Analysis of the Factors that Influence Consumer Purchase Decisions in the Snack Product (Case study in BANCI as an Alternative Healthy Food)

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Abstract

Snacking is one way to get satisfaction from the crush of life's stresses. In fact, more frequent snacking leads a person to be pursued by guilt that obesity and unhealthy living patterns are occurring. BANCI (Banana Chocochip) produces a Banana Chocolate Chip product which is a product of innovation and creation that could be a good alternative and a healthy snack. In this paper, we identify the determinant factors on which the consumer makes their purchasing decisions based on product attributes like price, quality, packaging, branding, warranties, and service. Based on the results of research, the critical attributes in the purchase decision are brand, quality, and price attributes

Key words: snacking, Banana Chocochip, determinant factors, purchasing decisions

1. Introduction

In any economic conditions, competition in the business world is stricter because almost all businesses started globally oriented. Business phenomenon, which occurs in the face of the free market in the present and the future, is more complex to achieve competitive advantage. A lot of business organizations are doing efforts to achieve competitive advantage by making changes in production processes, equipment, services or activities undertaken relating to the creation of added value. Therefore, companies always keep trying to do the formulation and improvement of businesses in order to win the competition.

Looking at the increasingly volatile economic activities not only in Indonesia but also in the world, making people have desire to become an entrepreneur. Students were not free from this phenomenon, therefore, this phenomenon makes student is required to be creative so that when it has graduated from college, and students are able to self-reliance.

Nowadays, people make a banana as a snack with the process into a wide range of foods such as banana compote, fried bananas, banana chips etc. Everyone else has to know and feel the delights of banana chips, banana chips on the market currently has a sweet and salty taste, which is the sweet taste of banana chips is derived from refined sugar or melted and combined into the banana chips. The sweet taste can be replaced with other food ingredients that more healthy. One of them is by using chocolate.

A combination chocolate and banana chip is a good form of snacks, rich of nutritious and innovative because chocolate banana chips have not been made. And this combination chocolate and banana chip is called BANCI.

This paper, identify the determinant factors on which the consumer makes their purchasing decisions based on product attributes like price, quality, packaging, branding, warranties, and service related to BANCI.

2. Literature Review

To understand consumer behavior, there are many underlying factors that influence a person in making decisions to purchase certain products or brands. Lysonski, et al., (1996) in Silayoi and Speede (2004) mentioned that the consumer decision-making can be defined as a mental orientation characterizing a consumer's approach to making choice. This approach is associated with cognitive and affective orientation in the decision making process.

In a large proportion, consumer-buying behavior is often preceded and influenced by many stimuli from outside, either marketing stimuli as well as from other environmental stimuli. Marketing stimuli consist of the four Ps: product, price, place, and promotion. Other stimuli include the significant forces and events in the buyer's environment: economic, technological, political and cultural (Kotler, et al., 2005).

Products are the main reason for consumers in their purchase, considering the benefits that are included in a product is actually sought after by consumers. In the process of purchasing,

consumers often do a search of information and evaluate various alternative products to avoid possible negative risks (Kotler, et al., 2005). Therefore, marketers need to consider the issues in the product including product attributes will be offered to the market.

Kotler (2000) states that "the product attribute is a component of the product property which ensure that these products meet the needs and desires of the buyer. Attributes inherent in a consumer product are used to assess and measure the suitability of product characteristics with the need and desire of the consumer. For companies that are able to know what attributes could influence the purchasing decision, they can determine the strategy to develop and refine the product to be able to meet consumer expectations.

A product must have the attributes that support it. Some important factors to consider attributes such as price, quality, branding, packaging, size, label, service (Kotler, 2000).

According to the American Marketing Association (Kotler, 2000), a brand is a name, term, sign, symbol, design, or a combination of those things, which are intended to identify the goods or services from a person or group of sellers and to differentiate it from competitors' products. A brand gives a series in which the promise of trust, consistency, and hope. Thus, the brand is very important, for both consumers and producers (Riana, 2008). For consumers, the brand is useful to simplify the purchasing decision process and a guarantee of quality. Conversely, for the manufacturer, the brand can help the efforts to build loyalty and ongoing relationship with consumers.

Other attributes of the product that are an important consideration is the quality of the product. Quality of products offered is one of the important components for the company. The product quality is one tool in creating competitive advantage for companies (Kotler, et al., 2005). The importance of quality image can provide benefits in the form of consumer purchase intentions (Tsiotsou, 2005). Furthermore, Tsiotsou (2005) mentions that some of the research (Carman, 1990; Boulding, Staelin, & Zeithaml, 1993; and Parasuraman, et al., 1996) supports the existence of a positive direct effect on the quality of consumer purchase intentions.

