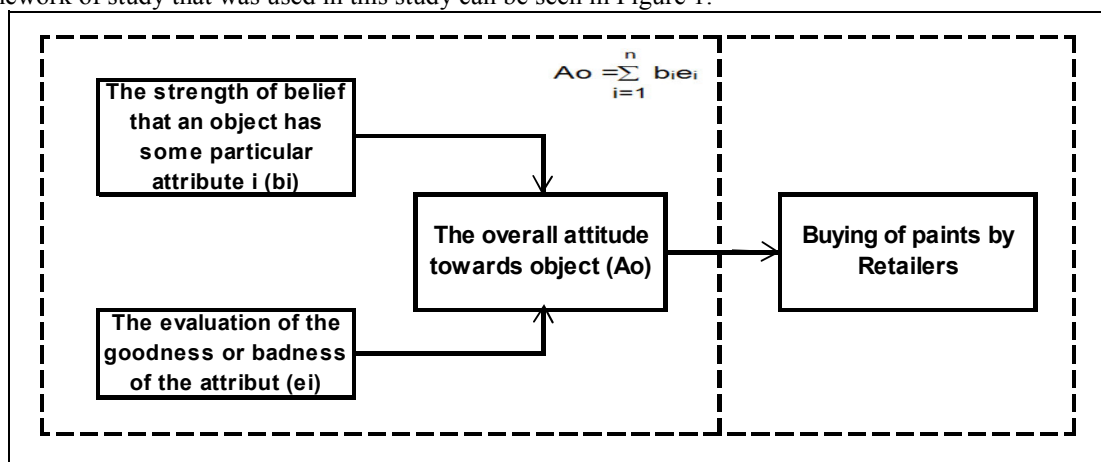


Figure 1: The frame work of this research

This research was expected to provide a clearer picture and more details about consumer attitudes towards the product attributes of XYZ brand and its competitors, so it can be considered by the manufacturer of XYZ paints brand in formulating their business strategy. The scope of this study was limited to the research

that's conducted at retail stores who sell paint XYZ brand and its competitors in the area of Jakarta and surrounding, and limited to the analysis of retail stores attitude toward the attributes of XYZ brand paint products and its competitors.

2. Literature Review

Various independent variables have been tested to determined factors influencing consumers' attitudes in buying a product. Only few researches on the customers' attitude related to paints products. Some variables have been tested for paints products such as culture, social, personal and psychological effects (Asmoro 2011; Lemethius 2011). Dhurup, Mafini and Dumasi (2013) have studied on impact of packaging, price and brand awareness on brand loyalty in paint retailing industry. They used consumers who purchased various brand of paints. They found that packaging, price and brand awareness showed significant and positive relationships. Influences of product attributes' on consumer's decision have been studied previously. Akpoyomare, Adeosum and Ganiyu (2012) have studied the influence of product attributes on consumer purchase decision in Nigerian Food and Beverages Industry. The result of the analysis reveals a positive correlation between product attribute and consumer purchase decision. Consumer's decision can be viewed as a process in which consumers evaluation of alternative products on the strength of various attributes and on the basis of which differentiate and set their brand apart from the competition. Product attributes together with pricing policy also impact on the consumers purchase decision. Rachim and Setiawan (2014) have studied the effect of product attributes and pricing policy to netbook purchase decision, a case study of University of Widyatama student. The results of analysis showed that the performance of the product attributes effect on purchase decision. Product pricing policies influence the purchase decision. While the performance of product attributes and products pricing policy simultaneously have significant influenced the purchase decision.

Service quality is also influencing consumers' attitudes. Rahman (2012) studied the relationship of service quality towards customer's perception, and the results showed that statistically analysis reflected that most of customers were highly concerned about service quality followed by corporate image. Khare (2011) has studied customers' perception and attitude towards service quality in Multinational Banks in India. The results showed that Indian customers' quality perceptions differ between the two genders and cross age categories. The multinational banks can use the results for planning their expansion and marketing strategies in Indian subcontinent. Service quality and product quality also impact on the customer satisfaction. The results of this study showed that there was positive relationship between service quality and product quality towards customer satisfaction and also positive relationship towards customer loyalty (Jakpar At. al. 2012). It means that service and product quality are important variables to meet customer needs and expectation. Other variables that are influencing customer perception are promotional activities. Risvi and Malik (2011) studied the Impact of Sales Promotion on Organizations' profitability and Consumer's perception in Pakistan. Results of the consumer survey indicated that consumers' perception about sales promotion has a significantly positive relationship with brand loyalty. Sales promotion also was influencing the consumers' behavior. The variable of sales promotion has been tested by Lindholm (2008). Results of this study showed that sales emerge to be significantly higher during the promotion. Akhter et.al (2014) studied relationship between retail shoes sales promotional activities on ladies' purchase intention. The results of the study indicated that there was no relationship between customer loyalty and sales promotion whereas attitude towards discount has a positive relation with sales promotion. Likewise, sales promotion, customer loyalty and in-store display has a significant relationship with purchase intention.

