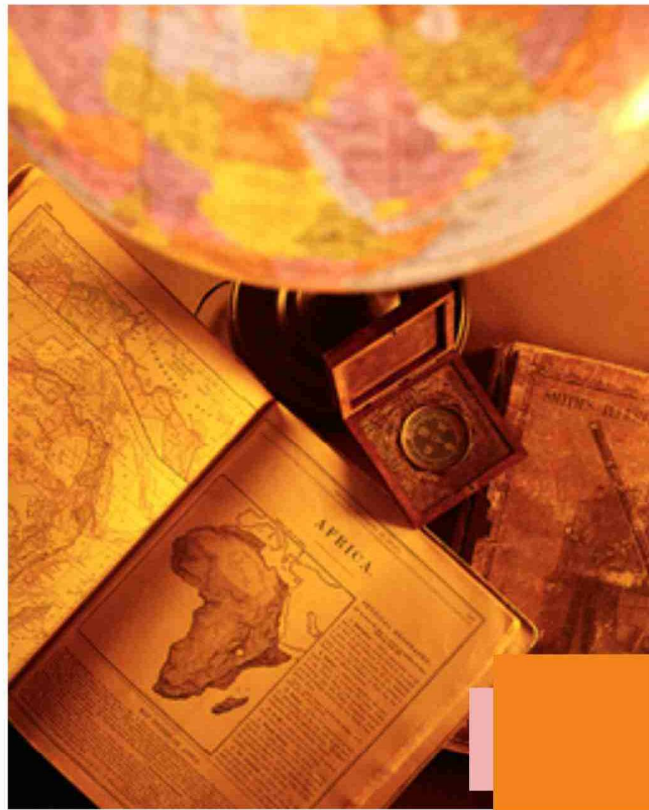
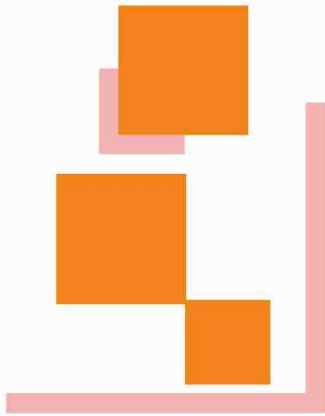


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## **Analysis of Consumer Attitude Using Fishbein Multi-Attributes Approach**

**Abdullah Ramdhani<sup>1</sup>, Dini Turipanam Alamanda<sup>1</sup>, and Hendri Sudrajat<sup>1</sup>**

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### **Key Words**

*Consumer attitude,  
Product attribute,  
Theory of reasoned action*

### **Abstract**

*The development of today's economy growing rapidly, accompanied by increasingly sophisticated technological advances that led to the emergence of competition among firms. Increasing number of motorcycle brand in circulation led to a very tight competition in the motorcycle market, particularly in the type of motorcycle. This makes the consumer faced with various choices of brands, so the motorcycle manufacturers need to know the tastes and desires of consumers to create and sell a motorcycle can be favored by consumers. The purpose of this study were to determine what attributes are considered important by consumers to the product brand motorcycle Honda, Yamaha, and Suzuki, and to assess consumer attitudes toward product attributes motorcycle Honda, Yamaha, and Suzuki, The model used is multi-attribute attitude model of Fishbein Attitude Toward to Object Model and the Theory of Reasoned Action. The results of this study indicate that (1) that are considered important attributes are attached to the product brand motorcycle Honda, Yamaha, and Suzuki is the attribute Price has the highest positive score compared \* with a score of other attributes for each of the Honda brand motorcycle, Yamaha, and Suzuki. (2) consumer attitudes showed a positive attitude in which the score for the Honda is +60.03, +56.14 Yamaha, and Suzuki is +55.00. (3) the dominant factor influencing purchasing decisions motorcycle products for the Honda brand is a member of the family, while for the brand Yamaha, and Suzuki are the others*

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## **1 Introduction**

Globalization and developments in science and technology provide a very wide impact on all sectors of human life. The growth of technology allows simplicity for people in living activities. The bike is one result of technological advances in the automotive field. In view of the size, price, and its operation, motorcycle is a very practical transport, people use motorbike to help their daily activities such as working, trading, schooling, lecturing and other activities that require transportation.