Apart from product quality, product packaging has a role in providing purchasers stimuli. The use of packaging elements (packaging) becomes an important issue in purchasing decisions for products with low involvement of consumers (Estiri, et al., 2010). Silayoi and Speede (2004) said there are five major elements in packaging that has the potential to influence the buying decisions. The fifth element was grouped into two categories of visual elements and information. Aspects of the visual elements consist of graphics, size, and shape of packaging. Elements of the information and the technology used presented. Research conducted Estiri, et al. (2010) about the element on the packaged food product category has an impact on changing behavior at three stages namely the purchase of pre-purchase, purchase and post-purchase.

On the other hand, the majority of consumers, particularly for low involvement products and consumers who are price sensitive, the price is often a consideration in purchasing decisions. Price is an amount of money charged for a product, or the amount of value in exchange for the benefits consumers because it owns or uses the product (Kotler, et al., 2005).

Problems related to product warranties are promised in the warranty service. Is a product of service activities that require special attention because of product management itself is increasingly sophisticated and complex, consumer dissatisfaction is increasing and all getting difficult to overcome by the service product itself?

In general, companies must be able to understand what the needs and desires of consumers towards the products of which consist of an affordable price, good quality, satisfactory service and taste that can meet consumer tastes. Through an understanding of consumer behavior in choosing a product, marketers can understand the truth of what their needs and desires of consumers, consumer background, reasons for purchasing the product, as well as the condition of how goods and services are purchased.

3. Research Design

The research design is descriptive. This study focuses on consumer purchasing decisions based on consumers' responses to product attributes. Thus, the research instrument is directed at product attributes such as brand, quality, service, packaging, price, and warranty. The data was collected using questionnaires. Each item in question is using the measuring scale of 1-7. Response 1 indicates disagreement

and 7 indicate agreement to the statement. Simply put the size of each attribute in the described in the following Table 1.

Table 1. The Element on the Packaged Food Product Category

No	Criterion	No	Criterion
X01	Distinctive flavor	X10	Easy to remember brand
X02	Product durability	X11	Conformity with the product identity
X03	Consistency of product taste from time to time	X12	Value impression brands offered
X04	Attractive packaging	X13	Easily obtained
X05	Forms of packaging	X14	The speed of service at the store
X06	The information presented	X15	hospitality support from vendors
X07	Packaging impression	X16	Quality assurance
X08	Affordable Prices	X17	Warranty information conveyed suitability
X09	Price equals quality		

Target populations are based on demographic aspects of the respondents, namely the possible teenagers who snack like chocolate. Therefore, the target population of research focused on students at the University of Garut. The sampling technique used probability sampling, with sample size estimation approach with the parameters of sample proportions (Umar, 2003). In the α value of 5% and the value of an error rate of 5%, the sample size to be taken more than 384 respondents.

To find out what factors are considered by consumers in the purchase of brand products transvestite, are used factor analysis. The process of factor analysis to try to find a relationship (interrelationship) among a number of variables are mutually independent with each other, so that can make one or several sets of variables are fewer than the number of initial variables (Supranto, 2004). Furthermore, data processing is done by using SPSS 18 software.

4. Results

Descriptively, the majority of respondents are dominated by women (73%) and 27% were male. In addition, the average respondent has purchased the product for more than once, so that the respondent had to know this product.

Respondent a whole are summarized in the Table 2.

Table 2. Summary of the Percentage of Respondents for Each Instrument

	Alternatif respon						
	1	2	3	4	5	6	7
Quality							
x01. Brand of snack pansy has a unique taste	11%	3%	10%	12%	8%	33%	23%
x02. Having a long endurance	7%	6%	9%	21%	13%	32%	12%
x03. Consistent in taste from time to time	3%	3%	14%	24%	18%	18%	20%
Packaging							
x04. Transvestite product has its own charm packs	14%	11%	14%	25%	12%	16%	8%
x05. Unique form of packaging, a differentiator with competitors' products	9%	14%	16%	27%	16%	12%	6%
x06. Available the information required in packaging products	11%	7%	18%	24%	14%	17%	9%
x07. Packaging that is used to give the impression special products	14%	14%	21%	25%	9%	10%	7%
Price							
x08. In your opinion, price offered affordable	8%	6%	10%	12%	28%	19%	17%
x09. The price offered in accordance with product quality	12%	11%	10%	17%	10%	16%	24%
Merek							
x10. The rebranding is easy to remember	5%	7%	11%	16%	19%	24%	18%
x11. Reflects the brand name products in the offer	5%	9%	12%	12%	16%	31%	15%
x12. Brand products provide value to your	9%	14%	13%	12%	16%	21%	15%
Services							
x13. At the time wanted to buy, easy to obtain the product banci	12%	14%	22%	23%	13%	10%	6%
x14. Speed of service given at the store where buyers	7%	14%	21%	26%	15%	9%	8%
x15. Store employees provide a friendly service	12%	7%	17%	28%	15%	10%	11%
Warranties							
x16. I'm sure with the quality assurance of products offered	12%	21%	25%	13%	16%	11%	2%
x17. Warranty information provided in product packaging	16%	17%	21%	22%	14%	9%	1%