3. Research Methods

3.1 Research Design

This study used a survey research method and the data was collected by using face to face interviews and also used the structured questionnaires. The population that used in this study was all registered retail stores in the XYZ brand's consumers list. These population members were then grouped into 4 groups of retail stores based on the average purchase paint products per month. They were retail stores A class with the purchase of 3.000 liters of paints and above, retail shops B class with the purchase of 1.500 liters up to 2.999 liters, the retail stores C class with the purchase of 500 liters up to 1.499 liters and D class retail stores with the purchase of less than 499 liters. Respondents in this research were the owner or the manager of the retail paint shops in Jakarta and surrounding areas. The numbers of respondents used in this research were 120 samples in total. The sampling method used was a non-proportional stratified random sampling. The analytical methods that were used in this research were Cochran Q test, Fishbein Multi-attributes, Perceived Quality and Biplot Analysis.

A preliminary research was used in this study by providing a structured questionnaire with closed questions of attributes to 20 respondents. Results of all respondents' answers then to be analyzed by using Cochran Q test method. A Cochran Q Test is an attribute selection process by using statistical iteration method with given statistical criteria (Simamora 2002). Fishbein Multi-attributes analysis has been used in many studies

to measure consumers' attitudes towards products attribute. Sumarwan, Djohar and Wanti (2006) used the Fishbein Multi-attributes method to analyze the consumers' perception and attitude towards the main composition of wheat flour in food products. Other researchers also used the Fishbein analysis method to measure consumer's attitudes towards product furniture attributes (Triandhika 2009; Lina 2004). Ramdhani, A., Alamanda, D.T. and Sudrajat, H. (2012) used the Fishbein Multi-attributes Model to determine attributes were considered important by consumers to the product brand motorcycles. The results of this study indicated that price attribute was the most important attribute compared to other attributes. Ibrahim et. al. (2010) studied the consumers' attitudes towards products attributes by using Fishbein Multi-attributes and Subjective Norm Model. Results of the study showed that there was a positive of consumer on both Lux and Giv soap's brands. There were differences in the consumer's attitude between the Lux and Giv brands. It was showed that there were significant differences in consumer attitude on the product's attributes, except the packaging.

Some previous researchers have used Biplot analysis to analyze the main characteristic of products, objects or brands. Biplot analysis is a technique of descriptive statistics which's useful for presenting simultaneously of 'n' objects of observation and 'p' variables within the horizontal plane, so that the characteristics of variables and objects of observation as well as the relative positions between objects observations and the variables can be analyzed visually (Ginanjar 2013). Triandhika (2009) used the Biplot analysis to determine the main characteristic of Olympic Brand of furniture product. The results showed that Olympic main characteristic was the number of discount or promotion. Wulandari et.al (2012) studied the characteristic and preferences of green consumer stratification as bases to formulate marketing strategy of eco-label furniture by using Biplot model. The results showed that the characteristic of four formed segments could be derived from the results of Biplot analysis. Those four segments have tiered characteristic based on their tendency to environmental sustainability. The weakest segment is the first segment. Meanwhile, the most powerful segment is the fourth segment. Those four segments referred as green consumer stratification were conventional consumers (41%), green consumers (23%), greener consumers (20%) and greenest consumers (16%).

3.2 Variables Description

Several variables were used in this study: demography variables, product, services and promotional attributes. Demography variables were used to determine the respondents' characteristic. This variable was measured by stating questions related to demography in the questionnaires such as the store owner, gender, age, education, store classes, average paints purchase etc.

Product variables were physical and non-physical characteristic that adhere on the paints product from the previous study and from the direct exploration. Products variable was measured by stating questions in the questionnaires which asking respondents' perceptions towards price, quality, color variants and other attributes. A Cochran Q test was done to select the valid attributes which is representing consumers perception towards product or brands investigated. Service variable was service characteristic given by the producer or distributors to the retail stores from the previous study or from direct exploration. Service variable was measured by stating questions in the questionnaires which asking respondents' perceptions towards services given by the producer (Triandhika 2009). Promotional variable was used by the producer to increase the sales. The promotional variable was used in this study was promotional activities characteristic from previous study or from direct exploration. Retailer store attitude variables used in this study was retailer behavior or perception towards product, service and promotional attributes given by the producer or distributor to the retail store.

3.3 Data Analysis

The first objective of this study was to identify the attributes which were considered as an important factor in the purchase of paints products by the retailers. This objective would be answered by using Cochran test. The second objectives was to identify and analyze the attitude of the paint shop retail on attributes of products and services as well as promotional efforts on the XYZ brand of paint products and its competitors and to analyze the relationship between perception of the retail store attributes of products, services and promotional of XYZ brand of paint products and competitors in shaping of the stores' attitudes. This objective would be answered by using a Fishbein Multi-attributes model. In the Multi-attributes Fishbein model, all attributes that have been determined were stated in the questionnaire and then to express the degree of confidence and attributes evaluation was used a semantic differential method. The equation of this Fishbein Multi-attributes is: $A_o = \sum b_i.e_i$, with A_o = attitude toward an object, b_i = power of faith that the object has 'i' attribute, e_i = the evaluation of i attributes, and n = number of attributes of the object. In addition, the answer of the questions in the questionnaire was in a Likert scale, with choices of answers were 1 = strongly disagree, 2 = disagree, 3 = between agree and disagree, 4 = agree and 5 = strongly agree. Data of the attitudes and behavior scores were interpreted to make the numbers were meaningful. These figures were then incorporated into a class with a specific scale of assessment which's called as an interval scale (Interval scale = $\{a (m.n) / b\}$, with a = the