Amid the many industries in Indonesia which had a significant reduction, the motorcycle industry continue to show encouraging growth. By exploiting the economic situation, the motorcycle industry is able to explore the gap and the opportunity to persist. Motorcycle industry in Indonesia is filled by some dominant players are: Honda, Yamaha, Suzuki, and Kawasaki serving individual consumers in a very large number. The number of motorcycle users indicate a growing trend adds to the attraction industry. This is in response to the entry of new players such as the motor of china in the early 2000s and the last is from India Bajaj and TVS.



The increasing number of motorcycle brands on the market, causing a very tight competition. It also makes the consumer faced with various choices of brands, so the motorcycle manufacturers need to know the tastes and desires of consumers in order to create and sell motorcycle products that can be liked by consumers in one way is to analyze consumer attitudes toward products based on their assessment motorcycles of various attributes that exist in the product.

Attitude as one of the internal environmental factors, can affect a person's decision to purchase the product. Consumer attitude is a response or assessment given by consumers consistently, favorable or unfavorable, positive or negative, like it or not, agree or not to an object. Attitudes have significance role in making marketing decisions and there is a strong tendency to assume that this attitude as the most powerful factor for predicting the future behavior and can help companies predict product demand and to develop appropriate marketing programs. One's attitude toward the product attributes may vary due to the belief and evaluation of the product attributes. Besides, there are other factors that influence that will ultimately determine his interest in buying a product, namely the external factors are reflected in the individual influence of others (subjective norm) on the behavior of the decisions taken, such as family members, other people, peers and vendors.

Thus the objectives of this study are:

1. To find out what attributes are considered important by consumers of the product brand motorcycle Honda, Yamaha, and Suzuki.
2. To determine consumer attitudes towards product attributes brand motorcycle Honda, Yamaha, and Suzuki.
3. To find out which one is more dominant factor in influencing the purchasing decisions of products motorcycle brands Honda, Yamaha, and Suzuki based approach to Theory of Reasoned Action.

## **2 Literature Review**

### **2.1 Definition of Attitude**

According to Sumarwan (2004), attitude is an expression of feelings about the object whether consumers like it or not, and also describes the attitude of consumer confidence in the various attributes and benefits of such objects. Attitudes are statements or evaluative judgments relating to an object, person or an event .Meanwhile according to Schiffman and Kanuk (2008) attitude is a learned tendency to behave in a way that pleasant or unpleasant to a particular object. There is general agreement that the attitude of studied, such an attitude is related to purchasing behavior is formed as a result of direct experience regarding the products, information was obtained verbally from others, or exposure by advertising in mass media, internet and various forms of direct marketing.

### **2.2 Components of Attitude**

There are three components of attitude by Sumarwan (2004), as follows:

1. Cognitive component (knowledge)
2. It is associated with trust (belief), ideas and concepts, such as knowledge about an object, beliefs about the object or evaluative beliefs.
3. Affective component (emotional)  
This involves one's emotional life such as feeling happy or unhappy about a situation, object, person or concept.
4. *Conative* component (behavioral tendencies)  
This is a tendency to behave or will behave to an object.

### 2.3 Characteristics of Attitude

Attitudes by Sumarwan (2004) has several characteristics:

1. **Attitude Has Object**  
In the marketing context of consumer attitudes should be connected to the object, the object may be connected to a variety of consumer and marketing concepts such as products, brands, advertising, pricing, packaging, media and so on. If we want to know the attitudes of consumers, then we must clearly define the attitude consumers against what.
2. **Attitude Consistency**  
Attitude is a picture of a consumer's feelings, and it will be reflected by his behavior. Because of that attitude has a consistency with the behavior. Behavior of a consumer is a picture of her attitude.
3. **Positive Attitude, Negative, and Neutral**  
Someone may like something (positive) and do not like something (negative) or did not even have an attitude (neutral).
4. **Attitude Intensity**  
Consumer attitudes toward a brand of products will vary its level, there is really like or even dislike. When a customer states the degree of liking for the product, then he reveals his intensity, the intensity is called the characteristic attitude of the attitude extremity.
5. **Resistance Attitude**  
Resistance is how much consumer attitudes can change. It is important for marketers to understand how the resistance of consumers is, in order to establish appropriate marketing strategies. Offensive marketing can be applied to change the high resistance attitudes.
6. **The persistence of attitude**  
Persistence is a characteristic attitude illustrates that attitudes will change as time passes.
7. **Beliefs Attitudes**  
Consumer confidence is the belief of the truth of the attitude he had.
8. **Attitude and Situation**  
Attitude toward an object often appears in the context of the situation. This means that the situation will affect consumer attitudes toward an object.

### 2.4 The Function of Attitude

Attitudes according to Schiffman and Kanuk (2008) has four functions:

1. **Function Benefits**  
This function indicates that the individual attempts to avoid the minimum things that are not desirable. Thus the individual will form a positive attitude toward things that bring in profits and predicted a negative shape attitudes toward the things that harm.
2. **Ego Defense Function**  
When individuals experience things that are not desirable and is considered to threaten the ego, or to know the facts and truth are not expected, then attitude can serve as an ego defense mechanism that will protect him from the bitterness of that reality.
3. **Function Value Statement**  
Attitude is a statement of values or a reflection of the values, lifestyles, and the general view of consumers. In this function states that a person often has a certain attitude to obtain satisfaction in stating the value that was followed in accordance with the personal and the concept itself.
4. **Knowledge function**  
The individual usually has a strong need to know and understand people or things associated with them.

### Multi-attribute attitude model of Fishbein

Attitude theories illustrate that consumer attitudes towards a product will affect consumer behavior or action against these products, marketers need to know the attitude of consumers towards the products it markets, and then formulate strategies to influence consumer attitudes. Market research or consumer research is one important activity to determine consumer attitudes toward an object.



Measurement of attitudes of the most popular used by consumer researchers is a model of the Multi Attribute Attitude Model of Fishbein, which consists of three models: the attitude toward to the object model, attitude toward behavior model, and the theory of Reasoned Action. (Sumarwan, 2004).

Attitude toward the object model is very suitable for measuring attitudes toward the class of products (or services) or a particular brand. According to this model of consumer attitudes toward products or specific product brand is a function of the presence (or absence) and evaluation of a conviction or certain properties. In other words, consumers usually have level of adequate properties and positive values, and they have an unpleasant attitude towards the brands they feel do not have adequate levels of undesirable traits or have too many properties negative or undesirable (Schiffman and Kanuk, 2008).

Furthermore, in this model Fishbein (1967) says that a person's attitude toward an object is a function of his belief that the object is associated with certain attributes and evaluative responses that connected to that belief. Mathematical formulation of the model of attitude toward the object, by Fishbein can be formulated as follows:

$$A_o = \sum_{i=1}^n b_i e_i \quad \dots(1)$$

- A<sub>o</sub> = Attitude toward an object
- = Strength of belief that the object has attribute i
- = The evaluation of attribute i
- n = Number of convictions

According to Schiffman and Kanuk (2008), a model of attitude toward the behavior of individual attitudes to behave or act against a specific object, rather than attitudes toward the object itself. The appeal of attitudes toward behavioral model is that this model looks a little closer to the actual behavior rather than attitudes toward the object model.

### Theory of Reasoned Action

Theory of Reasoned Action is a theory of reasoned action that describes the integration of the components of attitude as a whole into a structure that is intended to produce a better explanation and better forecasting of the behavior (Schiffman and Kanuk, 2008).