In Table 2, it can be seen that the percentage of positive consumer response are high on quality product attributes, price, and brand. In particular, this third aspect describes the main reasons consumers buy BANCI. Conversely, warranties on product attributes, receive a not good response. Especially, about the guarantee of the information conveyed in the packaging products. It is not a major concern of respondents in the purchase of BANCI. The attribute of packaging and services shows more percentage in the neutral position. However, this attribute is deemed important enough by the consumer.

Based on factor analysis, the result shows that the processing of factor analysis through SPSS software is acceptable. The factor analysis process begins with the correlation matrix of all pairs of variables in this study. Techniques in the analysis of these factors using the method of KMO (Kaiser-Meyer-Olkin) and rounding off Bartlett's Test and Anti-Image.

From the calculations, the value of KMO and Bartlett's Test of Sphericity is 0.552 with a significance of .000. Because these values are above 0.5 and well below 0.05 (0.000 < 0.05) at significant level, then the sample is considered adequate for further analysis.

Furthermore, the analysis is done by assessing the correlation of these factors operated to Measures of Sampling Adequacy (MSA). Criteria for MSA are all variables that are operated must have correlation values above 0.5, whereas if there is a correlation value below

0.5 means not eligible for the MSA. At the output, value of MSA was obtained under 0.5 that is on factor value of the packaging gives the impression X07 and X17 special about the security of information provided in product packaging. Therefore, both factors are removed from the processing and return analysis.

The result of factor analysis after reducing the value obtained x02 and x17 KMO and Bartlett's Test of Sphericity is 0.622 with a significance of .000. Furthermore, the MSA values in the table is not found correlation values of each factor which is smaller than 0.5. Thus, data analysis continued in the process of extraction, where the process of extraction of the factors used to determine the types of variables that will be used, ie, variables involving the total variance, more than one that needs to be taken into account.

Results of factor analysis shows that of the 15 factors measured can be summarized into three main factors that determine consumer-buying products BANCI. Here is a summary of the third grouping of these factors after the rotation process.

Table 3. Rotated Component Matrix[a]

	Component		
	1	2	3
x01	**,761**	,563	-,122
x02	**,922**	,169	,185
x03	,170	**,936**	,246
x04	**,909**	,167	,177
x05	**,578**	,229	,352
x06	,563	**,761**	-,122
x08	,313	,217	**,895**
x09	,425	,263	**,546**
x10	,388	**,778**	,306
x11	,155	**,892**	,284
x12	,462	,331	**,695**
x13	**,895**	,217	,313
x14	,170	**,936**	,246
x15	**,918**	,147	,267
x16	**,895**	,217	,313

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.
a. Rotation converged in 5 iterations.

Based on the results processed at the second table, then it is made a summary of each factor by grouping that is formed into the following table.

Table 4. Summary of Grouping Factor Results

Factor	Question item	S
Factor 1 (Quality)	x01. Brand of snack pansy has a unique taste	,761
	x02. Having a long endurance	,922
	x04. Transvestite product has its own charm packs	,909
	x05. Unique form of packaging, a differentiator with competitors poduk	,578
	x13. At the time wanted to buy, easy to obtain the product sissy	,895
	x15. Store employees provide a friendly service	,918
	x16. I'm sure with the quality assurance of products offered	,895
Factor 2 (Brand)	x03. Consistent in taste from time to time	,936
	x06. Available the information required in packaging products	,761
	x10. The rebranding is easy to remember	,778
	x11. Reflects the brand name products in the offer	,892
	x14. Speed of service given at the store where purchase	,936
Factor 3 (Glass house)	x08. In your opinion, which offered affordable price	,895
	x09. The price offered in accordance with product quality	,546
	x12. Brand products provide value to your	,695

5. Conclusion

A consumer's purchasing decision, in this case is the purchase of snack food products will be influenced by stimuli factors of the marketing mix product itself. Factors that a stimulus or influence a consumer's decisions are based on the inherent attributes of products such as product quality, price, brand, service and warranties. Then, from these dimensions are translated into a number of factors that influence a consumer decision in purchasing. As for the determinants of consumer decisions for BANCI is a quality product, brand and price.

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