number of attributes, m = the highest possible score, n = lowest possible score, b = number of assessment scales to be formed. The third objective was to analyze the relationship between perception of the retail store attributes of products, services and promotional of XYZ brand of paint products and competitors in shaping of the stores' attitudes. This objective will be explained by using Biplot analysis. The fourth objective was to analyze the relationship between attitudes, services and promotion towards the purchase of XYZ brand by retail stores. This objective would be answered by using regression analysis method. And the last objective was formulating marketing strategies for XYZ brand paint products in the retail paint stores. It would use the results of the study to formulate the strategy.

4. Results and discussion

4.1 Retail Stores Characteristics Identification

The results of this study showed that respondents profiles based on the age distribution of the respondents in between 15-25 years were 3%, respondents aged in between 26 and 35 years were 26%, respondents aged from 36 to 45 years were 33%, while respondents aged of 46 to 55 years and 56 to 65 years respectively by 28% and 10%. This was shown that the majority (87%) of respondents were in the age range 26 years to 55 years which was in the productive age range. Distribution of respondents by educational level shown that the majority of respondents had high school or equivalent to Diploma degree were 89%. As stated earlier, respondents were selected from listed stores that sell paints of XYZ brand and its competitors. Results from this study indicated that XYZ Brand as the first rank in the store was 88% of all respondents; followed by the Competitor 1 that was 8%. Competitor 2 was 0% and Competitor 3 was 4%. These results indicated that 88% stores sell the XYZ brands as the highest sales level.

4.2 Attributes Determination

One of the preliminary study's objectives was to determine attributes that considered as important attributes by stores during their purchase of paints at retail stores in the Jakarta and surrounding areas. This attribute's determination was using a closed questionnaire of each attribute that was tested at minimum of 10% from total samples or in this study were 20 retail stores (Umar, 2003). Results of respondent's answers were then analyzed by using Cochran Q Test. If the count of Q counting was less than Q table ($Q \text{ counting} < Q \text{ table}$) then accepted the H_0 which means that the proportion of "yes" answers were no different for each variable. Results of this analysis indicated that there were 17 attributes that statistically valid by Cochran Q test. It consists of 5 (five) product attributes, 8 (eight) services attributes and 4 (four) promotional attributes.

4.3 Analysis of consumer attitudes toward attributes of XYZ brand and its competitors

Consumer attitudes were determined by using Fishbein Multiattributes Analysis. This analysis was using the equation of $A_o = \sum b_i.e_i$, with A_o = attitude toward an object, b_i = power of faith that the object has the attribute i , e_i = Evaluation of attributes i , and n = number of attributes of the object. Respondents' perceptions of the overall product attributes for XYZ brand and its competitors can be seen in the Tabel 1. XYZ brand has the highest score compared to its competitors (total score = 54.17), while the lowest score was Competitor 2 (total score = 47.65). This score indicated that those respondents' perception of XYZ brand has superiority in product attributes if it's compared to competitors. Company of XYZ Brand can use the superiority on the product attributes to be used in developing business and marketing strategy.

Table 1: Respondents perception towards the product attribute group (n = 120).

Attribute	Belief (bi)	Evaluation (ei)/Performance (Ao) – Product Attributes							
		XYZ Brand		Competitor 1		Competitor 2		Competitor 3	
		ei	Ao	ei	Ao	ei	Ao	ei	Ao
Price	4.48	4.23	18.94	4.12	18.46	4.04	18.13	4.24	19.02
Quality	4.58	4.37	19.98	3.97	18.17	4.10	18.76	4.24	19.41
Color variant	4.24	4.45	18.88	3.88	16.47	3.72	15.79	4.03	17.10
Color durability	4.30	4.18	17.99	3.92	16.86	3.98	17.10	4.03	17.33
Product variants	4.03	4.30	17.31	3.89	15.67	3.67	14.76	3.94	15.86
Total			54.17		49.00		47.65		50.28

Respondents' perception of overall service attributes of XYZ brand and its competitors can be seen in Table 2. XYZ brand was in the lowest position in comparison with its competitors (134.92). Competitor 1 has the highest score; it means that Competitor 1 was the most superior in service attributes compared to other brands. In order to win the competition in the market of the paint business in Indonesia, the manufacturer of XYZ brand need to pay the attention more on this attribute and improved it. The lowest score showed in the ease of product return. Retail perception of this attribute compared to the competition is understandable as business payment system in Indonesia is using outright system. So, they need to secure their capital or assets.

Table 2: Respondents perception towards the service attribute group (n = 120).