In accordance with this extended model, to understand the purpose, we also need to measure subjective norms that influence individual's intent to act. Subjective norms measured directly by assessing the feelings of consumers as well as what others (family, friends, roommates, friends, coworkers) think about the actions being carried out, ie whether they look happy or unhappy about actions to be performed.

Consumer researchers can study the subjective norm to other basic factors that can bring it. They do this by assessing the normative beliefs that individuals connect with others, as well as individual motivation to obey any other person.

The theory of reasoned action incorporating the cognitive component, affective component, and conative components, but these are arranged in different patterns with patterns of three-component model.

### 3 Research Method

#### 3.1 Research Design

The method used in this research is descriptive method by using survey techniques. The research is descriptive research that aims to provide an overview of the study variables by photographing the object under study conditions through the examination and measurement of symptoms. The study includes survey data collection, processing, and then analyze the data obtained.

#### 3.2 Population and Samples

The population used in this study is the owner and userf brands Honda, Yamaha, and Suzuki motorcycle in district of Garut City. Sampling technique used is simple random, with the number of 105 respondents who were divided into three categories for each respondent so that the motorcycle category required sample of 35 respondents.

#### 3.3 The definition of the concept and measurement

Consumer attitudes toward motorcycle attributes are the attributes of consumer response to the motorcycle expressed in six statements that are divided into two categories: first, very important, important, moderate important, moderate unimportant, not important, and very unimportant. The second category is strongly agree, agree, moderate agree, moderate disagree, disagree, strongly disagree. Measurement of positive attitudes and negative attitudes by using a scale of staple.

Variable attitude toward the behavior in this study are the attributes attached to the motorcycle products, namely:

- a. Price is a value was exchanged to obtain a product (Simamora, 2001)
- b. The product quality is a characteristic of the product in the ability to meet the needs - needs that have been determined and are latent (Kotler and Armstrong in Novandri, 2010).
- c. Brand as a name, term, sign, symbol, or design, or a combination of a whole which are intended to identify goods or services from a seller or group of sellers, to be different to its competitors (Shimp, 2003).
- d. Advertising, as the impersonal presentation of ideas, goods, or services paid by a sponsor (Cannon, Perreault, McCarthy, 2008)
- e. Sales promotion, a promotional activity other than advertising, publicity, and personal selling that drives interest, willingness to try, or purchase by the customer or other party to the channel (Cannon, Perreault, McCarthy, 2008).

While the normative selected beliefs and motivation variables are:

- a. Family members: the people who live together in a house that is because there are bonds of marriage, blood relationship or adoption that can provide influence and motivation to purchase, the measurement has ever received advice from the father, mother, sister, child, husband / wife.
- b. Others: is a person known or unknown that have provided information about products, measurement advice and information has been received from people known or unknown.
- c. Peer friend: Your age is the person who has been known previously by consumers who can influence purchasing decisions, measurement of advice and information from people who have been known previously.
- d. Salesperson: is a person who sells or offers his products to the respondents, measurement advice or information received from the seller of motorcycle products.

## 4 Results and Discussion

These research findings have several implications, including a relatively positive consumer attitudes towards product attributes that attach to motorcycle brands Honda, Yamaha, and Suzuki. In addition to attitudes, subjective norms also show a positive figure who encourages consumers to make purchases.

Consumer attitudes are quite positive toward attributes attached to the product brand motorcycle Honda, Yamaha, and Suzuki, proving that consumers are buying motorcycles provide a good attitude. However, if viewed from the consumer attitude toward each of these attributes, to attribute the price in terms of low price is the primary choice, and price cuts is the attribute that most favored by consumers Honda motorcycle brand for 2.66. As for Yamaha motorcycle brand, the most favored attribute is the attribute price in terms of price is the primary choice (2.66), and for Suzuki motorcycle brand, the most favored attribute is the attribute price in terms of conformity with the price of purchasing power of 2.74.