Attribute	Belief (bi)	Evaluation (ei)/Performance (Ao) – Service Attributes							
		XYZ Brand		Competitor 1		Competitor 2		Competitor 3	
		ei	Ao	ei	Ao	ei	Ao	ei	Ao
Color card availability	4.80	4.48	21.52	4.25	20.38	3.81	18.29	3.97	19.05
Ease of order	4.59	3.87	17.75	4.15	19.04	3.86	17.70	4.88	22.40
Product availability	4.68	3.88	18.12	4.18	19.53	3.97	18.54	4.15	19.41
Delivery accuracy	4.57	3.73	17.05	4.11	18.76	3.79	17.30	4.00	18.27
Responding Speed	4.37	3.47	15.14	4.02	17.55	3.77	16.45	3.79	16.54
Ease of product return	4.72	2.47	11.63	3.89	18.36	3.20	15.09	3.42	16.15
Ease of contact to sales	4.33	3.79	16.43	4.03	17.46	3.72	16.13	3.94	17.07
Sales knowledge	4.28	4.03	17.28	3.98	17.05	3.80	18.28	4.06	17.39
Total			134.92		148.12		135.79		146.29

Respondents' perception of overall group of promotional attributes of XYZ brand and its competitors can be seen in Table 3. XYZ brand has the lowest score (total score = 53.62) Competitor 3 has the highest score (61.07), it means that competitors 3 has the most superior attributes of promotional. This score showed that these attributes need more attention by the management of XYZ brand with fact that these attributes were considered as an important attribute; however XYZ brand has low score.

Table 3: Respondent's perception towards the promotional attribute group (n = 120).

Attribute	Belief (bi)	Evaluation (ei)/Performance (Ao) – Promotion Attributes							
		XYZ Brand		Competitor 1		Competitor 2		Competitor 3	
		ei	Ao	ei	Ao	ei	Ao	ei	Ao
Discount providing	4.71	4.25	20.01	3.88	18.28	3.77	17.73	4.15	19.53
Gift	4.09	3.08	12.58	3.38	13.84	3.37	13.78	3.85	15.76
Points Rewards	3.64	2.95	10.74	3.05	11.10	2.90	10.56	3.15	11.46
Voucher	4.06	2.53	10.28	2.90	11.78	2.98	12.08	5.53	14.32
Total			53.62		55.00		54.16		61.07

4.4 Analysis of consumer attitudes toward XYZ brand's store classes

Internal company of XYZ brand of paint showed that retail stores consumers have been categorized into 4 classes, i.e. retailers store class A, retailers stores class B, retailer stores class C and retailers stores class D. Consumer perceptions of each attribute of products, services and promotional can be seen in Tabel 4.

Table 4: Consumer perception of XYZ brand attributes in each class store

Attribute	Belief (bi)	Evaluation (ei)/Performance (Ao) – Class store							
		A Class store		B Class store		C Class store		D Class store	
		ei	Ao	ei	Ao	ei	Ao	ei	Ao
Price	4.48	4.23	18.94	4.21	18.86	4.22	18.90	4.20	18.81
Quality	4.58	4.37	19.98	4.35	19.92	4.36	19.97	4.34	19.88
Color variant	4.24	4.45	18.88	4.44	18.87	4.45	18.87	4.44	18.83
Color durability	4.30	4.18	17.99	4.16	17.89	4.18	17.97	4.15	17.85
Product variants	4.03	4.30	17.31	4.29	17.29	4.29	17.29	4.29	17.29
Color card availability	4.80	4.48	21.52	4.49	21.55	4.49	21.55	4.49	21.55
Ease of order	4.59	3.87	17.75	3.89	17.86	3.88	17.81	3.90	17.90
Product availability	4.68	3.88	18.12	3.86	18.06	3.87	18.11	3.86	18.06
Delivery accuracy	4.57	3.73	17.05	3.48	15.90	3.47	15.86	3.50	16.00
Responding Speed	4.37	3.47	15.14	3.76	16.43	3.74	16.34	3.77	16.47
Ease of product return	4.72	2.47	11.66	2.47	11.66	2.46	11.61	2.47	11.66
Ease of contact to sales	4.33	3.79	16.43	3.79	16.41	3.79	16.41	3.80	16.45
Sales knowledge	4.28	4.03	17.28	4.04	17.29	4.03	17.25	4.05	17.33
Discount providing	4.71	4.25	20.01	4.25	20.01	4.24	19.97	4.25	20.01
Gift	4.09	3.08	12.58	3.09	12.64	3.08	12.59	3.09	12.64
Points Rewards	3.64	2.95	10.74	2.97	10.81	2.96	10.77	2.97	10.81
Voucher	4.06	2.53	10.28	2.55	10.35	2.54	10.31	2.54	10.31
Total			281.71		281.77		281.60		281.87

The objective of the retail store classification policy based on the internal information of the company of XYZ brand was to align it into the overall company's strategic policies in order to achieve the maximum sales growth in retail stores. This study used the same sample for each class of store in order to know the attitude of each class of stores. Results of this study showed that the total value of the attitude (Ao) for each class store was respectively 281.71 (A class), 281.77 (B class), 281.60 (C class) and 281.87 (D class). The significant of difference between stores' classes attitudes can be determined by using ANOVA test. An ANOVA test was used in this study to test whether there are differences in the perception of the results of the retail stores of the XYZ brand paint products for each class store.

Hypothesis:

Ho: There is no difference in perception between the shop class A, B, C and D.

Há: There is a difference of perception between shop class A, B, C and D.

Decision-making:

If significance > 0.05 then Ho is accepted

If significance < 0.05 then Ho is rejected.

Or

If the F calculated < F table then Ho is accepted

If the F calculated > F table then Ho is rejected

The ANOVA test results showed p value (significance = 1.00) which means that Ho accepted (Sig > 0.05). The test results demonstrate the value of F calculated $F = 0.001$, $F_{table} = 3,318$, so $F_{calculated} < F_{table}$ then Ho is accepted. These results indicated that there is no significant difference between the results of the perception of a retail store among Store class A, B, C and D.

4.5 Analysis of consumer perception toward XYZ Brand's in each of store class

The attitude of the overall retail stores towards all attributes of XYZ brand and its competitors have been described in the previous section. A radar chart (nest spider) was needed in order to determine the consumer perceptions of each attribute of XYZ brand and its competitors in each class retail.

The mapping of the value of consumer perceptions of product attributes in each class stores by using radar graph can be seen in Figure 2. This results showed that XYZ brand in the outermost position in Figure 2, which means the position of XYZ brand is the most superior in all stores classes (A, B, C and D) for the product attributes compared to its competitors.

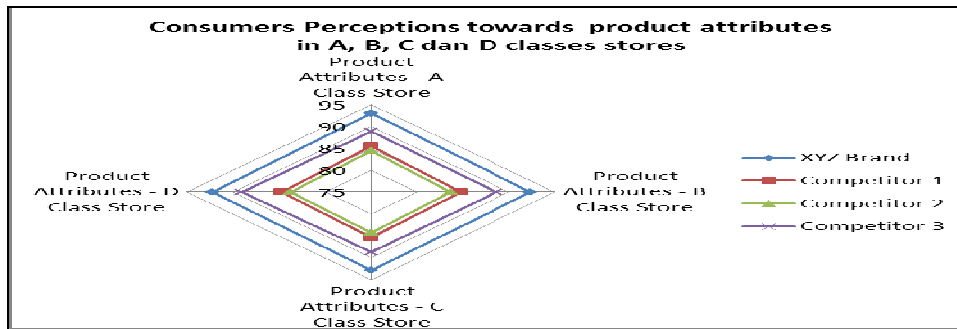


Figure 2: Consumer's perception of the product attributes of XYZ brand and its competitors in the A, B, C and D stores classes.

The mapping of the value of consumer perceptions of product attributes in each class stores by using radar graph can be seen in Figure 2. This results showed that XYZ brand in the outermost position in Figure 2, which means the position of XYZ brand is the most superior in all stores classes (A, B, C and D) for the product attributes compared to its competitors.

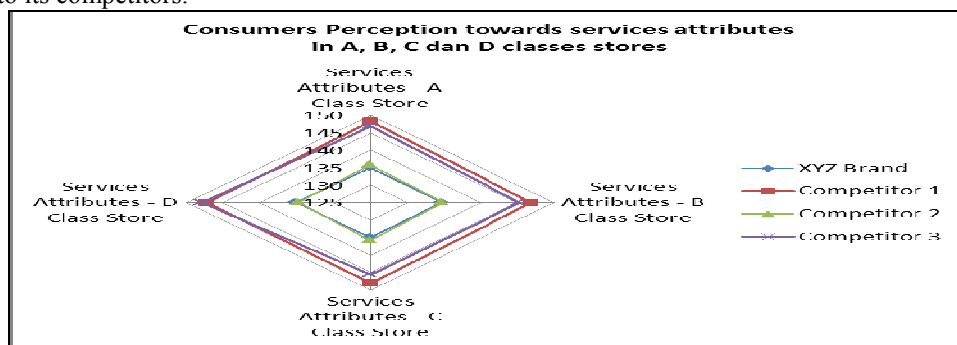


Figure 3: Consumer perception of the services attributes of XYZ brand and its competitors in the A, B, C and D stores classes.

The mapping of the value of consumer perceptions towards XYZ brand and its competitors on service attributes in each class of the store by using radar charts can be seen in the Figure 3. Competitor 1 in the outermost position in A, B and C stores classes, while in the D class shops coincided with XYZ brand. Competitor 1 in the outermost position in the A, B and C stores classes in Figure 3, which means that Competitor 1 has a superiority position in the A, B and C store class for the attributes of the service.

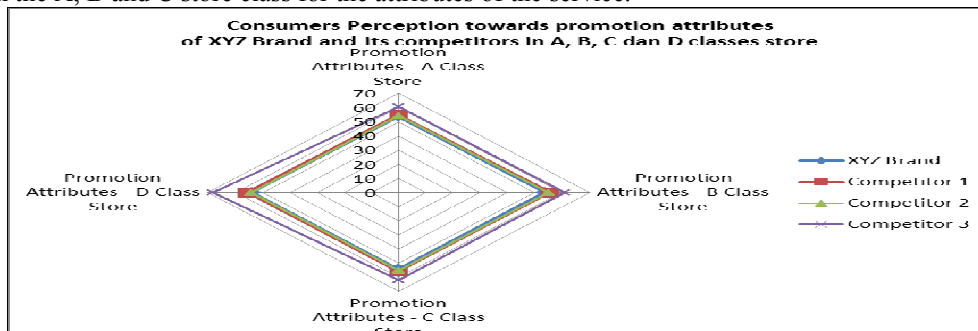


Figure 4: Consumer perception of the attributes of the paint brand XYZ Promotion and competitors in A, B, C and D stores classes.