Among the three brands of motorcycles, the most favored attributes are all equal in terms of price, for that the management must keep and maintain price stability with purchasing power. Prices are too high, will cause the consumer can't afford the product, so that the expectations of consumers can enjoy the product in accordance with the money they have spent and low price as well as good quality is still an important source of satisfaction, but the price is too low can also cause unequal costs of production with sales price, for that company can set prices according to quality of product for example by producing products that vary with varying prices as well, and for management to avoid a deficit of income and profits is necessary to set a policy, when to the regular price and when to be at a discount.

The results of the analysis of consumer attitudes towards product attributes motorcycle brand Honda, Yamaha, and Suzuki with Multi-Attribute Approach Fishbein, it can be concluded that the product attributes are attached to the product brand motorcycle Honda, Yamaha, and Suzuki can affect consumer behavior in making a purchase. Based on the evaluation of the interests of (ei) shows that all the attributes considered by consumers are all positive with a value above 1.00. Overall, consumers think that the Honda brand is better than Yamaha, and Suzuki, as shown by comparison of the attitude of total for all three brands, namely the Honda brand for 60.03, 56.14 for Yamaha, and Suzuki by 55, 00.

Promotion is one of the marketing strategies used to communicate the product or service by the producer to the consumer, where the campaign consists of advertising, sales promotion, and personal selling. The results of consumer research that the social environment influence the subjective norm of consumers in making product purchasing decisions motorcycle brands Honda, Yamaha, and Suzuki formed by normative beliefs (NBj) and Consumer motivation (MCj). Based on the motivational value obtained from consumers' opinions about the motivation they received from reference groups related to the purchase decision motorcycle brands Honda, Yamaha, and Suzuki, it is known that the highest motivation for Honda motorcycle brand is the variable of *family members* (2, 26), while the highest score for the Yamaha brand is *other people* variable (2.34), and the Suzuki brand for the highest score is *other people* variable (2.26).

Among the three brands of motorcycle is derived equations to variables that are considered to have the lowest ratings among the three groups of variables that reference other sellers, even though the respondents had a positive assessment against the seller. In order for salespeople more productive again in influencing consumer purchase decisions on a product, then manufacturers are required to carry out a strategy that is able to motivate the sales force by providing training about the knowledge of product reliability. Thus, the seller may well provide good explanations about the products he marketed, causing excitement for consumers to do purchasing. In addition, sellers can create a variety of ads that highlight the strong attributes of the product by selecting advertising media that can reach all levels of society for example, television and radio. Because both of these media is media that owned and reachable by most of levels of society.

Based on the subjective norm (SN) consists of consumers who normative beliefs (NBj) and motivation (MCj) which influence consumers in making purchasing decisions based on the advice and opinion from a reference group consisting of family members, peers, other people, and the seller showed positive scores are all above 1.00.

From the results of attitude and subjective norm (SN) may be known to mean the behavior (behavioral intent) of consumers who consider that overall respondents have a desire to buy a Honda products, compared to Yamaha and Suzuki brands, this is indicated by value comparison third behavior intent for Honda brand is 37.5, 35.3 for Yamaha, and 32.5 for Suzuki.

## 5. Conclusion

Consumer attitudes towards product attributes brand motorcycle Honda, Yamaha, and Suzuki showed that a positive attitude, where the overall score from all three brands is positive. The results of consumer ratings of Honda brand has a higher valuation than the two other brands that is (60.03), while for Yamaha (56.14), and Suzuki (55.00). From the comparison of these values could mean that consumers prefer the brand Honda to Yamaha and Suzuki because consumers evaluate that product attributes Honda brand is better than on the attributes of Yamaha and Suzuki.

The social environment can affect consumer subjective norm in buying products motorcycle Honda, Yamaha, and Suzuki consist of family members, peers, other people, and the seller. Dominant factor affecting the customers in buying products Honda is a family member with the highest score of 2.26. As for Yamaha, the highest scores are the others (2.34), and for Suzuki is the dominant factor affecting the consumer in making a purchase is other people (2.26).

Future research is suggested in the sampling and questionnaires used to disseminate research sites should use larger object and evenly distributed throughout the Garut city, so this research area is not only the range in some areas only.

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