The mapping of consumer perceptions on the promotional attributes values in each class store by using radar charts. Competitor 3 has the line in the outermost position in all stores classes. This means that that Competitor 3 has the most superior in promotional attributes compared to competitors in all classes of stores, while XYZ brand, Competitor 1 and Competitor 2 position were coincided in all stores classes (A, B, C and D). These analysis results showed in accordance with the results of the analysis of consumer perception in the previous section. Results of analysis of consumer perception mapping of the three attributes of products, services and consumers in each class showed that brand XYZ store has had the advantage on product attributes, competitor 1 excels on service attributes and Competitor 3 was superior in the promotion attributes. Competitor 2 has no superiority attributes that can be used to win the competition in the market of the paint in Indonesia, in other words there was no significant difference on consumers perception among retail class stores.

4.6 Consumer Perception Mapping Analysis

Brand position is one of marketer's ways to give an identity or image of product they produced. The position of a brand determined based on consumers perception (Hartoyo, Sumarwan and Wahyudian 2004). Respondents' perceptions of paint product attributes were responded in a different way. Therefore, to describe the overall perception there was a need of a tool called as cobwebs graphic that able to describe the perception of respondents towards XYZ brand and its competitors. The mapping of strengths and weaknesses of XYZ products against competitors can be seen in Figure 5. The strength of paints product features of XYZ brand against competitors were on the attributes of quality / durability, color variations, color durability, offered product variations and availability of color cards, while the disadvantages were on attributes of ease of replacement product / returns, speed of response, providing gifts and gift a voucher attributes. Competitor 1 had advantages on the attribute ease of replacement product / returns, responding speed, accuracy of delivery and attributes on ease of contacting sales team. Competitor 3 had advantages on attributes of the ease of ordering, gifts and providing voucher. Competitor 2 has no advantage when compared it with the XYZ brand paint products, Competitor 1 and Competitor 3 .

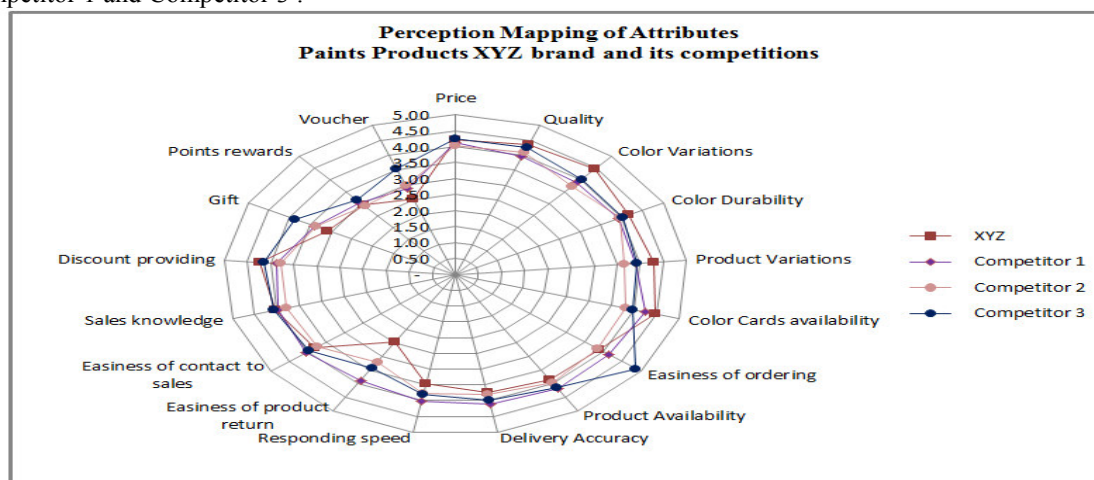


Figure 5: Map of respondents' perceptions of XYZ brand and its competitors.

4.7 Analysis of product's relative position

Ginanjar (2013) explained that the Biplot analysis is a technique of descriptive statistics which's useful for presenting simultaneously of 'n' objects of observation and 'p' variables within the horizontal plane, so that the characteristics of variables and objects of observation as well as the relative positions between objects observations and the variables can be analyzed visually (Jolliffe, 1986 & Rawlings 1988). Information that can be drawn from the Biplot analysis are; (1) the relative similarity between the object of observation; (2) the relationship between the variables; (3) the value of the variable in an object and (4) the diversity of variables. The relative position of each brand which's XYZ brand, Competitor 1, Competitor 2 and Competitor 3 can be seen in Figure 6. Among of four brands observed, there was no adjacent one to each other. These mean that XYZ brand was very different to the Competitor 1, Competitor 2 and Competitor 3.

The relative position of brand XYZ has a close relationship with attributes that are located in quadrant III, these were because of these attributes have relatively smaller angles, they were attributes of color durability, quality, availability of color cards, color variation, product variation, granting discounts and price. Competitor 3 has a close relationship with variable attributes that were in quadrant IV, namely ease of ordering, ease of contacting to sales team, attributes on collection of point rewards. Competitor 1 has a close relationship with the attributes that also exist in quadrant IV, namely ease of replacement, response speed, voucher gift, product availability and delivery accuracy attributes. Biplot analysis was able to show the main identifier of an object or product in this study. An XYZ brand of paint products has a distinguishing or distinctively compared with its competitors on the color durability, which was indicated by the direction of the vector which leads to XYZ brand. Competitor 1 has a characteristic attributes on the responding speed and ease of product replacement. Competitor 3 has a main characteristic on the ease of ordering. Competitor 2 has no identifier, and it shown the ignorance of consumers to the competitor 2.

The relationships between two variables are described by the angle formed between the variables vectors. If the angle formed between the two variables is less than 90 degrees, it can be said that the two variables have a positive correlation, whereas when the angle formed by two variables is greater than 90 degrees it can be said that both of these variables have a negative correlation. The smaller the angle formed between two variables vectors, the stronger its correlation. The relationship between two variables that have a positive and

strong correlation is between attributes color durability and color card availability or quality / durability and between attribute of the availability of products and delivery accuracy attributes (see Figure no 6). These indicated that in the minds of consumers; paints products that have a good colors durability tend to have better product quality and availability of color cards in stores and that its spreads evenly.

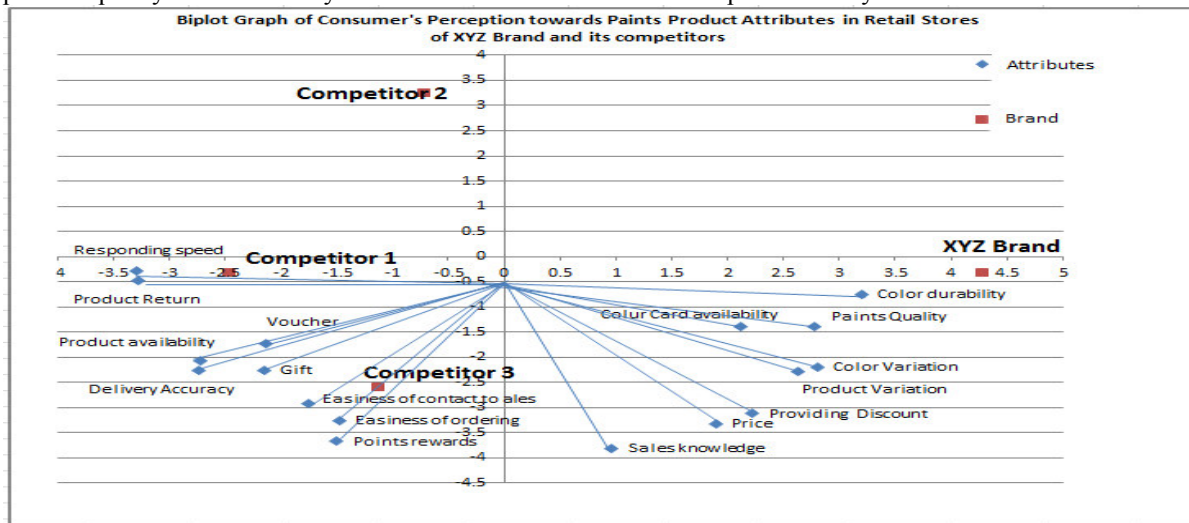


Figure 6: Biplot graph of paints products attributes of XYZ brand and its competitors.

4.8 Analysis of the relationship between store attitudes on product, services and promotion towards the purchase of XYZ brand by retail stores.

Factor Analysis Regression of store attitudes on each attributes towards the purchase of XYZ brand by the retail store using factor analysis showed that from seventeen attributes could be factored into five variables named as (1) Service variable, (2) Product variable, (3) Promotion variable, (4) Stock availability and (5) Discount and Color Cards Variable. Statistical calculation using SPSS software showed that there were not significant on the product, promotion, stock availability and discount variable towards store purchase level of XYZ brand of paint at $\alpha = 0.05$ ($Sig > 0,05$), and only Service variable which has significant value < 0.05 ($Sig = 0.013$). Further regression need to be carried out by using Store attitude on service variable as independent variable and purchase level of XYZ Brand of paints by retail store. The results of variance analysis method ANOVA can be seen in the Table 5.

Table 5: Significant relationship of retail stores attitudes on attributes towards store's purchase level

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Significance
1	Regression	2.116	1	2.116	6.047	.015 ^a
	Residual	41.288	118	.350		
	Total	43.404	119			

- a. Predictors: (constant) Service Variable...
- b. Dependent Variable: Sales Purchased by Retail store

Regression results showed that significant value was 0.015 ($Sig < 0.05$) it mean there was significant correlation between store attitudes on service towards purchase level of XYZ brand of paint in retail store. The strength of the relationship was indicated in the table 6 showed that on the value of the R^2 . The relationship of these attributes to the paint purchase of retail store was weak ($R^2 = 0.078$).

Table 6: The Strength of relationship of retail stores attitudes on attributes towards store's purchase level

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.221 ^a	.049	.041	.59152	.926

- a. Predictors: (constant) Service Variable...
- b. Dependent Variable: Sales Purchased by Retail store

The coefficients of relationship of retail store attitudes on the service attribute towards store's purchase level

were available in the Table 7. The results showed that the coefficient of service factor was -0.133, Regression analysis results showed that all factors have significance value <0.05, these means that there were significant and weak relationship of store attitudes on service variable towards level of purchase of XYZ Brand of paints at $\alpha = 0.05$ (95% confidence level) towards store purchase level. The coefficient of each factor was available in Table 7.

Table 7: The coefficient of relationship of retail stores attitudes on attributes towards store's purchase level

		Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Significance	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3.134	.054		58.037	.000		
	Service Variable	-.133	.054	-.221	-2.459	.015	1.000	1.000

a. Dependent Variable: Sales Purchased by Retail store

Regression model equation was:

$$Y = \log 3.134 - 0.133X_1 + \epsilon$$

With:

Y = Level of paints purchase by retail store.

Intercept = Log 3.134

X₁ = Service factor

Interpretations of this equation model were:

- Purchase level of retail store on XYZ brand was log 3.134 without any change in all factors.
- Coefficient of service factor by -0.133, it was meaning that every incremental of 1 level of store attitudes on service attributes will reduce 0.133 of store's purchase level of paints.

Product factor has a positive and significant relationship towards the store's purchase level, whereas service, stock availability and others factor had negative and significant relationship. Internal company of XYZ brand research data showed that Brand Equity of XYZ brand was very strong in the end users / consumers. This means that one of the possibilities of other dominance factors that affecting the level of paint purchase by retail store was the brand equity of XYZ brand of paint (*Internal XYZ Company research data*).

4.9 Managerial Implication

No	Research study results	Managerial Implication of XYZ Company
1	The Cochran analysis showed there were 17 attributes that were considered by consumers in the purchase of paint, consisting of five product attributes, 8 services attributes and 4 promotional attributes.	XYZ Company can refer to a valid attribute in order to develop a marketing program or business strategy.
2	The Fishbein Multiattributes analysis showed that XYZ brand has met the consumers' needs and expectations for product attributes, while for service attributes and promotion still did not meet the expectations and needs of consumers.	Company to maintain the performance of the product attributes and improves performance attributes associated with the service and promotional such as in improved of ease of product replacement and delivery accuracy.
3	XYZ Brand has primary identifiers which were color durability, product quality, variety of colors and color card availability. Competitor 1 has main identifiers in responding speed and ease of replacement products. Competitor 3 has the ease of ordering and ease of contacting the sales points as primary identifiers and Competitor 2 did not have any primary identifier.	XYZ company can use color durability, quality of product and color variation offering as a unique selling proposition for XYZ brand in developing marketing strategy. In order to defend competitors' expansion, the company can improve the weaknesses such as responding speed, easy to product replacement, product availability, delivery accuracy and point's rewards.

5. Conclusion

5.1 Conclusion

Results of this research can be concluded as follows: (1) The results of the preliminary study using the Cochran analysis showed there was seventeen statistically valid attributes which were considered as important factors during the purchase of paint by retail stores; they were consisting of five product attributes, eight services attributes and four promotional attributes; (2) The results of Fishbein Multi-attributes analysis showed that XYZ brand has the highest total value on the product related attributes, which's means XYZ brand has met the

customer's expectations and needs than its competitors; however in terms of service and promotional attributes, XYZ brand has the lowest total score compared to its competitors. This means that XYZ brand attributes on services and promotional has not met the customer's expectations and needs. (3) The results of the product relative position analysis showed that XYZ brand has primary identifiers on the color durability; Competitor 1 has a primary identifier attributes on responding's speed and easiness of product replacement; Competitor 3 has a primary identifiers attributes on ease of ordering; while Competitor 2 did not have any primary identifier. (4) Factor Analysis Regression of store attitudes on each attributes towards the purchase of XYZ brand by the retail store using factor analysis showed that from seventeen attributes could be factored into five variables named as (a) Service variable, (b) Product variable, (c) Promotion variable (d) Stock availability and (d) Discount and Color cards variable. Statistical calculation using SPSS software showed that there were significant relationships between store attitudes on the service attributes towards store purchase level of XYZ brand of paint at $\alpha = 0.05$ (Sig = 0,015). The strength of the relationship was indicated on the value of the R^2 . The relationship of these attributes to the paint purchase of retail store was weak ($R^2 = 0.078$). It means that there was significant and weak relationship between store attitudes on service towards retail stores' purchase level of XYZ Brand of paints in retail stores. Internal company of XYZ brand research data showed that Brand Equity of XYZ brand was very strong in the end users / consumers' mind. This means that one of the possibilities of other dominance factors that affecting the level of paint purchase by retail store was the brand equity of XYZ brand of paint (*Internal XYZ Company research data*).

5.2 Recommendation, Limitation and Future Researchers

Recommendation for the producer of XYZ brand on the marketing strategy in order to increase sales of XYZ brand of paint products in retail stores, it is necessary to maintain the product attributes performance and improve on the performance of customer services and promotional attributes.

Different environment may play positive impact to the market situation. Since this research has been conducted limited only in Jakarta and surrounding areas (Indonesia), it could not represent retailers of other urban and rural areas that may lead to totally different life style and behavior. Finally, it is recommended for the future researchers to include a deep interview and experimental method in doing research at the market place. It will help scholars to gain more accurate information from different respondents.

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